



January 2022

Hispanics' Vacation Plans - US

“Despite COVID-19, most Hispanics took vacations in the past two years, and most plan to do it again in the next two years. While the extent to which they can travel depends on the evolution of the pandemic and new variants, Hispanics have positive attitudes toward vacationing if they think ...

Black Consumers' Vacation Plans - US

“Despite being hard hit by conditions surrounding the pandemic, Black consumers are eager to zip up their suitcases to escape their everyday routines. To build these connections, brands need to first take measurable steps toward diversity and inclusion to accurately represent Black consumers as active participants in the travel space ...

December 2021

Black Consumers: Feeding the Family - US

“The secret ingredient to cooking for the family lies in the emotional aspect. Attitude toward cooking has made all the difference as those who enjoy making meals for their family proactively find ways to keep themselves engaged and their children happy – even after two years of cooking more from ...

November 2021

Hispanics: Feeding the Family - US

“Hispanic parents have two fundamental objectives in their approach to feeding their families; they want to ensure their families eat healthy and they want to please them. As achieving these objectives contributes to strengthening their identity as parents, there are opportunities for brands to help Hispanic moms handle the (sometimes ...

Multicultural Young Adults and Gaming - US

“There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs based on responses from all groups of young adult ...