



## June 2018

### Marketing to Black Millennials - US

"Black Millennials are a tenacious group who are grounded in their faith and belief that they will be the change they want to see – within their family, community and most importantly, themselves. This generational group looks among and within themselves to control and define their identity and image on ...

### Marketing to Hispanic Millennials - US

"The Hispanic Millennial generation accounts for the largest share of the Hispanic population. Due to their significant influence on older and younger Hispanics, understanding Hispanic Millennials provide hints about the future direction of the Hispanic market as a whole.

- **Juan Ruiz, Director of Hispanic Insights**

## May 2018

### Black Consumers and Social Media - US

Nearly all Black consumers use social media to be entertained and connected to their family and friends anytime and anywhere. Social media exposes Black consumers to new ideas and information while simultaneously serving as a public platform to create and maintain agency over their identity and beliefs. Brand communication that ...

### Hispanics and Social Media - US

"Hispanics – due to their youth – are engaged social media users. They find in social media a group of connections/friends who share their personal interests despite having diverse cultural backgrounds, political views, and religious interests. As social media provides Hispanics with a way to find information that is ...

## April 2018

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Hispanics and Convenience Stores - US

"The convenience store (c-store) category is facing headwinds affected by lower margins due to an increasingly competitive retail landscape and declines in motor fuel prices over the past few years. As the category aims to find its own identity – one that may go beyond just convenience – it can't ...

### Black Consumers and Convenience Stores - US

Convenience stores' value among Black consumers is rooted primarily in the amount of time they are able to save in traveling to and from the store as well as the shopping experience itself. Black men are the main c-store shoppers and they use these outlets as one-stop shopping locations, mostly ...