Student Name

Date

Class

Minority Research Paper

# Introduction

(Your comments)

# **P**art **I**

## AFRICAN AMERICAN

Total numbers in the U.S.

 Information (source)

Percent of the total U. S. population

 Information (source)

Rate of growth

 Information (source)

Average household size

 Information (source)

Average age

 Information (source)

% with college degrees

 Information (source)

Average or median income levels

 Information (source)

Geographic location(s) – metro, states, etc.

 Information (source)

Brands that have **higher than average** purchase for each group

 Information (source)

Identify specific products which have **above average** usage for each group

 Information (source)

Best media to use to target each group

 Information (source)

## ASIAN AMERICAN

Total numbers in the U.S.

 Information (source)

Percent of the total U. S. population

 Information (source)

Rate of growth

 Information (source)

Average household size

 Information (source)

Average age

 Information (source)

% with college degrees

 Information (source)

Average or median income levels

 Information (source)

Geographic location(s) – metro, states, etc.

 Information (source)

Brands that have **higher than average** purchase for each group

 Information (source)

Identify specific products which have **above average** usage for each group

 Information (source)

Best media to use to target each group

 Information (source)

## HISPANIC AMERICAN

Total numbers in the U.S.

 Information (source)

Percent of the total U. S. population

 Information (source)

Rate of growth

 Information (source)

Average household size

 Information (source)

Average age

 Information (source)

% with college degrees

 Information (source)

Average or median income levels

 Information (source)

Geographic location(s) – metro, states, etc.

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Brands that have **higher than average** purchase for each group

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Best media to use to target each group

 Information (source)

# Part 2 - Analysis of Business Potential for Each Group

For each “ethnic” group write a minimum of **2 paragraphs** analyzing the business potential using the information found in your research for Part 1 and additional research necessary to complete your analysis.

## African American

Comments/rationale narrative

## Asian American

 Comments/rationale narrative

## Hispanic American

 Comments/rationale narrative

# Bibliography/Citations