

Hispanics and the Holidays: CHRISTMAS

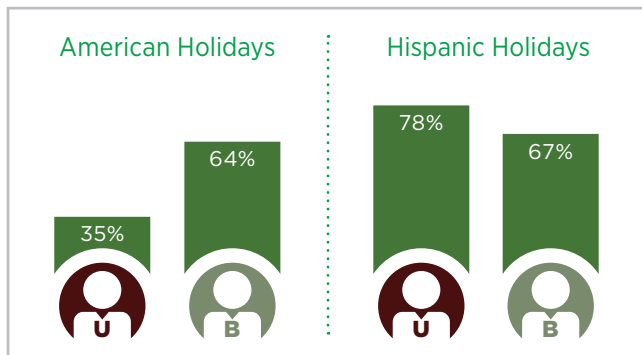


THROUGH A RECENT MIXED METHODS STUDY CONDUCTED BY C+R RESEARCH'S LATINOYES® DIVISION, BICULTURAL AND UNACCUULTURATED HISPANICS WERE ASKED HOW THEY CELEBRATE HOLIDAYS IN THE UNITED STATES.

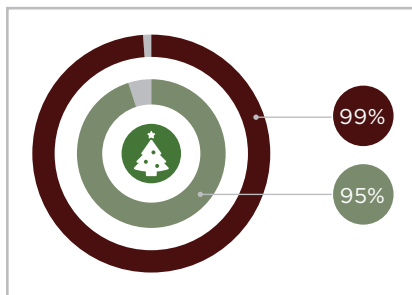
Unacculturated Bicultural

Percent of Hispanics Who Believe Holidays are Extremely Important

AMERICAN VS. HISPANIC HOLIDAYS



Percent Celebrate Christmas



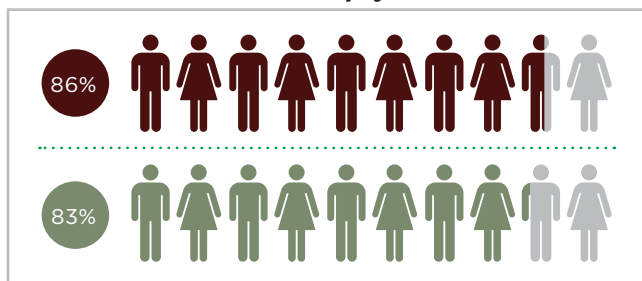
Bicultural Hispanics more likely to shop online for Christmas gifts



Why do you enjoy Christmas?

"WE EAT MEXICAN DISHES LIKE TAMALES, TORTAS, BEER... WE ALWAYS MAKE SURE TO HAVE FLAN AND TAMALES."

Percent Who Enjoy Christmas



How They Celebrate The Holidays



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!"

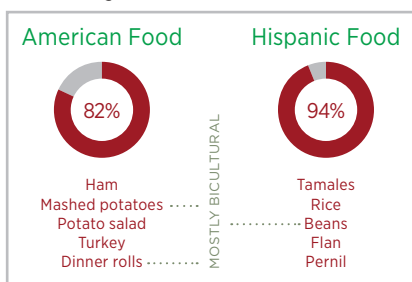
Influencers for Celebrating Christmas

CHRISTMAS IS INFLUENCED BY OWN TRADITIONS AND COUNTRY OF ORIGIN

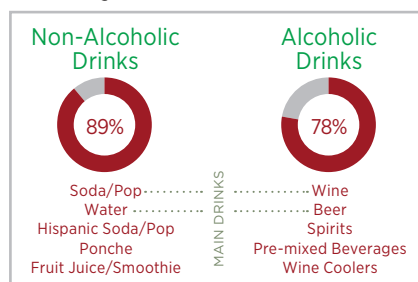
- Traditions I grew up with
- Children influence their Hispanic parents bringing in American traditions
- Trying to stay connected to country of origin
- Unacculturated more influenced by spouse/in-laws
- Biculturals also influenced by trying to connect with American culture

Media and non-Hispanic friends/relatives are not influencers

Variety of Food Consumed



Variety of Drinks Consumed



Where Hispanics Shop for Christmas

