

March 2019

Hispanics and the Banking Experience - US

"As payment cards and banking apps are becoming the main ways in which Hispanics interact with their banks, the nature of customer touchpoints are shifting away from bank branches. For banks to drive longer-term loyalty, it is important they find ways to generate a desire for in-person conversations to gain ...

Black Consumers and the Banking Experience - US

"The majority of Black consumers have at least one bank account, but the share is slightly lower than the general market. Black consumers are satisfied with their bank, which is rooted in the anytime, anywhere customer service they receive plus tools to help them manage their money. Customer service and ...

February 2019

Black Consumers' Snacking Preferences - US

"Black consumers strive to maintain or improve their health through diet, and their snack preferences are no exception. Buying healthy snacks for the home is the goal, but taste is equally important, especially when this consumer eats snacks in the moment to temporarily reset their mood to their happy place ...

Hispanics' Snacking Preferences - US

"For most categories, Hispanic households' consumption of snacks is higher among English-dominant Hispanics. Engaging with Spanish-dominant Hispanics to increase consumption would drastically increase Hispanics' contribution to the snacks market. Brand efforts in this regard need to promote not only the brand but the category as well. Based on changes in ...

January 2019

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

Black Consumers' Diet and Wellness - US

"Black adults believe that a healthy diet and exercise leads to overall wellness, but their knowledge of what constitutes a healthy lifestyle and their everyday habits are sometimes in conflict with one other. Most Black adults are concerned that their efforts to maintain or improve their health status do not ...

Hispanics' Diet and Wellness - US

"How Hispanics approach their overall wellbeing depends on how concerned they are about their physical and emotional wellbeing as well as how they eat. How they react to these concerns shows that the Hispanic market is far from being homogeneous, and each of the different segments offers unique characteristics for ...

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