

Hispanics and the Holidays: NEW YEAR'S

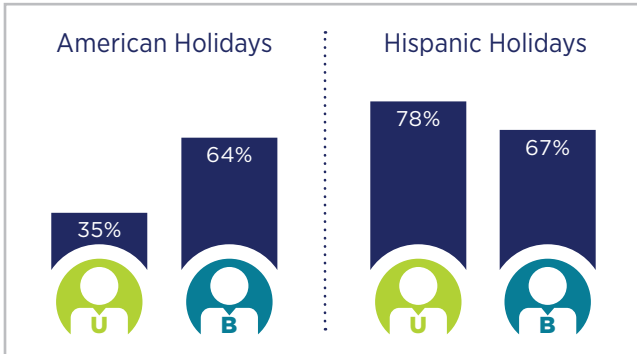
THROUGH A RECENT MIXED METHODS STUDY CONDUCTED BY C+R RESEARCH'S LATINO EYES® DIVISION, BICULTURAL AND UNACCUULTURATED HISPANICS WERE ASKED HOW THEY CELEBRATE HOLIDAYS IN THE UNITED STATES.



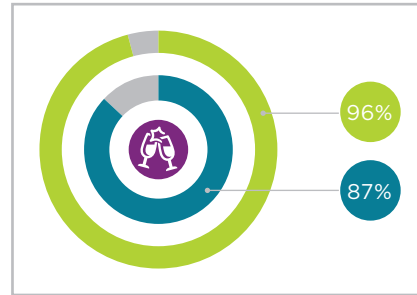
Unacculturated Bicultural

Percent of Hispanics Who Believe Holidays are Extremely Important

AMERICAN VS. HISPANIC HOLIDAYS



Percent Celebrate New Year's



New Year's is the longest celebration of the holidays (Christmas is a close 2nd)



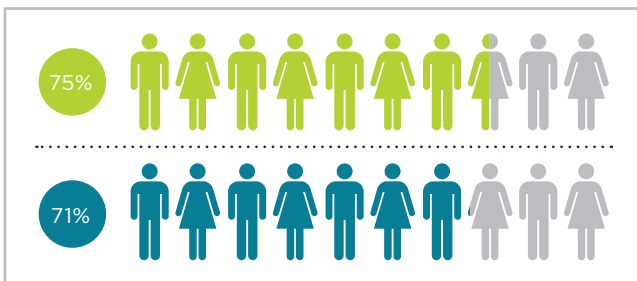
Are there any traditions that you have for New Year's?

"ALL FAMILY MEMBERS JOIN AND EAT 12 GRAPES AND TOAST WITH CHAMPAGNE."

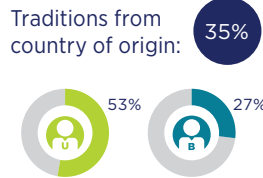
Are there any traditions that you have for New Year's?

"ON NEW YEAR I WEAR RED UNDERWEAR FOR LOVE, AND YELLOW IF YOU WANT MONEY."

Percent who Enjoy New Year's



Traditions



How They Celebrate

Big dinner—76%,
Listening to music—76%
Drinking—71%*
Dancing—56%
Watching TV—40%

*MORE BICULTURAL

Are there any traditions that you have for New Year's?

"MY HISPANIC TRADITION? WE RUN WITH EMPTY LUGGAGE AROUND THE HOUSE TO BRING TRAVEL FOR THE FOLLOWING YEAR"

Are there any traditions that you have for New Year's?

"YES, WE START SINGING JIBARO MUSIC AND BRING OUT THE MARACAS AND THE CHEESE GRATER AND PLAY TO THE BEAT OF THE MUSIC AND SING ALONG."

Influencers for Celebrating New Year's

- Traditions they grew up with*
- Children influence unacculturated Hispanics more than bicultural
- Trying to stay connected to country of origin
- Biculturals are more likely to try connecting to American culture

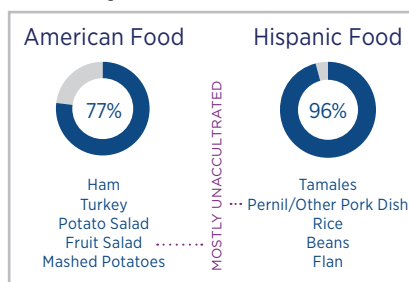
*MOST IMPORTANT

Media is not a big influencer

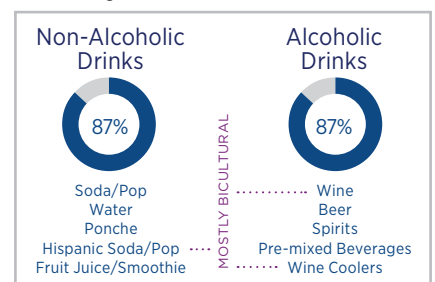
Why do you enjoy New Year's?

"IT IS THE START OF A NEW YEAR AND TIME TO START OVER, EVERYONE GETS DRESSED UP AND CELEBRATES, DANCING, DRINKING, EATING, MUSIC, GENERAL FUN."

Variety of Food Consumed



Variety of Drinks Consumed



Where Hispanics Shop for New Year's

