Hispanics and the Holidays: CHRISTMAS

THROUGH A RECENT MIXED METHODS STUDY CONDUCTED BY C+R RESEARCH'S LATINOEYES® DIVISON, BICULTURAL AND UNACCULTURATED HISPANICS WERE ASKED HOW THEY CELEBRATE HOLIDAYS IN THE UNITED STATES.



Why do you enjoy

Christmas?

"WE EAT

MEXICAN **DISHES LIKE**

TAMALES. TORTAS. BEER... WE ALWAYS MAKE

SURE TO HAVE FLAN AND TAMALES.'

Planning

Christmas is a

family affair!

2-3 PEOPLE

INVOLVED

Alcoholic

Drinks

Spirits

Pre-mixed Beverages

Wine Coolers

······Wine

····· Beer

😡 Unacculturated

Bicultural





Why do you enjoy Christmas?

"WE SEE ALL THE FAMILY. THAT'S #1. WE HAVE TRADITIONAL FOODS THAT WE CELEBRATE WITH. LOVE AND JOY AND ALL THE FAMILY! WHAT'S BETTER THAN THAT? AND FOOD!'

Influencers for Celebrating Christmas

CHRISTMAS IS INFLUENCED BY OWN TRADITIONS AND COUNTRY OF ORIGIN

- Traditions I grew up with
- Children influence their Hispanic parents bringing • in American traditions
- Trying to stay connected to country of origin •
- Unacculturated more influenced by spouse/in-laws
- Biculturals also influenced by trying to connect with American culture

Media and non-Hispanic friends/relatives are not influencers



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Variety of Food Consumed

MOSTLY

Hispanic Food

Tamales

Rice

Beans

Flan

Pernil

American Food

Ham

Mashed potatoes

Potato salad

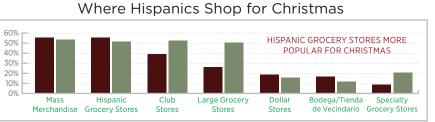
Turkev

Dinner rolls

Source: Emerge Smarter Webinar Series | October 2013, How do you give Sazón to a turkey? presented by Jorge Martinez, Vice President, LatinoEyes* + CultureBeat* www.crresearch.com | info@crresearch.com | (312) 828-9200

Thanksgiving which is celebrated at

a friend's or neighbor's.



Variety of Drinks Consumed

Non-Alcoholic

Drinks

Soda/Pop.

Water -

Hispanic Soda/Pop

Ponche

Fruit Juice/Smoothie