

# Ipsos' U.S. Diversity Markets Report: 15<sup>th</sup> Edition

## *Understanding the U.S. Multicultural Marketplace*

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## **Ipsos' U.S. Diversity Markets Report: 15<sup>th</sup> Edition**

### *Understanding the U.S. Multicultural Marketplace*

**New York, NY** - The American marketplace is constantly evolving and understanding consumers has never been so complex. To help clients better understand and reach consumers, Ipsos Public Affairs is pleased to announce that the 15<sup>th</sup> edition of the U.S. Diversity Markets Report is now available.

"We are pleased to release the newest edition of the U.S. Diversity Markets Report that gives organizations added insight into key segments of the U.S. market," says Chris Deeney, Senior Vice President of Ipsos Public Affairs' Omnibus Division. "The transformation of American households constantly challenges researchers and businesses alike as the U.S. population continue to grow more diverse."

The U.S. Diversity Markets Report is a leading research publication on U.S. multicultural markets. This biennial report covers demographics and market characteristics for the rapidly growing Hispanic, African-American, and Asian-American markets, built from 4,700 interviews among diverse consumers.



Denise Sharp, Vice President of Diversity for Ipsos Public Affairs adds “The U.S. Diversity Markets Report aims to help marketers and advertisers better understand and reach these markets which now represent 36% of the U.S. population. Our comprehensive report offers numerous applications for a range of businesses, including market research and segmentation analysis, marketing and strategic planning, and media budget allocations.”

The U.S. Diversity Markets Report paints a detailed picture of the American consumer by providing detailed population estimates, demographic profiles, analysis of language and acculturation trends, and media consumption of the three major diversity groups. To learn more about the report, please visit our [website](#).

Some findings from the U.S. Diversity Markets Report are featured in our Point of View paper, [\*Targeting Hispanics by Language Spoken at Home – Is it Really that Simple?\*](#) This paper explores the language dominance at home as a criteria for segmenting U.S. Hispanics for marketing and media.



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