



June 2016

Hispanics and the Car Purchasing Process - US

Hispanics are more likely than the average to plan on buying a car in the next three years. As they go through the car buying process, Hispanics show some flexibility in terms of the makes and models they want, particularly when they intend to purchase a used car. Hispanics are ...

Black Consumers and the Car Purchasing Process - US

"Black consumers can be influenced by strategic marketing messages during the research and consideration phase of the car buying process as they seek information from multiple sources in their determination of type, make, and model to purchase. Demographics play a role in which resources are most likely to help guide ...

May 2016

Hispanics and Money Management - US

"The majority of Hispanic consumers tend to be optimistic about how they are doing financially, as their households are able to save money each month. However, Hispanics tend to lack clear financial goals and their distrust of institutions means they are not using them to their full potential."

Black Consumers and Money Management - US

"Black consumers are eager for help and in need of money management services. Black consumers' household structures, dynamics, and incomes differ from the total population, presenting them with specific challenges in managing their money."

April 2016

Hispanics and Cleaning the House - US

"Hispanics' expenditures on household cleaning products have grown modestly as a result of Hispanics' attention toward value and a gradually diminishing sense of urgency for keeping their homes spotlessly clean as they become more acculturated and adopt a more casual attitude toward household cleanliness. However, this is not to say ...