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.

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Percent of the total U. S. population

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 Information (source)

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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.