Student Name

Date

Class

Minority Research Paper

Introduction:

Part 1:

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.

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Percent of the total U. S. population

Information (source)

Rate of growth

Information (source)

Average household size

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Average age

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

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Best media to use to target each group

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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. 12 pts.

## African American

Comments/rationale narrative

## Asian American

Comments/rationale narrative

## Hispanic American

Comments/rationale narrative

# Bibliography/Citations 7 pts.