
Description: Many Americans marveled in 2009 as an African-American woman assumed the duties of First Lady and a Latina donned the robes of a Supreme Court Justice. Yet, historians likely will find that Michelle Obama and Sonia Sotomayor were not only icons for multicultural women of their own generation in the first decade of the 21st century, but also were precursors of an emerging wave of increasingly empowered multicultural women in the decades to come.

Already accounting for nearly a third of the women's population, multicultural women will be in the majority in a little more than 30 years. Barely 20 years from now, multicultural women will predominate among 25-to 44-year-old women—those most heavily engaged in the life tasks of building careers, forming households and families and raising children.

Black, Hispanic, Asian-American and other multicultural women already wield buying power in excess of $1 trillion and are the primary decision-makers in the vast majority of their homes. This completely new report provides marketing executives with a roadmap to tap into the growing economic clout of multicultural women.

The first chapters of the report provide an overview of market trends and opportunities and the buying power of multicultural women. The report continues with chapters on demographic trends affecting the multicultural women's market, including population growth and economic and social trends. The next section of the report provides an in-depth analysis of the consumer behavior of multicultural women. It includes chapters on how multicultural women spend leisure time and manage and spend money. Other chapters profile their shopping behavior and their attitudes and behavior with respect to fashion, health and wellness and car ownership. The last chapter of the report analyzes media usage patterns and receptivity to advertising.

Read an excerpt from this report below.

Research Methodology

This report is based on information collected directly from firms active in the multicultural women's market as well as a comprehensive analysis of relevant industry and trade publications. The principal primary research source used in the report is the Experian Simmons Winter 2009 National Consumer Study. Census Bureau sources include the latest available population estimates and projections as well as data from the 2007 American Community Survey and March 2009 Current Population Survey. Other U.S. Government sources include the Consumer Expenditures Survey of the Bureau of Labor Statistics and the Office of Immigration Statistics.

About the Author

Dr. Robert Brown and Ms. Ruth Washton have written more than 30 reports analyzing demographic trends and marketing strategies in key consumer segments. Topics have ranged from kids to mature consumers to multicultural groups such as Hispanics and African Americans. Dr. Brown and Ms. Washton have co-authored several Financial Times Business Reports on strategic business issues and have provided market and competitor intelligence studies for clients in a variety of industries. Dr. Brown has a B.S. from Georgetown University and a Ph.D. degree from The George Washington University. Ms. Washton has a B.A from Skidmore College and an M.A. from the State University of New York.

Contents: Chapter 1 Executive Summary
Introduction
Background
Overview of Report
Scope and Methodology
Market Definition
Methodology
Trends and Opportunities
Multicultural Women Move toward Majority Status
Multicultural Moms Drive Growth in Kids and Family Market
Demographic Changes Create Dynamic Market
Women Are in Charge of Multicultural Family Decision-Making
Cultural Cross-Currents in Multicultural Women's Market Test Marketers' Savvy
Multicultural Women More Optimistic about Future of American Economy
Overview of the Market
Population of Multicultural Women Nears 37 Million
Buying Power of Multicultural Women Tops $1 Trillion
African-American Women Have Highest Aggregate Buying Power
Buying Power of Multicultural Women Will Reach $1.4 Trillion in 2014
Population Trends
Multicultural Women Gain in Importance
Hispanic Women Show Fastest Growth Rate
Multicultural Women Drive Growth in U.S. Women's Population
Multicultural Women Projected to Form Majority in 2050
Multicultural Women Younger than Non-Hispanic White Women
Multicultural Women Significant Factor in Younger Age Groups
Latinas Are the Youngest
Many Regional Differences in Where Multicultural Women Live
Multicultural Women Highly Urban
Social Trends
African-American Women Least Likely to Marry
One in Four Latinas Married by Age of 24
Unmarried Mothers More Common among Hispanics and African Americans
Latinas Set Pace for Number of Births
Latinas More Likely to Have Three or More Children
Half of African-American Households Headed by Women
Multicultural Women Head Nearly Four Million Families with Children
African-American Women Place Higher Value on Religion
Multicultural Women in Forefront of 2008 Election
Economic Profile
Latinas Underrepresented on College Campuses
Asian-American Women Most Highly Educated
Black and Hispanic Women Workers Hurt More by Recession
Asian-American Women Most Likely to Work as Managers and Professionals
Multicultural Women Highly Entrepreneurial
Asian-American Women Top Earners
Income and Earnings of Multicultural Women Kept Pace in Early 2000s
One in Four Asian-American Women Has Income of $50,000 or More
Nearly 4 Million Multicultural Women Have Incomes of $50,000 or More
How Multicultural Women Spend Leisure Time
Typical Week in the Life of Multicultural Women Varies Greatly
Asian-American Women Concerned about Healthy Eating
Frozen Dinners More Often on the Tables of African-American Women
Gourmet Food Interests Multicultural Women
Multicultural Women Try New Food Products but Stick to Old Recipes
Multiple TVs Most Common in Households of African-American Women
Multicultural Women Buy Music
PCs in the Future of Many Multicultural Women
Digital Divide Continues to Narrow
Cellphones Becoming Universal Presence among Multicultural Women
Latinas Have Highest Cellphone Bills
Prepaid Calling Cards Much More Common
Multicultural Women Often Go to the Movies
Asian-American Women Frequent Flyers
How Multicultural Women Manage and Spend Money
Multicultural Women More Driven by Material Goals
Being in Debt Less of a Concern for Multicultural Women
Financial Security a Problem for Black and Hispanic Women
Asian-American Women More Likely to Use Credit Cards
Multicultural Women More Likely to Distrust Banks
Black and Hispanic Women Remain Underbanked
Life Insurance Important to Black Women
Asian-American Women Are Investors
Multicultural Consumer Units More Likely to Be Headed by Women
Hispanics Spend More on Food
Asian Consumers Spend the Most on Women's Apparel, Hispanics on Men's Apparel
Asians Spend the Most on New Cars
Asian Americans Spend More on Consumer Electronics

Shopping Behavior
Multicultural Women Like to Shop
Asian-American Women More Price Sensitive
Asian-American Women Like Incentive Offers
Asian-American Women More Attuned to Environmental Concerns When Shopping
African-American Kids Have More Influence on Shopping Decisions of Moms
Hispanic and Asian-American Women See Shopping as Opportunity for Family Outing
African-American Women More Likely to Be Impulse Buyers
Latinas Less Likely to Browse
Asian-American Women Depend More on Online Shopping, African-American Women Like Catalog Shopping

Highlights of Consumer Behavior
Multicultural Women Like to Shop for Clothes
Black and Asian-American Women More Likely to Buy Dresses
Many Differences in Use of Personal-Care Products
Multicultural Women Willing to Pay More for Brand-Name Meds
Alternative Medicine Favored
Asian-American Women Want Safety and Comfort, African-American Women Want to Have Fun, When Driving Their Cars
Auto Ownership Patterns Analyzed
Asian-American Women Service Cars More Often

Section 1 Overview

Chapter 2 Trends and Opportunities
Strategic Trends
Multicultural Women Move toward Majority Status
Figure 2-1: Population Increase 2010-2050, Multicultural vs. Non-Hispanic White Women
Figure 2-2: Multicultural Women as Percent of Total U.S. Population of Women, 2010 vs. 2050
Multicultural Women Will Predominate Sooner in Younger Age Groups
Table 2-1: Multicultural Women as Percent of Total Women's Population by Selected Age Groups and Years, 2010-2050
Multicultural Moms Drive Growth in Kids and Family Market
Figure 2-3: Number of Births, Multicultural vs. Non-Hispanic White Women, Selected Years 1990-2007
Figure 2-4: Percent of Total U.S. Births to Multicultural Women, Selected Years 1990-2007
Table 2-2: Changes in the Number of Multicultural and Non-Hispanic White Families with Children, 1999 vs. 2008
Table 2-3: Number of Children Living in Family Households in 2008, Multicultural vs. Non-Hispanic White
Table 2-4: Multicultural Children as Percent of Children under 5 Years of Age, Selected Years 2010-2050
Demographic Changes Create Dynamic Multicultural Women's Market
Figure 2-5: Projected Population of Hispanic and African-American Women 20 Years Old and Over, Selected Years 2010-2050
Table 3-4: Size of Asian-American Women's Population by Subgroup, 2007
Buying Power of Multicultural Women
How Packaged Facts Measures the Size of the Multicultural Women's Market
Buying Power of Multicultural Women Tops $1 Trillion
Table 3-5: Buying Power of Women by Race and Hispanic Origin, 2009
African-American Women Have Highest Aggregate Buying Power
Table 3-6: Buying Power of Multicultural Women by Race and Hispanic Origin, 2009
Buying Power of Multicultural Women Will Reach $1.4 Trillion in 2014
Table 3-7: Projected Growth in Buying Power of Multicultural Women 18 Years Old and Over, 2009-2014
Figure 3-1: Buying Power of Multicultural Women as Percentage of Total Buying Power of All U.S. Women, 2009 vs. 2014

Section II Demographic Highlights

Chapter 4 Population Trends
Population Growth Trends
Multicultural Women Gain in Importance
Table 4-1: Growth of the Female Population 18 Years Old and Over by Race and Hispanic Origin, 2000 vs. 2008
Hispanic Women Show Fastest Growth Rate
Table 4-2: Growth of the Population of Multicultural Women by Race and Hispanic Origin, 2000 vs. 2008
Multicultural Women Drive Growth in U.S. Women's Population
Table 4-3: Growth in Population, Multicultural vs. Other Women 18 Years Old and Over, 2000 to 2008
Multicultural Women Projected to Form Majority in 2050
Table 4-4: Growth of the Female Population 20 Years Old and Over by Race and Hispanic Origin, 2009 vs. 2010
Table 4-5: Growth in Population, Multicultural vs. Other Women 20 Years Old and Over, 2010 to 2050
Age Distribution
Multicultural Women Younger than Non-Hispanic White Women
Table 4-6: Population of U.S. Females by Selected Age Group, by Race and Hispanic Origin, 2008
Multicultural Women Significant Factor in Younger Age Groups
Figure 4-1: Multicultural Women as Percentage of Selected Age Groups within U.S. Women's Population Latinas Are the Youngest
Table 4-7: Median Age, Multicultural vs. Other Women, 2007
Where Multicultural Women Live
Many Regional Differences in Where Multicultural Women Live
Table 4-8: Population of U.S. Females by Region of Residence, 2008
Multicultural Women Highly Urban
Table 4-9: Population of U.S. Females by Metropolitan vs. Non-Metropolitan Residence, 2008
New York Metro Area Has Largest Population of African-American Women
Table 4-10: States with Largest Populations of African-American Women, 2007
Table 4-11: Metro Areas with Largest Populations of African-American Women, 2007
Nearly Half of Latinas Live in California and Texas
Table 4-12: States with Largest Populations of Hispanic Women, 2007
Table 4-13: Metro Areas with Largest Populations of Hispanic Women, 2007
California Home to 35% of Asian-American Women
Table 4-14: States with Largest Populations of Asian-American Women, 2007
Table 4-15: Metro Areas with Largest Populations of Asian-American Women, 2007

Chapter 5 Social Trends
Marriage and Children
African-American Women Least Likely to Marry
Table 5-1: Marital Status of Females 15 Years Old and Over, Multicultural vs. Non-Hispanic White, 2008
Table 5-2: Marital Status of Hispanic Women 15 Years Old and Over by National Segment, 2007
Table 5-3: Marital Status of Asian-American Women 15 Years Old and Over by Subgroup, 2006
One in Four Latinas Married by Age of 24
Table 5-4: Marital Status of 18- to 44-Year-Old Women by Age Group and Race and Hispanic Origin, 2008
Latinas Youngest to Marry
Table 5-5: Median Age of Women at First Marriage, Multicultural vs. Non-Hispanic White, 2007
Unmarried Mothers More Common among Hispanics and African Americans
Table 5-6: Women 15 to 50 Years Old and Over Who Have Had a Birth in the Past 12 Months, by Age and Race and Hispanic Origin and Marital Status, 2007
Table 5-7: Percent of Births to Unmarried Women by Race and Hispanic Origin, 2007
Latinas Set Pace for Number of Births
Table 5-8: Fertility Rates by Race and Hispanic Origin, 2007
Table 5-9: Number of Births, by Race and Hispanic Origin of Mother, 2007
Births Most Common among Mexican Women
Table 5-10: Hispanic Women Ages 15 to 50 Who Had a Child in Past 12 Months by Subgroup, 2007
Table 5-11: Asian-American Women Ages 15 to 50 Who Had a Child in Past 12 Months by Subgroup, 2007
Latinas More Likely to Have Three or More Children
Table 5-12: Distribution of 15- to 44-Year-Old Women by Average Number of Children Ever Born, by Age Group and Race and Hispanic Origin, 2007

Household Structure
Half of African-American Households Headed by Women
Table 5-13: Household Type by Race and Hispanic Origin, 2007
Table 5-14: Number of Households with Women Living Alone by Race and Hispanic Origin, 2007
Role of Women in Households Varies Widely Across National Subgroups
Table 5-15: Profile of Hispanic Households by Selected National Segment, 2007
Table 5-16: Profile of Hispanic Households by Selected National Segment, 2007
Table 5-17: Profile of Asian-American Households by Subgroup, 2007
Multicultural Women Head Nearly Four Million Families with Children
Table 5-18: Number of Households Headed by Women by Race and Hispanic Origin and Type of Household, 2007
Table 5-19: Number of Households Headed by Women with Children under 18 by Race and Hispanic Origin, 2007
Multicultural Households Relatively Large
Table 5-20: Average Household and Family Size, by Race and Hispanic Origin and National Subgroup, 2007

Social and Political Values
African-American Women Place Higher Value on Religion
Table 5-21: Attitudes toward Religion, Multicultural vs. Non-Hispanic White Women
Multicultural Women in Forefront of 2008 Election
Table 5-22: Percent of Women Voting in 2004 and 2008 Elections, by Race and Hispanic Origin
Table 5-23: Number of Women Voting in 2004 and 2008 Elections, by Race and Hispanic Origin
Table 5-24: Growth in Number of Women Voters by Race and Hispanic Origin, 2004 vs. 2008

Chapter 6 Economic Profile
Educational Attainment
Latinas Underrepresented on College Campuses
Table 6-1: Percent of Women Enrolled in College or Graduate School by Race and Hispanic Origin, 2007
Table 6-2: Percent of Hispanic Women Enrolled in College or Graduate School by Subgroup, 2007
Table 6-3: Percent of Asian Women Enrolled in College or Graduate School by Subgroup, 2007
Asian-American Women Most Highly Educated
Table 6-4: Educational Attainment of Women 25 Years Old and Over, by Race and Hispanic Origin, 2007
Table 6-5: Educational Attainment of Hispanic Women by Subgroup, 2007
Table 6-6: Educational Attainment of Asian Women by Subgroup, 2007
Multicultural Women at Work
Black and Hispanic Women Workers Hurt More by Recession
Table 6-7: Women 20 Years and Over in the Labor Force by Race and Hispanic Origin
Table 6-8: Number of Unemployed Women 20 Years and Over by Race and Hispanic Origin, 2007 vs. 2008
Asian-American Women Most Likely to Work as Managers and Professionals
Table 6-9: Occupations of Women 16 Years Old and Over by Race and Hispanic Origin, 2008
Table 6-10: Percent of Hispanic Women Employed as Managers or Professionals by Subgroup, 2007
Table 6-11: Percent of Asian Women Employed as Managers or Professionals by Subgroup, 2007
Multicultural Women Highly Entrepreneurial
Figure 6-1: Percent of Women Who Would Like to Set Up Their Own Business, Multicultural vs. non-Hispanic White
Income and Earnings of Multicultural Women
Asian-American Women Top Earners
Table 6-12: Mean Income and Earnings, Multicultural Women vs. Others, 2007
Table 6-13: Mean Earnings of Asian-American Women Working Full-Time, Year-Round by Subgroup, 2007
Table 6-14: Mean Earnings of Asian-American Women Working Full-Time, Year-Round by Subgroup, 2007
Income and Earnings of Multicultural Women Kept Pace in Early 2000s
Table 6-15: Mean Income of Females 18 Years Old and Over by Race and Hispanic Origin, 2002 vs. 2007
Table 6-16: Mean Earnings of Full-Time, Year-Round Female Workers 18 Years Old and Over by Race and Hispanic Origin, 2002 vs. 2007
Asian-American Women Rank Highest in Income
Section III Consumer Behavior

Chapter 7 How Multicultural Women Spend Leisure Time

Overview

Typical Week in the Life of Multicultural Women Varies Greatly
Table 7-1: Average Hours Spent per Week in Primary Activities, Multicultural vs. White Women, 2008

Hobbies and Leisure Activities Are Similar
Table 7-2: Hobbies and Leisure Activities in Last 12 Months, Multicultural vs. Non-Hispanic White Women

Eating at Home
Kitchen Less Important to African-American Women
Table 7-3: Attitudes toward Cooking, Multicultural vs. Non-Hispanic White Women

Asian-American Women Concerned about Healthy Eating
Table 7-4: Attitudes toward Healthy Eating, Multicultural vs. Non-Hispanic White Women

Frozen Dinners More Often on the Tables of African-American Women
Table 7-5: Attitudes toward Prepared Foods, Multicultural vs. Non-Hispanic White Women

Gourmet Food Interests Multicultural Women
Table 7-6: Attitudes toward Food Styles, Multicultural vs. Non-Hispanic White Women

Multicultural Women Try New Food Products but Stick to Old Recipes
Table 7-7: Attitudes toward Trying New Foods, Multicultural vs. Non-Hispanic White Women

Home Entertainment
Books Important to Multicultural Women
Figure 7-1: Percent of Women Buying Books in the Last 12 Months, Multicultural vs. Non-Hispanic White

Multiple TVs Most Common in Households of African-American Women
Table 7-8: Ownership of Television Sets, Multicultural vs. Non-Hispanic White Women

Figure 7-2: Percent of Women Owning DVRs, Multicultural vs. Non-Hispanic White

Multicultural Women Buy Music
Figure 7-3: Percent of Women Buying CDs in Last 12 Months, Multicultural vs. Non-Hispanic White

Figure 7-4: Percent of Women Buying Music Downloads in Last 12 Months, Multicultural vs. Non-Hispanic White

Using the Internet
PCs in the Future of Many Multicultural Women
Table 7-10: Ownership of Personal Computers, Multicultural vs. Non-Hispanic White Women

Figure 7-5: Percent of Women Planning to Buy a Personal Computer, Multicultural vs. Non-Hispanic White

Digital Divide Continues to Narrow
Table 7-11: Internet Use at Home, Multicultural vs. Non-Hispanic White Women

Internet Usage Analyzed
Table 7-12: Online Activities of African American Women in Last 30 Days
Table 7-13: Online Activities of Hispanic Women in Last 30 Days
Table 7-14: Online Activities of Asian-American Women in Last 30 Days
Table 7-15: Online Activities of Non-Hispanic White Women in Last 30 Days

Keeping in Touch with Family and Friends
Many Similarities in Websites Visited
Table 7-16: Websites Visited in Last 12 Months by African-American Women
Table 7-17: Websites Visited in Last 12 Months by Hispanic Women
Table 7-18: Websites Visited in Last 12 Months by Asian-American Women
Table 7-19: Websites Visited in Last 12 Months by Non-Hispanic White Women

Cellphones Becoming Universal Presence among Multicultural Women
Figure 7-6: Percent of Women Owning Cellphone, Multicultural vs. Non-Hispanic White

Family Cellphone Plans Popular with Hispanic and Asian-American Women
Table 7-20: Cellphone Plans Popular with Hispanic and Asian-American Women

Latinas Have Highest Cellphone Bills
Table 7-21: Amount of Cellphone Bill Last Month, Multicultural vs. Non-Hispanic White Women
Table 7-22: Additional Cellphone Services, Multicultural vs. Non-Hispanic White Women
Hispanic and Asian-American Women Heavy Long-Distance Callers
Table 7-23: Profile of Long-Distance Telephone Use, Multicultural vs. Non-Hispanic White Women
Prepaid Calling Cards Much More Common
Figure 7-7: Percent of Women with Telephone Credit Card or Prepaid Calling Card, Multicultural vs. Non-Hispanic White
Going Out
Live Entertainment Events Popular
Table 7-24: Attendance at Live Entertainment Events in Last 12 Months, Multicultural vs. Non-Hispanic White Women
Multicultural Women Are Frequent Moviegoers
Table 7-25: Movie Attendance, Multicultural vs. Non-Hispanic White Women
Multicultural Women Frequent Family and Fast Food Restaurants
Figure 7-8: Percent of Women Visiting Family Restaurants & Steak Houses, Multicultural vs. Non-Hispanic White
Figure 7-9: Percent of Women Visiting Fast Food Restaurants, Multicultural vs. Non-Hispanic White Women
Table 7-26: Fast Food Restaurants Visited the Most, Multicultural vs. Non-Hispanic White Women
Going on Vacation
Hispanic and African-American Women Travel Less Often
Table 7-27: Domestic Travel, Multicultural Women vs. Non-Hispanic White Women
Asian-American Women Frequent Flyers
Table 7-28: Travel Profile, Multicultural Women vs. Non-Hispanic White Women

Chapter 8 How Multicultural Women Manage and Spend Money
Managing Personal Finances
Multicultural Women More Driven by Material Goals
Table 8-1: Attitudes toward Money and Work, Multicultural vs. Non-Hispanic White Women
Being in Debt Less of a Concern for Multicultural Women
Table 8-2: Attitudes toward Spending, Saving and Debt, Multicultural vs. Non-Hispanic White Women
Financial Security a Problem for Black and Hispanic Women
Table 8-3: Financial Self Confidence, Multicultural vs. Non-Hispanic White Women
Asian-American Women More Likely to Use Credit Cards
Figure 8-1: Percent of Women Who Often Prefer to Use Cash for Things They Buy, Multicultural vs. Non-Hispanic White Women
Table 8-4: Use of Credit Cards, Multicultural vs. Non-Hispanic White Women
Table 8-5: Ownership and Use of ATM/Debit Cards, Multicultural vs. Non-Hispanic White Women
Multicultural Women More Likely to Distrust Banks
Figure 8-2: Percent of Women Who Are Uncomfortable Trusting Money to a Bank, Multicultural vs. Non-Hispanic White Women
Black and Hispanic Women Remain Underbanked
Table 8-6: Banking and Investments Currently Have, Multicultural vs. Non-Hispanic White Women
African-American Women Likely to Have New Car Loans
Table 8-7: Loans by Category, Multicultural vs. Non-Hispanic White Women
Life Insurance Important to Black Women
Figure 8-3: Percent of Women Agreeing It Is Important to Be Well-Insured with Life Insurance, Multicultural vs. Non-Hispanic White Women
Table 8-8: Ownership of Insurance by Type of Insurance, Multicultural vs. Non-Hispanic White Women
Asian-American Women Are Investors
Table 8-9: Ownership of Investments, Multicultural vs. Non-Hispanic White Women
Sending Money More Common among Multicultural Women
Table 8-10: Percent Sending Money in Last 12 Months, Multicultural vs. Non-Hispanic White Women
Expenditure Patterns of Multicultural Consumer Units
Consumer Units Defined
Multicultural Consumer Units More Likely to Be Headed by Women
Table 8-11: Number and Percent of Consumer Units Headed by Women by Race and Hispanic Origin
Table 8-12: Characteristics of Consumer Units, Multicultural vs. Non-Hispanic White Consumer Units
Latinos Spend Greatest Share of After-Tax Income
Table 8-13: Total Average Annual Expenditures of Consumer Units, Multicultural vs. Non-Hispanic White Consumer Units
Hispanics Spend More on Food
Table 8-14: Shares of Total Average Annual Consumer Expenditures Allocated to Food and Beverages, Multicultural vs. Non-Hispanic White Consumer Units
Expenditure Patterns for Household Furnishings and Equipment Are Similar
Table 8-15: Shares of Total Average Annual Consumer Expenditures Allocated to Household Furnishings and Equipment, Multicultural vs. Non-Hispanic White Consumer Units
Figure 8-4: Percent of Women Spending $475 or More on Household Furnishings in Last 12 Months, Multicultural vs. Non-Hispanic White
Asian Consumers Spend the Most on Women's Apparel, Hispanics on Men's Apparel
Table 8-16: Shares of Total Average Annual Consumer Expenditures Allocated to Apparel and Services, Multicultural vs. Non-Hispanic White Consumer Units
Asians Spend the Most on Women's Apparel, Hispanics on Men's Apparel
Table 8-17: Share of Total Average Annual Consumer Expenditures Allocated to Vehicle Purchases and Related Expenses, Multicultural vs. Non-Hispanic White Consumer Units
African Americans Spend More on Consumer Electronics
Table 8-18: Shares of Total Average Annual Consumer Expenditures Allocated to Entertainment, Multicultural vs. Non-Hispanic White Consumer Units
Hispanics and Blacks Spend More on Personal-Care Products and Services
Table 8-19: Shares of Total Average Annual Consumer Expenditures Allocated to Personal-Care Products and Services, Reading Materials, and Education, Multicultural vs. Non-Hispanic White Consumer Units
Multicultural Consumers Spend Less on Health Care
Table 8-20: Share of Total Average Annual Consumer Expenditures Allocated to Health Care, Multicultural vs. Non-Hispanic White Consumer Units

Chapter 9 Shopping Behavior
Overview
African-American Women Are Early Adopters
Table 9-1: Setting Trends and Influencing Others, Multicultural vs. Non-Hispanic White Women
Multicultural Women Like to Shop
Table 9-2: Importance of Shopping, Multicultural vs. Non-Hispanic White Women
Asian-American Women More Price Sensitive
Table 9-3: Price Sensitivity, Multicultural vs. Non-Hispanic White Women
Asian-American Women Like Incentive Offers
Table 9-4: Response to Incentive Offers, Multicultural vs. Non-Hispanic White Women
Figure 9-1: Percent of Women Reporting Households Use Cents-Off Coupons, Multicultural vs. Non-Hispanic White
Table 9-5: Type of Cents-Off Coupons Used, Multicultural vs. Non-Hispanic White Women
Multicultural Women More Likely to Change Brands
Table 9-6: Brand Awareness and Loyalty, Multicultural vs. Non-Hispanic White Women
Asian-American Women More Attuned to Environmental Concerns When Shopping
Table 9-7: Impact of Environmental Attitudes on Shopping Behavior, Multicultural vs. Non-Hispanic White Women
African-American Kids Have More Influence on Shopping Decisions of Moms
Table 9-8: Children's Influence on Shopping Behavior, Married Multicultural vs. Married Non-Hispanic White Mothers
Table 9-9: Children's Influence on Shopping Behavior, Single Multicultural vs. Single Non-Hispanic White Mothers
Hispanic Moms Indulge Their Kids
Table 9-10: Attitudes toward Indulging Kids, Married Multicultural vs. Married Non-Hispanic White Mothers
Table 9-11: Attitudes toward Indulging Kids, Single Multicultural vs. Single Non-Hispanic White Mothers
Shopping in Stores
Hispanic and Asian-American Women See Shopping as Opportunity for Family Outing
Table 9-12: Attitudes toward Shopping as a Social Experience, Multicultural vs. Non-Hispanic White Women
African-American Women More Likely to Be Impulse Buyers
Table 9-13: Attitudes toward Impulse Buying, Multicultural vs. Non-Hispanic White Women
Latinas Less Likely to Browse
Table 9-14: In-Store Shopping Behavior, Multicultural vs. Non-Hispanic White Women
Convenient Location less of a Factor for African-American Women When Deciding Where to Shop
Table 9-15: Criteria for Store Selection, Multicultural vs. Non-Hispanic White Women
Shopping Patterns Vary across Multicultural Market Segments
Table 9-16: Shopping Patterns, Multicultural vs. Non-Hispanic White Women
Many Similarities in Choices of Department and Discount Stores
Table 9-17: Leading Department/Discount Stores Shopped in Last 3 Months, Multicultural vs. Non-Hispanic White Women
Online and Catalog Shopping
Asian-American Women Depend More on Online Shopping
Table 9-18: Impact of the Internet on Shopping Behavior, Multicultural vs. Non-Hispanic White Women
Figure 9-2: Percent Making a Purchase on the Internet in Last 12 Months, Multicultural vs. Non-Hispanic White
African-American Women Like Catalog Shopping
Figure 9-3: Percent Buying from a Catalog in Last 12 Months, Multicultural vs. Non-Hispanic White

Chapter 10 Highlights of Consumer Behavior
Fashion
Multicultural Women Look to Make Fashion Statements
Table 10-1: Attitudes toward Fashion and Style, Multicultural vs. Non-Hispanic White Women
Multicultural Women Like to Shop for Clothes
Table 10-2: Attitudes toward Shopping and Buying Clothes, Multicultural vs. Non-Hispanic White Women
Black and Asian-American Women More Likely to Buy Dresses
Table 10-3: Clothing Items and Accessories Bought in Last 12 Months by African-American Women
Table 10-4: Clothing Items and Accessories Bought in Last 12 Months by Hispanic Women
Table 10-5: Clothing Items and Accessories Bought in Last 12 Months by Asian-American Women
Table 10-6: Clothing Items and Accessories Bought in Last 12 Months by Non-Hispanic White Women
Hispanic and African-American Women Choose Many of the Same Brands of Jeans
Figure 10-1: Percent of Women Buying Jeans in Last 12 Months, Multicultural vs. Non-Hispanic White
Table 10-7: Jeans Bought in Last 12 Months by African-American Women
Table 10-8: Jeans Bought in Last 12 Months by Hispanic Women
Table 10-9: Jeans Bought in Last 12 Months by Non-Hispanic White Women
Many Differences in Use of Personal-Care Products
Table 10-10: Use of Personal-Care Products, Multicultural vs. Non-Hispanic White Women
Health and Wellness
Multicultural Women Less Likely to Have Ailments
Figure 10-2: Percent of Women Reporting Any Ailment in Last 12 Months, Multicultural vs. Non-Hispanic White
Table 10-11: Ailments in Last 12 Months of African-American Women
Table 10-12: Ailments in Last 12 Months of Hispanic Women
Table 10-13: Ailments in Last 12 Months of Non-Hispanic White Women
Hispanic Women Less Likely to Have Regular Checkups
Figure 10-3: Percent of Women Who Say They Have Regular Medical Checkups, Multicultural vs. Non-Hispanic White
Table 10-14: Percent Consulting Health Professionals in Last 12 Months by Category of Professional, Multicultural vs. Non-Hispanic White
Multicultural Women Willing to Pay More for Brand-Name Meds
Figure 10-4: Percent of Women Taking Prescription Medicines in Last 12 Months, Multicultural vs. Non-Hispanic White
Figure 10-5: Percent of Women Agreeing It Is Worth Paying More for Brand Prescription Medicines, Multicultural vs. Non-Hispanic White
Pharmaceutical Advertising More Effective
Figure 10-6: Percent of Women Who Always Look for the Most Advertised Medicines Available, Multicultural vs. Non-Hispanic White
Multicultural Women See Pharmaceutical Companies as Useful Information Source
Figure 10-7: Percent of Women Who Agree that Pharmaceutical Companies Are Useful Source of Information, Multicultural vs. Non-Hispanic White
Less Reliance on Doctors
Table 10-15: Degree of Trust in Physicians, Multicultural vs. Non-Hispanic White Women
Alternative Medicine Favored
Figure 10-8: Percent of Women Preferring Alternative Medicine to Standard Medical Practice, Multicultural vs. Non-Hispanic White
Use of OTC Meds Less Common
Table 10-16: Percent Using Over-the-Counter Medications, Multicultural vs. Non-Hispanic White Women
Multicultural Women Less Likely to Take Vitamins
Table 10-17: Attitudes toward Vitamins, Multicultural vs. Non-Hispanic White Women
Automotive
Car Ownership Less Common among Black and Hispanic Women
Figure 10-9: Percent of Women Who Own or Personally Lease a Vehicle, Multicultural vs. Non-Hispanic White
When Driving Their Cars, Asian-American Women Want Safety and Comfort, African-American Women Want to Have Fun,
Table 10-18: Reasons for Buying a Car, Multicultural vs. Non-Hispanic White Women
Opinions on New and Used Cars Differ
Chapter 11 Multicultural Women and the Media

Print Media
African-American Women Rely on Newspapers for Information
Table 11-1: Attitudes toward Newspapers, Multicultural vs. Non-Hispanic White Women
Table 11-2: Readership of English Language Newspapers, Multicultural vs. Non-Hispanic White Women
Latinas Look to Magazines for Entertainment
Table 11-3: Attitudes toward Magazines, Multicultural vs. Non-Hispanic White Women
Magazine Preferences Listed
Table 11-4: Most Popular Magazines of African-American Women
Table 11-5: Most Popular English-Language Magazines of Hispanic Women
Table 11-6: Most Popular English-Language Magazines of Asian-American Women
Table 11-7: Most Popular Magazines of Non-Hispanic White Women

Television and Radio
Multicultural Women Less Likely to Multitask When Watching TV
Table 11-8: Attitudes toward Television, Multicultural vs. Non-Hispanic White Women
More African-American Women Invest in Premium Cable Channels
Table 11-9: Percent Receiving Premium Cable Channels, Multicultural vs. Non-Hispanic White Women
Cable TV Preferences Analyzed
Table 11-10: Most Popular Cable Television Channels of African-American Women
Table 11-11: Most Popular English-Language Cable Television Channels of Hispanic Women
Table 11-12: Most Popular English-Language Cable Television Channels of Asian-American Women
Table 11-13: Most Popular Cable Television Channels of Non-Hispanic White Women
Radio Less Popular
Table 11-14: Attitudes toward Radio, Multicultural vs. Non-Hispanic White Women
Radio Format Preferences Vary
Table 11-15: Most Popular Radio Formats, Multicultural vs. Non-Hispanic White Women
Impact of the Internet on Traditional Media Usage
Internet Has Major Impact on Media Habits of Asian-American Women
Table 11-16: Impact of the Internet on Media Usage, Multicultural vs. Non-Hispanic White Women
Online Media Choices Analyzed
Table 11-17: Leading Online Media Activities, Multicultural vs. Non-Hispanic White Women
Receptivity to Advertising
Multicultural Women Have Positive Feelings about Advertising
Table 11-18: Attitudes toward Advertising in General, Multicultural vs. Non-Hispanic White Women
Multicultural Women Stay Tuned When TV Commercials Air
Table 11-19: Attitudes toward Television Advertising, Multicultural vs. Non-Hispanic White Women
Magazine Ads Capture Attention of Multicultural Women
Table 11-20: Attitudes toward Magazine Advertising, Multicultural vs. Non-Hispanic White Women
Multicultural Women Prime Targets for Outdoor Advertising
Table 11-21: Receptivity to Outdoor Advertising, Multicultural vs. Non-Hispanic White Women
Product Placement Works with Multicultural Women
Table 11-22: Impact of Product Placement, Multicultural vs. Non-Hispanic White Women

Appendix: Addresses of Selected U.S. Multicultural Women's Market Resources

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