

# Food Choices Made by Ethnically Diverse Groups

**Kathy Johnson, MBA, RD, LD, FADA**  
**Natl Nutrition Dir - Hospitals**

# Average number of meals eaten away from home per week

<b>Ethnic Groups</b>	<b>Meals</b>	<b>Snacks</b>
<b>Asian</b>	<b>4.47</b>	<b>3.47</b>
<b>Hispanic</b>	<b>4.14</b>	<b>3.84</b>
<b>African American</b>	<b>3.69</b>	<b>3.63</b>
<b>Caucasian</b>	<b>3.58</b>	<b>2.42</b>

# Health Risks for Indians Living in the US

- **Increased risk of degenerative diseases:**
  - **Cardiovascular disease**
  - **Type 2 Diabetes**
- **Diet**
  - **Higher in saturated fat and animal protein; lower in fiber**
- **Lower activity levels**

# Consumer Trends: Asians

- Largest Asian American groups are Chinese, Filipino, and Indian
- 6.6% of Asians choose vegetarian options; compared to 2% for all other groups
- 40% of Indians are strictly vegetarian
- Multiple generations typically live together - restaurants catering to large families are important

# Consumer Trends: Asians

- **37.3% of Asians say their children influence their restaurant choice; compared to 22.5% for all others**
- **Asians value experience - restaurants that have been in business for years are popular**
- **Asians look for and read nutrition and ingredient information on menus and food labels**

# Consumer trends: Hispanics



# Health Risks for Hispanics

- **16-26% Diabetes as compared to 12%<sup>5</sup> for non-Hispanics**
- **Diets**
  - **Higher in fat and lower in vegetable intake than non-Hispanic**
  - **73% of adults consume less than five servings of fruits and vegetables per day**

# Spanish is the national official language in 22 countries

- **U.S. Hispanic population is composed of:**
  - **66.9% Mexican**
  - **14.3% Central and South American**
  - **8.6% Puerto Rican**
  - **6.5% Other**
  - **3.7% Cuban**

# Segmentation: Hispanic Acculturation Model

- Unacculturated and Bicultural Hispanics represent 72% of U.S. Hispanics
- Unacculturated segment will **maintain it's importance** due to influx of new arrivals: Almost 900K Latin American immigrants every year\*

Population  
(est'd)

17.5 M

**Unacculturated**  
40%

**Unacculturated:**

*Closest to the culture of their country of origin*

14.0M

**Bicultural**  
32%

**Bicultural:**

*Desire to retain as much as possible of their culture while adopting aspects of U.S. culture*

12.2M

**Acculturated**  
28%

**Acculturated:**

*Have moved away from their culture to adopt U.S. culture and family values*

43.7 M

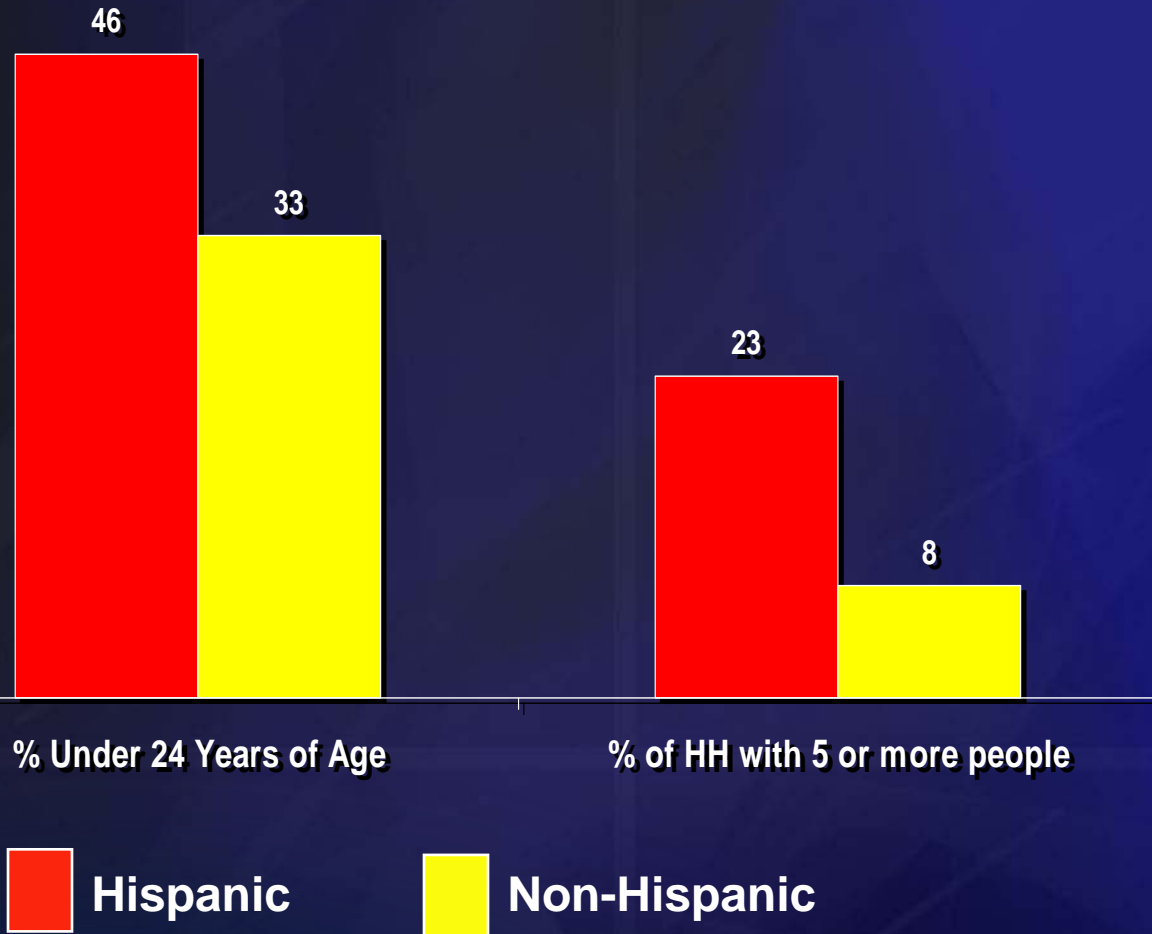
**Least like  
General  
Market**

**Most like  
General  
Market**

# Acculturated Hispanic Meal Selections

- No relationship between acculturation and dietary fat intake or percent energy from fat
- Less acculturated groups consume more whole milk, fruit, rice, and beans and use fat in food preparation
- Less acculturated individuals consumed less sugar and sugar sweetened beverages
- More acculturated groups eat more fast food, snacks, and added fats

# Consumer Trends: Hispanics



Hispanic population is younger and from larger families. Consequently, family friendly offerings are strong choices.

Mintel/U.S Census Bureau, 2006

# Consumer Brand Trends: Hispanics

- **Hispanics are the most brand loyal group of consumers**
- **63% of Hispanics prefer to purchase brand-name products; compared to 51% of African Americans and 40% of Whites**
- **38% of Hispanics believe if the brand is advertised it is better quality; compared to 25% of non-Hispanics**

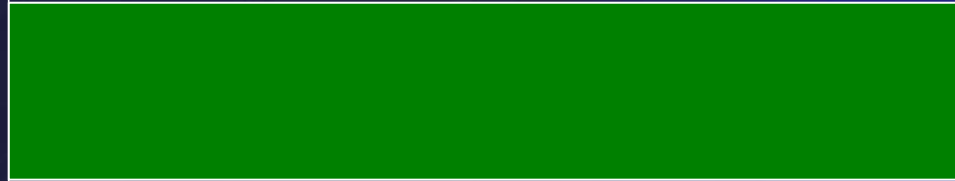
# Consumer Trends: Hispanics

- **More conscious of the amount of calories they eat**
- **More likely to snack on healthy foods and less likely to eat sweets or salted snacks**
- **Less likely to try new food unless it is healthier**
- **25% report being on a diet but are less likely to lose weight as compared to non-Hispanics**
- **Doctors are the main source of health info but they will refer to newsletters**
- **Use of websites are beginning to increase - 48% went online for the first time in the past 24 months**

# Income Trends: Hispanics

## Median Household Income

Total U.S.  
Populaton



\$42,718

Hispanics



\$34,241

**When choosing a restaurant, value and especially price, are key decision drivers for the Hispanic consumer.**

*U.S. Census Bureau*

# Restaurant Segmentation Usage

Types of Service	% Hispanic	% Non-Hispanic
Quick Service	37.3	33
Casual Dining	37.2	41.7
Family Dining	13.7	12.0
Fine Dining	4.2	6.9
Buffet/Cafeteria	3.2	5.2
C-store	2.8	.8

# Consumer Trends: Hispanics

- Spent 20% less on food away from home
- 1.5x more likely to have children with them for lunch and dinner
- Top priorities for Quick Service Restaurants are:
  1. Good Service (bilingual staff preferable)
  2. Cleanliness
  3. Ambience and Location
  4. Quality of food
  5. Getting the order right and speed of service
  6. Food tastes good
  7. Reasonable portion sizes

# Future Trends

- Increase in healthier options and smaller portions
- Surge of small plates, initially attributed to Spanish style food, will continue as a way of providing choice and portion control
  - Mini desserts to mini appetizers and half portions at dinner

# Future Trends



**BORDERLESS  
ASIAN**



**FRUIT MEETS  
SAVORY**



**SOURCING  
AUTHENTICITY**



**THE MIDDLE EAST  
& MOROCCO**