



July 2020

Marketing to Hispanic Millennials: Incl Impact of COVID-19 - US

“COVID-19 has been very disruptive to Hispanic Millennials. The fact that the majority of Hispanic households experienced some loss of income likely had an even greater negative effect on Hispanic Millennials’ path toward feeling successful and having the material assets to prove it. Despite the setback, Hispanic Millennials’ future is ...

Marketing to Black Millennials: Incl Impact of COVID-19 - US

“Black Millennials are at a crossroads in their lives – they have made some positive strides in their lives in terms of their educational attainment and have achieved some comforts, while others are still in the process of forging a path to success even though they face systemic roadblocks that ...

June 2020

Hispanics and Media Consumption: Incl Impact of COVID-19 - US

“Media consumption is one of the top activities Hispanics do in their leisure time. Shelter-at-home and social distancing orders due to COVID-19 have made it an even more integral part of Hispanics’ daily lives. As services aim to promote trial, with hopes of consumers signing up for longer-term paid subscriptions ...

Black Consumers and Media Consumption: Incl Impact of COVID-19 - US

“As the Black population is disproportionately impacted by the coronavirus pandemic, Black consumers turn to culturally relevant, trusted media sources for information as well as those that offer an escape from the chaos.”

– Toya Mitchell, Senior Multicultural Analyst

May 2020

Black Consumers' Loyalty in Automotive: Incl Impact of COVID-19 - US

“The automotive industry will be one of the hardest hit by the COVID-19 outbreak and the economic downturn. Past recession periods show that new car sales plummet when the economy contracts. Meanwhile, Black consumers are also disproportionately impacted by job losses and experience greater financial insecurity relative to the total ...

Hispanics' Loyalty in Automotive: Incl Impact of COVID-19 - US

“Despite Hispanics being more likely than the average to be planning to buy a car within a year, the COVID-19 outbreak likely prompted them to put those plans on hold overnight. Sales will come nowhere close to original projections. As car brands and dealerships aim to bounce back, they have ...