

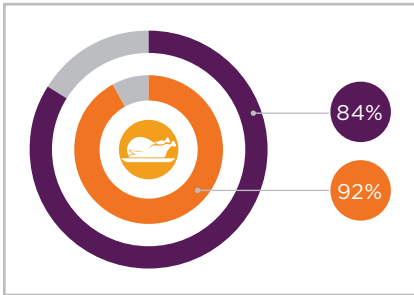
Hispanics and the Holidays: THANKSGIVING

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 Celebrate Thanksgiving

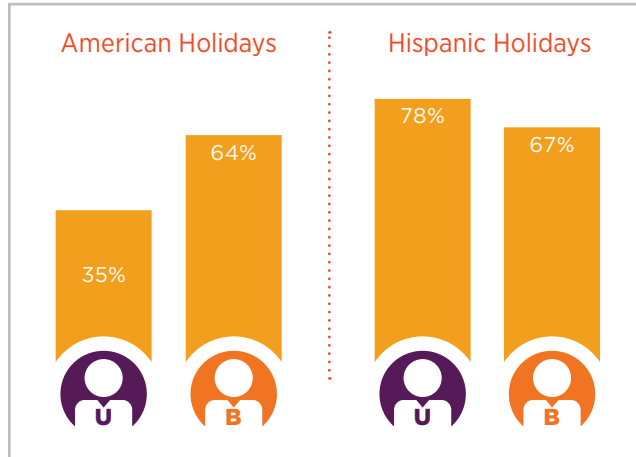


Why do you enjoy Thanksgiving?

"FAMILY GETS TOGETHER, FROM BOTH CULTURES."

Percent of Hispanics Who Believe Holidays are Extremely Important

AMERICAN VS. HISPANIC HOLIDAYS



Why do you enjoy Thanksgiving?

"I LOVE HAVING ALL OF THE FAMILY TOGETHER AT THE TABLE GIVING THANKS FOR ALL WE HAVE AND PLANNING FOR THE CHRISTMAS HOLIDAY."

Percent who Enjoy Thanksgiving



Why do you enjoy Thanksgiving?

"LOVE THE WAY WE PIG OUT WITH NO CONSIDERATION FOR GAINING WEIGHT BUT IT REMINDS US TO ALWAYS BE GRATEFUL FOR WHAT WE HAVE AND HOW BLESSED WE ARE."

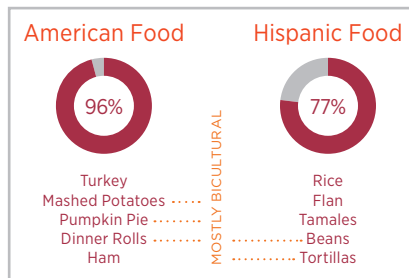
Unacculturated Hispanics are twice as likely to celebrate Thanksgiving at friend/neighbor's house



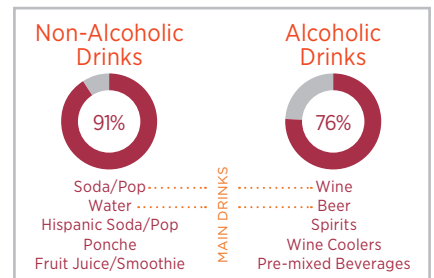
Hispanics' Thanksgiving celebration increases in size with acculturation



Variety of Food Consumed



Variety of Drinks Consumed



Influencers for Celebrating Thanksgiving

- Trying to be connected to American culture
- Children influence their Hispanic parents bringing in American traditions
- Bicultural more influenced by traditions they or their spouse grew up with
- Hispanic friends are equally as influential as non-Hispanic friends

Media is not a big influencer

What's on the table at Thanksgiving?

"... ALTHOUGH WE EAT THE TRADITIONAL TURKEY, THERE'S ALWAYS A MEXICAN TOUCH ... TAMALES OR BUÑUELOS."

Where Hispanics Shop for Thanksgiving

