

# PATH to UNDERSTANDING

## Do CPGs Know Their Customers?

Omnichannel Share  
by Category

Consumer Sentiment

Psychographics

Media Consumption





# When you know more, you grow more.

At Numerator, we believe that when you truly know your customers, more growth is possible. We also know that it's been virtually impossible for many CPG brands and retailers to truly know their consumers, understand their behaviors and quantify share of spend associated with specific consumers. Numerator changes that.

Numerator offers leading omnichannel solutions for your marketing needs — whether it's an omnichannel view of advertising and promotions, or an omnichannel view of pricing and purchasing. We provide visibility into more people, across more channels, unlocking more growth.

Now more than ever, we know the importance of deep consumer understanding — an understanding that spans all facets and dimensions of diversity. As a starting place, Numerator is releasing our first consumer fact pack, focusing on consumer behavior and sentiments across racial groups.

Uncovering both similarities and differences among groups enables deeper levels of understanding and connection. We're putting insights at your fingertips for the first time. Because when you know more, you grow more.





# What's Inside

## **OMNICHANNEL SHARE BY CATEGORY**

Omnichannel share provides share of consumer spend data — by ethnicity — for the top 10 brands in each of 10 categories, along with total category share of spend by generation and income level for each ethnicity. Omnichannel share includes spend done online, in brick and mortar food, mass and drug stores, as well as convenience, pet, health and beauty and club stores, among others.

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## **CONSUMER SENTIMENT**

Consumer sentiment data in this report is also gathered through MicroSurveys, which inform Numerator Psychographics. Data is reported by ethnicity including consumer awareness of brand values and the impact of brand values on consumer purchasing.

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## **PSYCHOGRAPHICS**

Numerator Psychographics give insight into 500+ consumer attributes around attitudes, interests, and opinions. These attributes help to better understand what internal motivators may influence consumer purchase behavior.

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Psychographic attributes are collected via MicroSurveys distributed within Numerator's consumer app. MicroSurveys are short, one to three question surveys issued to Numerator panelists.

## **MEDIA CONSUMPTION**

Media Consumption explores 300+ media consumption habits of consumers including topics of most interest to them and most often used media platforms. It allows brands to uncover the best way to reach consumers through what they're watching, listening to, reading or exploring on social media.

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Like Psychographics, Media Consumption is collected directly from Numerator panelists using MicroSurveys and aligns to verified consumer buying behavior.

The background is a dark teal color. In the center, there is a faint, light-colored illustration of a person sitting at a desk, working on a laptop. The person's head is tilted back, and their hands are on the keyboard. To the right of the person, there is a stack of papers or a book. At the bottom of the page, there is a stylized bar chart with seven vertical bars of varying heights and colors, ranging from light teal to dark green. A small white number '3' is located at the bottom center of the page.

# OMNICHANNEL SHARE BY CATEGORY





# Omnichannel Share by Category



Omnichannel share provides share of consumer spend data — by ethnicity — for the top 10 brands in each of 10 categories by US sales, along with total share of spend by generation and income level for each ethnicity.

## CATEGORIES

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Beer



Soft Drinks



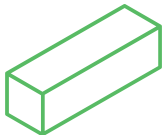
Candy



Energy Bars



Baking & Cooking



Butter & Margarine



Laundry



Oral Hygiene



Body Skin Care



Face Care



## BEER CATEGORY



### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Bud Light	1.8%	7.7%	15.1%	73.0%	2.3%
Miller (Beer)	2.9%	6.8%	10.3%	78.2%	1.7%
Coors	4.4%	5.9%	7.0%	81.3%	1.4%
Michelob Ultra	2.3%	5.0%	13.2%	77.5%	2.0%
Budweiser	1.6%	11.3%	14.4%	70.4%	2.3%
Busch	0.6%	3.2%	3.2%	92.1%	0.8%
Corona	4.3%	10.1%	28.3%	55.6%	1.8%
Natural Light	1.6%	6.2%	15.2%	75.1%	1.9%
White Claw	3.9%	3.8%	11.1%	79.0%	2.3%
Modelo	4.1%	12.1%	52.4%	28.7%	2.8%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	9.5%	10.1%	24.6%	53.9%	1.9%
Millennials [1982-1995]	5.0%	8.4%	22.7%	62.5%	1.5%
Gen X [1965-1981]	2.9%	8.8%	13.7%	73.5%	1.1%
Boomers [1945-1964]	1.7%	6.6%	8.7%	81.4%	1.7%
Greatest Gen [< 1945]	2.0%	4.1%	5.2%	65.0%	23.7%
<b>Grand Total</b>	<b>2.8%</b>	<b>7.8%</b>	<b>13.4%</b>	<b>74.3%</b>	<b>1.7%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	2.4%	12.2%	21.3%	58.1%	6.1%
\$20,001 - \$40,000	1.9%	11.3%	19.4%	65.2%	2.3%
\$40,001 - \$60,000	2.4%	9.7%	17.1%	69.8%	1.0%
\$60,001 - \$80,000	3.4%	7.1%	14.3%	74.4%	0.9%
\$80,001 - \$100,000	2.1%	8.0%	9.1%	80.0%	0.9%
\$100,001 - \$125,000	2.1%	5.1%	8.4%	83.9%	0.6%
\$125,001 +	4.1%	4.9%	9.1%	80.3%	1.6%
<b>Grand Total</b>	<b>2.8%</b>	<b>7.8%</b>	<b>13.4%</b>	<b>74.3%</b>	<b>1.7%</b>



**Top 10 Brands, Share of Omnichannel Spend by Ethnicity**

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Coca-Cola	3.8%	5.6%	10.9%	78.5%	1.2%
Pepsi	3.6%	7.5%	7.6%	80.1%	1.3%
Mountain Dew	1.6%	5.7%	3.2%	88.5%	1.0%
Dr Pepper	1.8%	5.2%	7.2%	84.2%	1.6%
Sprite	3.9%	13.0%	12.3%	69.2%	1.6%
Canada Dry	4.3%	19.0%	10.4%	64.6%	1.7%
A&W	2.6%	6.7%	6.1%	83.2%	1.4%
7Up	4.6%	7.8%	11.6%	74.6%	1.4%
Sunkist	3.8%	13.5%	9.4%	72.1%	1.2%
Fanta	5.0%	29.1%	17.6%	46.7%	1.6%

**Omnichannel Share of Spend by Age and Ethnicity**

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	7.2%	10.8%	25.3%	54.8%	1.9%
Millennials [1982-1995]	6.9%	8.5%	17.2%	65.8%	1.6%
Gen X [1965-1981]	3.4%	8.3%	10.4%	76.5%	1.4%
Boomers [1945-1964]	1.8%	7.1%	4.9%	85.2%	1.1%
Greatest Gen [< 1945]	1.6%	4.2%	2.3%	90.2%	1.7%
<b>Grand Total</b>	<b>3.3%</b>	<b>7.8%</b>	<b>9.3%</b>	<b>78.3%</b>	<b>1.3%</b>

**Omnichannel Share of Spend by Income and Ethnicity**

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	5.4%	10.9%	16.3%	65.2%	2.3%
\$20,001 - \$40,000	2.3%	10.6%	11.4%	74.0%	1.7%
\$40,001 - \$60,000	2.7%	8.5%	9.9%	77.7%	1.2%
\$60,001 - \$80,000	2.9%	6.9%	8.1%	81.1%	1.1%
\$80,001 - \$100,000	2.8%	6.5%	7.0%	82.7%	1.0%
\$100,001 - \$125,000	3.6%	5.9%	7.5%	82.1%	0.9%
\$125,001 +	4.0%	6.1%	7.1%	81.6%	1.2%
<b>Grand Total</b>	<b>3.3%</b>	<b>7.8%</b>	<b>9.3%</b>	<b>78.3%</b>	<b>1.3%</b>



### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Hershey's	3.4%	8.2%	8.6%	78.5%	1.3%
Reese's	2.1%	8.0%	6.6%	82.1%	1.2%
M&M's	2.9%	7.5%	7.8%	80.5%	1.2%
Wrigley's	3.6%	13.9%	12.5%	68.5%	1.6%
Kit Kat	4.4%	14.2%	10.3%	69.7%	1.5%
Snickers	3.1%	14.5%	10.7%	70.2%	1.5%
Lindt	6.7%	5.3%	9.1%	77.4%	1.5%
Russell Stover	2.5%	6.0%	7.5%	82.7%	1.3%
Mars	5.5%	7.8%	10.2%	75.0%	1.4%
Dove Chocolate	2.8%	5.2%	6.3%	84.7%	1.0%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	9.6%	14.8%	23.4%	50.2%	2.0%
Millennials [1982-1995]	8.2%	10.6%	16.6%	62.9%	1.8%
Gen X [1965-1981]	4.5%	10.7%	10.6%	72.7%	1.5%
Boomers [1945-1964]	1.9%	8.0%	4.7%	84.2%	1.2%
Greatest Gen [< 1945]	1.7%	4.4%	2.0%	89.7%	2.3%
<b>Grand Total</b>	<b>4.0%</b>	<b>9.5%</b>	<b>9.1%</b>	<b>76.0%</b>	<b>1.4%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	4.5%	14.3%	16.2%	62.3%	2.7%
\$20,001 - \$40,000	3.1%	12.1%	11.7%	71.6%	1.6%
\$40,001 - \$60,000	3.1%	10.8%	10.1%	74.7%	1.3%
\$60,001 - \$80,000	3.5%	9.5%	8.2%	77.7%	1.2%
\$80,001 - \$100,000	3.7%	7.7%	7.1%	80.3%	1.2%
\$100,001 - \$125,000	4.2%	7.2%	7.1%	80.3%	1.2%
\$125,001 +	5.3%	7.6%	7.4%	78.4%	1.4%
<b>Grand Total</b>	<b>4.0%</b>	<b>9.5%</b>	<b>9.1%</b>	<b>76.0%</b>	<b>1.4%</b>





## ENERGY BAR CATEGORY

### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Nature Valley	3.9%	7.7%	8.9%	78.1%	1.4%
Kind	4.8%	6.5%	7.2%	80.3%	1.2%
Clif Bar	5.1%	4.1%	7.2%	82.4%	1.3%
Quaker	3.5%	7.8%	9.4%	78.2%	1.2%
Quest Nutrition	2.8%	4.3%	9.0%	83.1%	0.9%
Lucky Charms	0.2%	0.7%	0.8%	98.3%	0.1%
Aldi Private Label	2.1%	5.8%	6.1%	84.8%	1.1%
Pure Protein	3.6%	3.3%	7.2%	84.8%	1.1%
Fiber One	2.4%	4.8%	6.3%	85.6%	0.8%
Kellogg's Nutri-Grain	3.0%	10.5%	10.1%	75.1%	1.3%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	8.8%	10.6%	19.2%	59.8%	1.7%
Millennials [1982-1995]	7.2%	7.0%	12.2%	72.2%	1.4%
Gen X [1965-1981]	3.9%	5.8%	8.1%	81.0%	1.1%
Boomers [1945-1964]	1.8%	4.9%	4.1%	88.1%	1.1%
Greatest Gen [< 1945]	2.8%	3.2%	2.2%	88.5%	3.3%
<b>Grand Total</b>	<b>4.0%</b>	<b>5.8%</b>	<b>7.8%</b>	<b>81.3%</b>	<b>1.2%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	6.9%	10.5%	14.8%	64.5%	3.3%
\$20,001 - \$40,000	3.1%	9.5%	12.6%	73.3%	1.5%
\$40,001 - \$60,000	2.8%	6.1%	7.8%	82.3%	1.1%
\$60,001 - \$80,000	3.5%	6.2%	7.9%	81.3%	1.2%
\$80,001 - \$100,000	3.5%	5.2%	6.8%	83.4%	1.1%
\$100,001 - \$125,000	3.8%	4.2%	5.9%	85.2%	0.9%
\$125,001 +	4.7%	4.6%	6.4%	83.2%	1.1%
<b>Grand Total</b>	<b>4.0%</b>	<b>5.8%</b>	<b>7.8%</b>	<b>81.3%</b>	<b>1.2%</b>



**Top 10 Brands, Share of Omnichannel Spend by Ethnicity**

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Great Value	2.9%	10.2%	10.1%	75.3%	1.5%
Kraft	3.6%	8.7%	8.5%	77.8%	1.4%
Kirkland Signature	18.5%	5.9%	14.7%	58.7%	2.2%
Aldi Private Label	3.2%	8.7%	8.6%	78.1%	1.4%
Nestle	4.3%	7.7%	11.6%	74.9%	1.5%
Betty Crocker	3.1%	7.7%	9.3%	78.6%	1.3%
Kroger Private Label	2.8%	10.1%	7.5%	78.4%	1.1%
Prego	4.1%	11.0%	10.4%	73.1%	1.3%
Ragu	3.5%	12.9%	11.3%	70.8%	1.5%
McCormick	3.7%	12.0%	7.4%	75.4%	1.5%

**Omnichannel Share of Spend by Age and Ethnicity**

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	13.1%	13.8%	24.9%	46.3%	1.9%
Millennials [1982-1995]	10.7%	10.7%	17.7%	59.2%	1.7%
Gen X [1965-1981]	5.8%	10.3%	12.2%	70.2%	1.5%
Boomers [1945-1964]	2.6%	8.2%	5.7%	82.1%	1.4%
Greatest Gen [< 1945]	2.2%	5.3%	2.9%	87.1%	2.5%
<b>Grand Total</b>	<b>5.4%</b>	<b>9.4%</b>	<b>10.5%</b>	<b>73.2%</b>	<b>1.5%</b>

**Omnichannel Share of Spend by Income and Ethnicity**

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	6.0%	14.1%	20.1%	56.8%	3.1%
\$20,001 - \$40,000	4.0%	12.9%	14.4%	67.2%	1.6%
\$40,001 - \$60,000	3.8%	10.1%	11.3%	73.5%	1.4%
\$60,001 - \$80,000	4.7%	9.1%	9.7%	75.2%	1.4%
\$80,001 - \$100,000	5.0%	8.1%	8.1%	77.6%	1.2%
\$100,001 - \$125,000	6.0%	8.0%	8.2%	76.7%	1.1%
\$125,001 +	7.1%	7.6%	8.1%	1.6%	75.7%
<b>Grand Total</b>	<b>5.4%</b>	<b>9.4%</b>	<b>10.5%</b>	<b>1.5%</b>	<b>73.2%</b>



## BUTTER & MARGARINE CATEGORY



### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Land O Lakes	3.1%	8.3%	6.0%	81.3%	1.3%
Great Value	1.7%	7.7%	4.3%	85.1%	1.2%
Shedd's Country Crock	2.7%	11.9%	13.9%	70.0%	1.5%
Kroger Private Label	1.6%	7.2%	3.6%	86.7%	0.9%
Kerrygold	8.6%	6.2%	11.5%	72.0%	1.8%
Kirkland Signature	12.2%	5.0%	8.7%	71.5%	2.5%
Challenge	5.6%	6.6%	9.3%	76.8%	1.7%
I Can't Believe It's Not Butter	3.4%	10.5%	11.2%	73.5%	1.4%
Countryside Creamery	1.5%	6.5%	4.5%	86.3%	1.1%
Imperial Spread	2.6%	16.4%	14.6%	64.8%	1.6%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	13.9%	12.6%	18.4%	53.2%	2.0%
Millennials [1982-1995]	9.6%	9.8%	13.7%	65.2%	1.7%
Gen X [1965-1981]	4.7%	9.1%	9.4%	75.3%	1.4%
Boomers [1945-1964]	1.9%	7.0%	4.3%	85.5%	1.3%
Greatest Gen [< 1945]	1.3%	4.8%	2.3%	89.2%	2.4%
<b>Grand Total</b>	<b>4.2%</b>	<b>8.2%</b>	<b>7.6%</b>	<b>78.7%</b>	<b>1.4%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	5.3%	13.3%	13.7%	64.7%	3.1%
\$20,001 - \$40,000	2.7%	10.6%	9.5%	75.8%	1.5%
\$40,001 - \$60,000	2.7%	8.2%	7.2%	80.9%	1.1%
\$60,001 - \$80,000	3.5%	7.7%	7.5%	80.0%	1.3%
\$80,001 - \$100,000	4.0%	7.3%	6.3%	81.1%	1.2%
\$100,001 - \$125,000	4.2%	7.1%	6.5%	81.0%	1.2%
\$125,001 +	5.9%	6.8%	6.5%	79.3%	1.4%
<b>Grand Total</b>	<b>4.2%</b>	<b>8.2%</b>	<b>7.6%</b>	<b>78.7%</b>	<b>1.4%</b>



## LAUNDRY CATEGORY



### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Tide	5.7%	12.2%	13.0%	67.5%	1.5%
Gain	2.8%	18.0%	15.3%	62.1%	1.8%
Downy	5.2%	11.4%	15.6%	66.2%	1.6%
Arm & Hammer	4.1%	16.5%	14.7%	62.8%	1.8%
All	4.2%	11.1%	10.0%	73.4%	1.4%
Clorox	4.7%	22.3%	14.5%	56.5%	1.9%
Purex	2.4%	13.8%	11.3%	70.9%	1.5%
Snuggle	3.1%	13.5%	12.8%	68.9%	1.7%
OxiClean	4.0%	9.7%	10.5%	74.3%	1.5%
Bounce	6.1%	11.4%	11.5%	69.5%	1.4%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	9.4%	14.4%	34.1%	40.3%	1.8%
Millennials [1982-1995]	8.9%	13.5%	23.7%	52.2%	1.8%
Gen X [1965-1981]	4.9%	15.1%	15.4%	63.0%	1.6%
Boomers [1945-1964]	2.4%	12.0%	7.3%	76.7%	1.5%
Greatest Gen [< 1945]	2.5%	6.2%	4.2%	84.5%	2.6%
<b>Grand Total</b>	<b>4.7%</b>	<b>13.5%</b>	<b>13.9%</b>	<b>66.3%</b>	<b>1.6%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	5.4%	17.0%	25.0%	49.7%	2.9%
\$20,001 - \$40,000	3.5%	17.0%	19.1%	58.7%	1.6%
\$40,001 - \$60,000	3.9%	15.7%	15.9%	63.0%	1.5%
\$60,001 - \$80,000	4.1%	13.5%	12.0%	69.2%	1.3%
\$80,001 - \$100,000	4.4%	11.4%	10.7%	72.3%	1.3%
\$100,001 - \$125,000	4.8%	10.7%	10.3%	73.1%	1.1%
\$125,001 +	5.9%	11.1%	10.2%	70.8%	1.9%
<b>Grand Total</b>	<b>4.7%</b>	<b>13.5%</b>	<b>13.9%</b>	<b>66.3%</b>	<b>1.6%</b>



## ORAL HYGIENE CATEGORY



### Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Crest	7.6%	10.4%	13.4%	67.0%	1.6%
Colgate	7.1%	11.7%	17.3%	62.4%	1.6%
Oral-B	11.8%	9.3%	12.4%	64.5%	1.9%
Listerine	7.8%	15.9%	12.7%	61.9%	1.8%
Sensodyne	9.4%	9.1%	12.4%	67.5%	1.6%
Sonicare	14.5%	6.3%	8.4%	68.9%	1.9%
Equate	3.4%	10.5%	10.1%	74.3%	1.6%
Waterpik	9.0%	11.3%	9.9%	68.1%	1.6%
Fixodent	1.9%	10.4%	6.0%	80.7%	1.0%
Arm & Hammer	4.0%	12.7%	10.8%	71.0%	1.6%

### Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	14.3%	16.1%	29.4%	38.6%	1.7%
Millennials [1982-1995]	15.0%	11.5%	20.1%	51.4%	2.1%
Gen X [1965-1981]	8.8%	12.1%	14.2%	63.3%	1.7%
Boomers [1945-1964]	3.6%	9.7%	6.6%	78.7%	1.4%
Greatest Gen [< 1945]	3.3%	5.5%	4.0%	85.0%	2.2%
<b>Grand Total</b>	<b>8.0%</b>	<b>10.9%</b>	<b>12.4%</b>	<b>67.0%</b>	<b>1.6%</b>

### Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	8.8%	14.4%	23.5%	50.0%	3.4%
\$20,001 - \$40,000	6.2%	14.0%	18.3%	59.8%	1.6%
\$40,001 - \$60,000	6.5%	11.4%	13.4%	67.5%	1.3%
\$60,001 - \$80,000	6.7%	11.0%	11.6%	69.1%	1.6%
\$80,001 - \$100,000	7.3%	9.7%	9.7%	71.8%	1.6%
\$100,001 - \$125,000	7.9%	9.6%	9.8%	71.5%	1.2%
\$125,001 +	10.3%	9.5%	9.2%	69.5%	1.6%
<b>Grand Total</b>	<b>8.0%</b>	<b>10.9%</b>	<b>12.4%</b>	<b>67.0%</b>	<b>1.6%</b>





**Top 10 Brands, Share of Omnichannel Spend by Ethnicity**

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Bath & Body Works	4.5%	18.4%	12.6%	63.0%	1.5%
Gold Bond	4.9%	11.4%	8.4%	73.6%	1.7%
Aveeno	12.3%	10.1%	13.5%	62.5%	1.7%
Nivea	8.3%	20.9%	15.8%	53.0%	2.1%
CeraVe	11.8%	9.2%	12.0%	65.5%	1.5%
Jergens	5.3%	21.5%	12.6%	58.9%	1.7%
Vaseline	7.0%	25.4%	12.7%	53.0%	1.9%
Eucerin	7.7%	17.0%	12.5%	61.0%	1.9%
Cetaphil	23.2%	10.6%	12.0%	52.0%	2.3%
Aquaphor	8.1%	13.0%	11.3%	65.7%	1.9%

**Omnichannel Share of Spend by Age and Ethnicity**

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	13.8%	20.6%	27.9%	35.9%	1.9%
Millennials [1982-1995]	14.4%	17.5%	19.9%	46.3%	1.9%
Gen X [1965-1981]	8.1%	17.8%	13.6%	58.6%	1.8%
Boomers [1945-1964]	3.5%	13.3%	6.2%	75.5%	1.5%
Greatest Gen [< 1945]	3.4%	7.4%	3.0%	83.8%	2.4%
<b>Grand Total</b>	<b>7.6%</b>	<b>15.9%</b>	<b>12.1%</b>	<b>62.7%</b>	<b>1.7%</b>

**Omnichannel Share of Spend by Income and Ethnicity**

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	8.4%	19.9%	21.8%	46.2%	3.8%
\$20,001 - \$40,000	7.0%	20.1%	16.8%	54.4%	1.7%
\$40,001 - \$60,000	6.1%	18.6%	14.5%	59.3%	1.6%
\$60,001 - \$80,000	6.8%	15.8%	10.9%	65.2%	1.3%
\$80,001 - \$100,000	6.5%	13.3%	9.8%	69.0%	1.4%
\$100,001 - \$125,000	7.4%	14.1%	10.1%	67.2%	1.3%
\$125,001 +	9.4%	13.5%	8.6%	66.6%	1.9%
<b>Grand Total</b>	<b>7.6%</b>	<b>15.9%</b>	<b>12.1%</b>	<b>62.7%</b>	<b>1.7%</b>



## Top 10 Brands, Share of Omnichannel Spend by Ethnicity

Brand	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Neutrogena	7.0%	7.3%	12.9%	71.2%	1.7%
Olay	9.5%	6.0%	9.4%	73.2%	1.8%
L'Oreal Paris	5.6%	5.3%	13.6%	74.3%	1.3%
CeraVe	9.3%	8.5%	15.9%	64.8%	1.4%
Cetaphil	10.5%	10.8%	13.6%	63.4%	1.7%
Equate	2.8%	6.8%	9.7%	79.4%	1.3%
Rodan + Fields	6.8%	0.7%	4.6%	87.8%	0.2%
Clean & Clear	6.4%	10.1%	13.9%	68.1%	1.5%
Clinique	11.9%	8.2%	11.8%	67.1%	1.0%
Aveeno	7.9%	9.1%	14.8%	66.4%	1.8%

## Omnichannel Share of Spend by Age and Ethnicity

Age Generation	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Gen Z [> 1996]	16.6%	11.3%	27.5%	42.9%	1.7%
Millennials [1982-1995]	16.4%	9.3%	18.9%	53.7%	1.7%
Gen X [1965-1981]	9.7%	8.5%	13.7%	66.5%	1.6%
Boomers [1945-1964]	3.8%	6.7%	6.4%	81.8%	1.4%
Greatest Gen [< 1945]	4.3%	4.4%	2.4%	86.1%	2.7%
<b>Grand Total</b>	<b>9.3%</b>	<b>8.1%</b>	<b>12.5%</b>	<b>68.5%</b>	<b>1.6%</b>

## Omnichannel Share of Spend by Income and Ethnicity

Income Bracket	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
\$0 - \$20,000	12.6%	11.3%	23.1%	49.5%	3.4%
\$20,001 - \$40,000	7.5%	10.6%	19.5%	60.8%	1.6%
\$40,001 - \$60,000	8.6%	10.3%	15.3%	64.3%	1.5%
\$60,001 - \$80,000	9.2%	8.6%	11.7%	69.3%	1.3%
\$80,001 - \$100,000	7.6%	7.3%	10.3%	73.6%	1.2%
\$100,001 - \$125,000	7.9%	6.9%	11.0%	73.0%	1.2%
\$125,001 +	10.8%	6.3%	9.1%	72.2%	1.6%
<b>Grand Total</b>	<b>9.3%</b>	<b>8.1%</b>	<b>12.5%</b>	<b>68.5%</b>	<b>1.6%</b>



# CONSUMER SENTIMENT



# Consumer Sentiment



## BRAND VALUES THAT MATTER TO CONSUMERS

What's important to you when making a purchase (other than price)?

	ALL	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
<b>Values the brand stands for</b>	<b>17.9%</b>	<b>18.3%</b>	<b>21.9%</b>	<b>17.8%</b>	<b>17.1%</b>	<b>21.2%</b>
Quality	61.0%	55.2%	62.3%	51.9%	63.1%	54.3%
Deals / Discount	52.1%	50.1%	53.0%	47.7%	53.2%	43.5%
Trustworthy brand	36.7%	34.3%	37.8%	30.0%	38.0%	32.4%
Value for money	61.9%	52.4%	60.4%	50.9%	65.4%	50.1%
Brand status	9.9%	14.2%	14.2%	12.5%	8.1%	13.9%
Innovative / New / Interesting	10.0%	12.4%	10.5%	9.6%	9.8%	10.3%



## How attentive or aware are you of the corporate values behind the products you purchase?

	ALL	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
<b>Extremely aware</b>	<b>10.9%</b>	<b>13.4%</b>	<b>16.0%</b>	<b>16.5%</b>	<b>8.6%</b>	<b>14.2%</b>
<b>Very aware</b>	<b>17.4%</b>	<b>17.8%</b>	<b>22.1%</b>	<b>20.7%</b>	<b>15.9%</b>	<b>19.2%</b>
Moderately aware	33.9%	32.6%	30.0%	30.3%	35.6%	26.3%
Somewhat aware	18.3%	14.6%	14.2%	12.2%	20.7%	12.9%
Not aware at all	19.5%	21.6%	17.7%	20.3%	19.3%	27.4%

## What issues are most important to you when choosing a product or service?

	ALL	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
<b>Diversity, equality and social justice</b>	<b>16.1%</b>	<b>15.8%</b>	<b>31.1%</b>	<b>18.1%</b>	<b>12.9%</b>	<b>18.1%</b>
Animal welfare	23.5%	18.1%	16.6%	20.1%	25.9%	22.5%
Carbon footprint / Emissions	13.7%	15.9%	13.8%	13.2%	13.6%	13.0%
Charitable causes / Philanthropy	14.7%	13.5%	17.0%	12.6%	14.8%	16.2%
Community involvement	12.2%	10.8%	16.9%	10.7%	11.8%	12.8%
Eco-friendly packaging	24.1%	29.5%	25.5%	25.1%	23.2%	25.5%
Eliminating hunger, poverty	15.4%	12.8%	21.6%	16.4%	14.3%	17.4%





## What issues are most important to you when choosing a product or service?

	ALL	Asian	Black or African American	Hispanic/Latino	White/Caucasian	Other
Fair labor practices	23.3%	18.9%	27.7%	19.9%	23.5%	23.7%
Free trade / Fair trade	14.8%	16.0%	14.7%	13.6%	14.9%	16.4%
Made in the USA	43.6%	25.0%	32.7%	27.7%	50.5%	34.8%
Natural / Organic	21.3%	31.3%	26.6%	23.9%	18.9%	25.7%
Religious / Political affiliations	9.5%	7.4%	12.1%	7.9%	9.5%	10.2%
Renewable energy	14.4%	16.0%	15.1%	15.3%	14.0%	14.8%
Transparency / Ethical sourcing	15.7%	19.1%	20.9%	16.3%	14.3%	15.2%
None of the above	24.3%	25.5%	24.6%	29.4%	23.0%	31.4%



# PSYCHOGRAPHICS



# Psychographics



The following attitudes, interests, and opinions are attributes where groups **over-index** when compared to the general population.

## PSYCHOGRAPHICS

### Over Index (Page 1 of 3)

Asian	Index	Black or African American	Index	Hispanic/Latino	Index	White/Caucasian	Index
Ownership, Kitchen Appliances (Small): Rice cooker	218	Sports Watched, last 12 months: Tennis	204	Organic Price Premiums: Would pay any price	187	Sports Watched, last 12 months: Auto Racing	126
Sports Attended, last 12 months: NBA	197	Sports Attended, last 12 months: NBA	199	Holiday Shopping (Past Year): Cinco de Mayo	183	Sports Watched, last 12 months: NHL	123
Shopping Role: Non-shopper	197	Sports Watched, last 12 months: NBA	196	Green Price Premiums: Would pay any price	182	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Basement)	122
Organic Price Premiums: Would pay any price	195	Organic Price Premiums: Would pay any price	164	Sports Watched, last 12 months: Int'l Soccer	178	Ownership, Kitchen Appliances (Small): Bread Maker	121
Meat Consumption (vs last year): We do not eat meat	179	No. of Vehicles: Zero	160	Shopping Role: Non-shopper	176	Ownership, Kitchen Appliances (Large): Outdoor grill (gas or propane)	121
Organic Commitment: Very committed	178	Transportation Modes: Taxi / Ride share	158	Organic Commitment: Very committed	176	Activities: Boating	120



## PSYCHOGRAPHICS

### Over Index (Page 2 of 3)

Asian		Black or African American		Hispanic/Latino		White/Caucasian	
	Index		Index		Index		Index
No. of Vehicles: Zero	171	Leisure: Go out dancing	155	Activity Level: Not at all active	164	Ownership, Kitchen Appliances (Small): Mixer (stand)	119
Activity Level: Not at all active	170	Activities: Dancing	155	Leisure: Go out dancing	163	Activities: Canoeing / Kayaking / Rafting	118
Transportation Modes: Taxi / Ride share	168	Sports Watched, last 12 months: Combat Sports	152	Own or Rent: Rent	156	Hobbies: Gardening and landscaping	117
Dining In, Cooking Responsibilities: Rarely involved	166	Own or Rent: Rent	152	Sports Attended, last 12 months: NBA	153	Sports Watched, last 12 months: Golf	117
Green Price Premiums: Would pay any price	165	Eating Healthy, Level of Concern: Very concerned	147	Meat Consumption (vs last year): We do not eat meat	153	Online shopping is...: Not enjoyable	117
Eating Healthy, Level of Concern: Not at all concerned	153	Do you recycle?: Almost never	146	Activities: Dancing	152	Ownership, Kitchen Appliances (Small): Food processor	115
Organic Commitment: Committed	152	Diets in the Household: Lactose-free	145	Eating Healthy, Level of Concern: Not at all concerned	151	Sports Watched, last 12 months: College Football	115
Platform Adoption: Innovators	149	Dining Out, Preferences: Will pay for convenience	145	Housing Structure: 2 - 4 unit complex	150	Ownership, Kitchen Appliances (Small): Mixer (handheld)	115
Meat Consumption (vs last year): We are eating more meat	147	Housing Structure: 5+ unit complex	144	Diets in the Household: Lactose-free	149	Activities: Golf	114
Sports Watched, last 12 months: Tennis	145	Leisure: Go see live comedy	144	Sports Watched, last 12 months: Combat Sports	147	Holiday Shopping (Past Year): St. Patrick's Day	114
Online Order Frequency: Never	145	Advertising Associations: Advertising is entertaining	142	Meat Consumption (vs last year): We are eating more meat	146	Activities: Swimming	114
Dining Out, Reasons: Try new things	145	Green Price Premiums: Would pay any price	142	Platform Adoption: Innovators	146	Holiday Shopping (Past Year): Easter	114
Organic Associations: Better regulated	143	Ownership, Kitchen Appliances (Small): Deep fryer	141	No. of Vehicles: Zero	145	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Garage)	114
Most Influential Touchpoints: Catalogs / Brochures	142	Financial Situation (this year): Better than last year	136	Online Order Frequency: Never	143	Activities: Camping	113



## PSYCHOGRAPHICS

### Over Index (Page 3 of 3)

Asian		Black or African American		Hispanic/Latino		White/Caucasian	
	Index		Index		Index		Index
Activities: Back-packing	142	Do you recycle?: Not usually	135	Green Price Premiums: Would not buy	143	Online Shopping Attitudes: Buys hard to find items online	113
Length of Residence: Less than 12 months	141	Ownership, Kitchen Appliances (Large): Outdoor grill (charcoal)	134	Dining In, Cooking Responsibilities: Rarely involved	143	Ownership, Home Appliances: Vacuum cleaner (robot)	113
Dining Out, Preferences: Wants natural / organic items	141	Private Label General Perceptions: I rarely consider PL	134	Private Label General Perceptions: I rarely consider PL	138	Activities: Hiking	113
Green Price Premiums: Would not buy	140	Organic Commitment: Very committed	134	Concern for the environment: Not at all concerned	136	Ownership, Kitchen Appliances (Small): Coffee pod machine	113
Meat Consumption (vs last year): We are eating slightly more meat	135	Shopping Behavior: Deal-focused, brand loyalist	133	Private Label Quality Perception: Excellent	136	Advertising Associations: Advertising is annoying	113
Housing Structure: 5+ unit complex	135	Sports Attended, last 12 months: NFL	133	Activities: Running	136	Own or Rent: Own	112
Concern for the environment: Not at all concerned	134	Allergies in the Household: Milk	132	Online shopping is...: Very enjoyable	135	Holiday Shopping (Past Year): Halloween	112
Label Considerations, Meat: Environmental sustainability	134	Activities: Bowling	131	Private Label Value Perception: Excellent	135	Length of Residence: 20 to 29 years	112
Private Label General Perceptions: I rarely consider PL	133	Exposed Touchpoints: Special events	131	Allergies in the Household: Milk	134	Ownership, Kitchen Appliances (Small): Waffle iron	112
Organic Price Premiums: Would pay slight premium	132	Shopping Role: Non-shopper	130	Length of Residence: Less than 12 months	133	Ownership, Home Appliances: Vacuum cleaner (handheld)	112





The following attitudes, interests, and opinions are attributes where groups **under-index** when compared to the general population.

## PSYCHOGRAPHICS

### Under Index (Page 1 of 3)

Asian		Black or African American		Hispanic/Latino		White/Caucasian	
	Index		Index		Index		Index
Sports Watched, last 12 months: Auto Racing	38	Activities: Camping	42	Sports Watched, last 12 months: College Football	40	Organic Price Premiums: Would pay any price	60
Holiday Shopping (Past Year): Easter	51	Activities: Canoeing / Kayaking / Rafting	43	Sports Watched, last 12 months: Golf	45	Sports Attended, last 12 months: NBA	60
Sports Watched, last 12 months: College Football	53	Activities: Hiking	43	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Basement)	45	Shopping Role: Non-shopper	67
Activities: Boating	54	Ownership, Kitchen Appliances (Large): Outdoor grill (gas or propane)	47	Sports Watched, last 12 months: College Basketball	46	Green Price Premiums: Would pay any price	68
Holiday Shopping (Past Year): St. Patrick's Day	56	Sports Watched, last 12 months: NHL	50	Sports Watched, last 12 months: Auto Racing	47	Organic Commitment: Very committed	70
Ownership, Kitchen Appliances (Small): Waffle iron	57	Ownership, Kitchen Appliances (Small): Bread Maker	50	Ownership, Kitchen Appliances (Small): Bread Maker	54	No. of Vehicles: Zero	70
Ownership, Kitchen Appliances (Large): Fridge / Freezer (Basement)	57	Activities: Boating	51	Ownership, Kitchen Appliances (Small): Mixer (stand)	56	Meat Consumption (vs last year): We do not eat meat	75
Concern for the environment: Slightly concerned	57	Ownership, Home Appliances: Vacuum cleaner (robot)	54	Sports Watched, last 12 months: NHL	57	Transportation Modes: Taxi / Ride share	75
Ownership, Kitchen Appliances (Large): Outdoor grill (gas or propane)	59	Sports Watched, last 12 months: Auto Racing	55	Most Influential Touchpoints: Print media	62	Own or Rent: Rent	76
Online shopping is...: Not enjoyable	59	Holiday Shopping (Past Year): St. Patrick's Day	59	Online shopping is...: Not enjoyable	65	Sports Watched, last 12 months: NBA	76
Sports Watched, last 12 months: College Basketball	59	Holiday Shopping (Past Year): Halloween	62	Ownership, Kitchen Appliances (Small): Food processor	65	Activity Level: Not at all active	78
Ownership, Kitchen Appliances (Small): Mixer (handheld)	59	Activities: Backpacking	63	Ownership, Kitchen Appliances (Small): Mixer (handheld)	66	Leisure: Go out dancing	78



# PSYCHOGRAPHICS

## Under Index (Page 2 of 3)

Asian		Black or African American		Hispanic/Latino		White/Caucasian	
	Index		Index		Index		Index
Diet Programs in the Household: Weight Watchers Freestyle	60	Activities: Swimming	64	Ownership, Kitchen Appliances (Small): Waffle iron	67	Sports Watched, last 12 months: Combat Sports	78
Hobbies: Gardening and landscaping	61	Hobbies: Gardening and landscaping	64	Length of Residence: 30+ years	68	Green Price Premiums: Would not buy	80
Hobbies: Reading	61	Activities: Golf	64	Health & Wellness Attitudes: Takes vitamins / supplements	68	Platform Adoption: Innovators	80
Sports Watched, last 12 months: NHL	61	Sports Attended, last 12 months: MLB	66	Online Shopping Attitudes: Buys hard to find items online	68	Diets in the Household: Lactose-free	80
Hobbies: Barbecuing / Grilling	62	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Basement)	68	Ownership, Home Appliances: Vacuum cleaner (handheld)	68	Eating Healthy, Level of Concern: Not at all concerned	80
Ownership, Kitchen Appliances (Small): Mixer (stand)	64	Advertising Associations: Advertising is annoying	68	Hobbies: Gardening and landscaping	68	Activities: Dancing	81
Activities: Swimming	64	Ownership, Kitchen Appliances (Small): Food processor	69	Online Shopping Attitudes: Deliveries are convenient	69	Sports Watched, last 12 months: Tennis	81
Platform Adoption: Late Majority	64	Advertising Associations: Avoids ads	69	Dining In, Shopping Attitudes: Seeks local produce / products	69	Dining In, Cooking Responsibilities: Rarely involved	81
Activities: Shooting	65	Ownership, Kitchen Appliances (Small): Mixer (stand)	70	Ownership, Kitchen Appliances (Large): Outdoor grill (gas or propane)	69	Online Order Frequency: Never	82
Leisure: Go see live comedy	65	Sports Watched, last 12 months: MLB	70	Private Label General Perceptions: I am savvy when I buy PL	70	Private Label General Perceptions: I rarely consider PL	82
Private Label General Perceptions: I am savvy when I buy PL	65	Online shopping is...: Not enjoyable	70	Ownership, Kitchen Appliances (Small): Slow cooker	70	Sports Watched, last 12 months: Int'l Soccer	82
Leisure: Go see live theatre	65	Dining Out, Preferences: Prefer local / independent	72	Exposed Touchpoints: Print media	71	Concern for the environment: Not at all concerned	83
Private Label General Perceptions: Private label is just as good	66	Label Considerations, Meat: Locally sourced	74	Hobbies: Reading	71	Housing Structure: 2 - 4 unit complex	83



## PSYCHOGRAPHICS

### Under Index (Page 3 of 3)

Asian	Index	Black or African American	Index	Hispanic/Latino	Index	White/Caucasian	Index
Ownership, Kitchen Appliances (Small): Electric grill	66	Activities: Fishing	74	Ownership, Home Appliances: Humidifier	71	Ownership, Kitchen Appliances (Small): Rice cooker	84
Ownership, Kitchen Appliances (Small): Slow cooker	66	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Garage)	74	Private Label General Perceptions: Private label is just as good	71	Allergies in the Household: Milk	84
Sports Watched, last 12 months: MLB	66	Eating Healthy, Level of Concern: Somewhat concerned	75	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Other)	71	Online shopping is...: Very enjoyable	85
Organic Associations: Rarely considers organics	67	Own or Rent: Own	75	Activities: Golf	71	Organic Associations: Better regulated	86
Ownership, Kitchen Appliances (Small): Coffee pod machine	68	Holiday Shopping (Past Year): Easter	76	Ownership, Kitchen Appliances (Large): Fridge / Freezer (Garage)	71	Meat Consumption (vs last year): We are eating more meat	86

The background is a solid teal color. In the center, there is a dark silhouette of a person sitting and reading a book. A bright green horizontal brushstroke is positioned above the person's head. At the bottom of the page, there is a bar chart with seven vertical bars of varying heights and shades of green. The text 'MEDIA CONSUMPTION' is written in large, bold, white capital letters across the middle of the image.

# MEDIA CONSUMPTION



# Media Consumption



The following media consumption preferences and habits are attributes where groups **over-index** when compared to the general population.

## MEDIA CONSUMPTION

### Over Index (Page 1 of 3)

Asian	Index	Black or African American	Index	Hispanic/Latino	Index	White/Caucasian	Index
TV Usage: I do not watch TV daily	185	Music Genres: R&B	232	Music Genres: Latin	372	Music Genres: Country	123
Social Media Platforms: Reddit	176	Music Genres: Jazz	227	Streaming: YouTube Music	168	Music Genres: Folk	119
Top 20 Magazines: Costco Connection	174	Music Genres: Reggae	215	Mobile Usage: I do not use daily	168	Music Genres: Rock	119
PC Usage: More than 8 hours per day	168	Music Genres: Funk	201	Cable TV: Nickelodeon	165	Mobile Usage: 1-2 hours per day	117
Mobile Usage: I do not use daily	165	Music Genres: Hip Hop / Rap	196	Cable TV: MTV	161	Mobile Usage: Less than 1 hour per day	116
Mobile Usage: More than 8 hours per day	162	Podcast Genres: Business	189	TV Programs: Cartoons / Animation	159	Cable TV: Hallmark	115
TV Usage: More than 8 hours per day	157	Music Genres: Christian / Gospel	188	Technology Adoption: Laggards	158	Television Behavior: Watched time-shifted content	115
Podcast Genres: Business	155	Podcast Genres: Religion & Spirituality	185	Podcast Genres: Music	156	Cable TV: History	114





## MEDIA CONSUMPTION

### Over Index (Page 2 of 3)

Asian		Black or African American		Hispanic/Latino		White/Caucasian	
	Index		Index		Index		Index
Podcast Genres: Science	152	Cable TV: Bravo	181	TV Programs: Music / Music Videos	152	Device Ownership, Home Entertainment: Digital Video Recorder (DVR)	114
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The following media consumption preferences and habits are attributes where groups **under-index** when compared to the general population.

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