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ABSTRACT

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A growing market: expenditures by Hispanic consumers

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Even when controlling for income, family size, and age, the spending patterns of Hispanics differ from those of whites or blacks. The patterns also differ among the various Hispanic cultures. This article examines expenditures by Hispanic consumers through analysis of Interview survey data from the Consumer Expenditure Survey. Using general demographics as well as expenditure levels and budget allocation, regression analysis demonstrates that Hispanic expenditures are sometimes more similar to whites, sometimes more similar to blacks, and sometimes in the middle of the two groups.

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