

# Hispanics and the Holidays: MOTHER'S & FATHER'S DAY

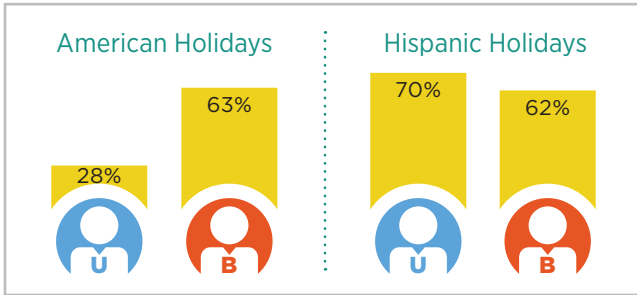
THROUGH A RECENT MIXED METHODS STUDY CONDUCTED BY C+R RESEARCH'S LATINO EYES® DIVISION, BICULTURAL AND UNACCUULTURATED HISPANICS WERE ASKED HOW THEY CELEBRATE HOLIDAYS IN THE UNITED STATES.



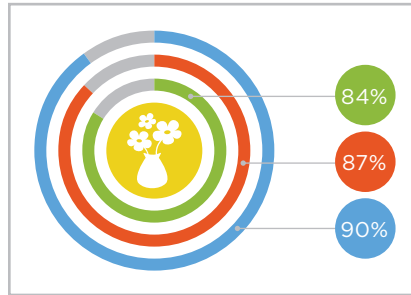
U Unacculturated
B Bicultural
G Acculturated

## Percent of Hispanics Who Believe Holidays Are Extremely Important (Top 3 Box)

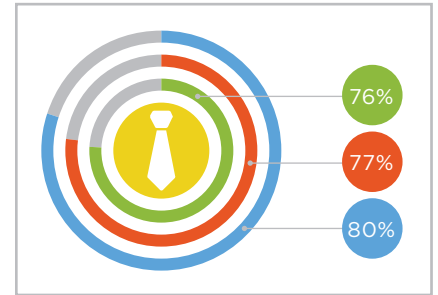
AMERICAN VS. HISPANIC HOLIDAYS



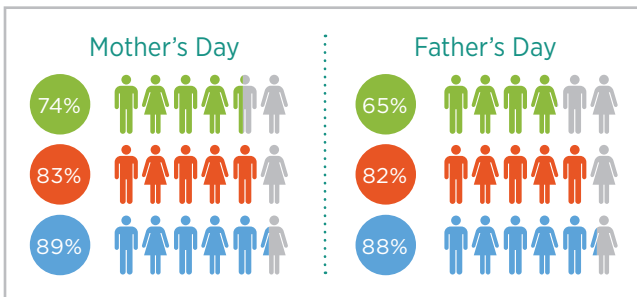
## Percent Who Celebrate Mother's Day



## Percent Who Celebrate Father's Day



## Percent Who Enjoy Holiday (Top 3 Box)



## Multiple Opportunities for Mother's Day



## Where Hispanics Shop for Mother's Day



## Where Hispanics Shop for Father's Day



## Things We Do for Each Holiday



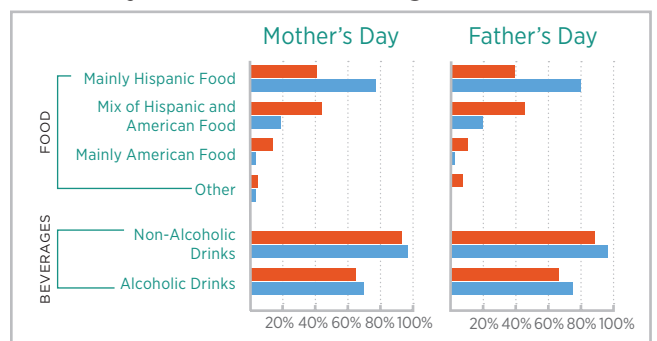
Mothers are honored and revered throughout Latino cultures, and although different nationalities celebrate it on different dates and in different ways, most Hispanics enjoy the celebrations in "her" honor. While the Latino family dynamics are ever evolving, fathers also continue to be a pillar of the Latino family life.

As the US Hispanic population grows and becomes more bicultural, many of the traditions that are embraced throughout Latin America make their way into the celebration of Mother's Day in the United

States; and the Bicultural Hispanics are at the forefront of adapting and combining traditions from both cultures.

This adaptation and intertwining of cultures is reflected in the way we celebrate, the people that are part of our celebrations and the foods and drinks that we consume. To successfully communicate and establish a connection with US Hispanics, it is pivotal to understand the cultural heritage that shapes our attitudes and behaviors.

## Variety of Food & Beverages Consumed



## How We Celebrate the Holidays

Utensils icon Acculturated more likely to go to a restaurant
 House icon About half celebrate Mother's Day at home