



INSIGHTS

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Dear Colleagues:

Happy New Year to all!

As we start 2006 we look forward to continue providing our clients and colleagues with unsurpassed insights and research tools to better understand the Hispanic and African American consumer.

In this issue we share with you the latest US Census figures on the African American/Black population in celebration of Black History Month, we explain The Motor Home Testing Center which we use as an alternative methodology for conducting in-person interviews, a peek at responses to an in-house survey conducted among Hispanics, some facts on the female African American consumer and a trivia quiz to test your knowledge of Hispanic Trivia.

As always, we would enjoy hearing from you on our newsletter and our comprehensive website, or talking about your next research project.

Feliz Año Nuevo!

The Multicultural Insights Team



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Black History Month: February 2006

Source: US Census

To recall and celebrate the positive contributions to our nation made by people of African descent, American historian Carter G. Woodson established Black History Week. The first celebration occurred on Feb. 12, 1926. In 1976, as part of the nation's bicentennial, the week was expanded into Black History Month.

Population 39.2 million. As of July 1, 2004, the estimated population of black residents in

the United States, including those of more than one race. They made up 13.4 percent of the total U.S. population. This figure represents an increase of half a million residents from one year earlier.

61.4 million. The projected single-race black population of the United States as of July 1, 2050. On that date, according to the projection, blacks would constitute 15 percent of the nation's total population.

3.5 million. The estimated black population of New York on July 1, 2004, highest of any state. Four other states had black populations that surpassed 2 million: Florida, Texas, California and Georgia. About 85,900 blacks were added to Florida's population between July 1, 2003, and July 1, 2004. That is the largest numeric increase of any state in the nation. Georgia and Texas added 61,800 and 45,000, respec-

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tively.

59 percent. As of July 1, 2004, the proportion of the District of Columbia's population identified as black — the highest rate for this race group of any state or state-equivalent in the nation. The District of Columbia was followed by Mississippi (37 percent), Louisiana (33 percent) and Georgia, Maryland and South Carolina (30 percent each).

1.4 million. The number of blacks in Cook County, Ill., as of July 1, 2004. Cook led all the nation's counties in the number of people of this racial category. Broward County, Fla., had the largest numerical increase (17,900) between 2003 and 2004.

32%. The proportion of the black population under 18 as of July 1, 2004. At the other end of the spectrum, 8 percent of the black population was 65 or older.

Businesses \$92.7 billion. Receipts for black-owned businesses in 2002, up 30 percent from 1997. The rate at which black-owned businesses increased their receipts was higher than the national average (22 percent).

1.2 million. The number of black-owned businesses in 2002, up by more than 370,000, or 45 percent, since 1997. An estimated 94,862 such firms had paid employees, with receipts of \$69.8 billion or about \$735,586 per firm.

- Thirty-eight percent of black-owned firms were in health care and other service industries; health care and retail trade accounted for a fourth of their receipts.

- A fourth of the businesses in Washington, D.C., were black-owned. Black-owned businesses accounted for between 12 percent and 15 percent of firms in Maryland, Georgia, Mississippi and Louisiana.

- Black business owners were more likely to hold graduate degrees when they started or acquired ownership in their business (about 1-in-4) than the national average (19 percent).

Education 81%. Among blacks age 25 and older, the proportion that had at least a high school diploma in 2004. This proportion rose by 8 percentage points from 1994 to 2004.

1.1 million. Among blacks age 25 and older, the number who had an advanced

degree in 2004 (e.g., master's, Ph.D., M.D. or J.D.). Ten years earlier — in 1994 — only 624,000 blacks had this level of education.

2.3 million. Number of black college students in fall 2004, roughly double the number 15 years earlier.

Income and Poverty \$30,134. The annual median income of black households in 2004. This represents no change from 2003.

24.7%. Poverty rate in 2004 for those reporting black as their only race. This rate was unchanged from 2003.

Voting 60%. Percentage of black citizens age 18 and older who voted in the 2004 presidential election. That amounted to 14 million voters. The percentage of those voting is up 3 percentage points from the previous election. Blacks had the highest turnout rate of any minority group in 2004.

Families and Children 9.1 million. Number of black families in the United States. Of these, nearly one-half (47 percent) are married-couple families.

11%. Proportion of black children who live in a household maintained by a grandparent.

Homeownership 48%. The

proportion of black householders who own their own home.

Serving Our Nation 2.4 million. Number of black military veterans in the United States in 2004.

Health Insurance 20%. The proportion of blacks who lacked health insurance in 2004, unchanged from the previous year.

Jobs 27%. The percentage of blacks age 16 and older who work in management, professional and related occupations. ■



Insights into tomorrow's developing majority...

- Qualitative research: focus groups, mini-groups, in-depth interviews, triads, dyads .
- Quantitative research: phone/CATI, in-person (*intercept, door-to-door, motor home*)
- Ethnography studies
- Hispanic, African American & Niche markets .

Call us at
305-445-2211

Research Corner: The Motor Home Testing Center

Typical methodologies for conducting personal, face-to-face interviews include mall intercept and door-to-door interviewing. However, based on our experience in researching the Hispanic and African American segments, we have discovered that consumers found in

shopping malls may not be representative of the whole range of Hispanic

and African American consumers and with in-home interviewing sample control is seriously jeopardized by the increasing reluctance of interviewers to



venture into inner-city neighborhoods. Also, increasing crime rates have made many people cautious about letting a stranger into their home or even opening the door to a stranger. Therefore, for in-person interviews we recommend using an

alternative methodology to the traditional mall intercept or door-to-door interviewing methods: the Motor Home Testing Center.

The Motor Home Testing Center is a fully equipped motor home that has all the conveniences of a central

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location facility offering a distinct advantage: *mobility*. The testing center can go to consumers in urban and suburban areas. Once at a high-traffic area such as a mall, supermarket, church, community center, park, or any other high-traffic location for Hispanics and African Americans, our professionally trained interviewers carefully screen

Our clients' have found the Motor Home Testing Center particularly useful when:

- Interviewing urban youth (the motor home has the

ability to be setup at various locations in the inner city where these target consumers are located),

- Intercepting consumers during the cold winter months (the motor home allows for the respondents to be interviewed in the comfort of our heated motor home),
- Conducting copy testing (the motor home has a generator so advertising can be played on DVD/VHS for consumers to view),
- Conducting taste tests (the mobile kitchen and

refrigerator allow us to maintain the product to client testing standards),

- Targeting a consumer who has a "specific" behavior profile (the mobility of the center allows us to intercept consumers at a variety of venues such as concerts, festivals, sports competition among others).

Call us with questions or to learn more about this and other methodologies we employ when conducting research among multicultural consumers. ■

Hispanics Respond

Multicultural Insights recently conducted a study with Hispanic consumers and here is a peek at what we discovered:

Do you consider your self:

Hispanic only	75%
Hispanic first, American Second	15%
Hispanic and American equally	7%
American first, Hispanic second	3%
American only	0%



Do you think that your style of living is:

Better than that of your parents	63%
Same as your parents	30%
Worse than that of your parents	2%
Not Sure	5%

Do you plan to continue residing in the United States or do you plan to return to your country of origin within the next 10 years?

Stay in the United States	66%
Return to Country of Origin	18%
Not Sure/Undecided	16%

What is more important to you in a television commercial—the information provided or the entertainment provided by the commercial?

Information provided	67%
Entertainment Value	25%
Not Sure	8%

Did you know that....

- African American women are more likely than General Market women to pamper themselves with a massage, facial, manicure or pedicure (42% vs. 26%).
- African American women are more likely than General market women to shop for high-end designer apparel, shoes or accessories (23% vs. 13%).
- African American women are more likely than their General Market counterparts to shop for "big ticket" items (18% vs. 9%).
- African American women control \$403 billion in buying power more than Hispanic women who control \$346 billion in buying power.
- 70% of African American women are head of households compared to 50% of General Market women.
- African American women spending on health & beauty aids is growing 5 times faster than the General Market.
- 98% of African American women take pride in their vehicles and are 23% more likely than General Market and Hispanic women to own a luxury vehicle.

Source: Essence.com

Hispanic Trivial Pursuit: How Much *Hispanic Trivia* Do You Know?

Think you know your Hispanic Trivia? Take the trivia test below and see how you perform. Some may come to you easily...others may require a little more thought or even a few calls to several Hispanic friends. Give it a try!

Sports

- 1) Who is South America's king of soccer?
- 2) Which boxer is considered one of the most beautiful people in the world?
- 3) What is Tennis player Chino Rios country of origin?

Food

- 4) In what month would you eat Hallacas?
- 5) What is the main ingredient in a plate of Chilaquiles?
- 6) What are you drinking if you order a "Cuba Libre"?
- 7) What is Fufu made of?

Politics

- 8) What president was thrown out of power by Fidel Castro?
- 9) What Guatemalan woman won the Nobel Peace Prize?
- 10) Who is the president of Colombia

History

- 11) What is the name of the Indigenous Culture found in Peru?
- 12) Who was known as the liberator of America?
- 13) What was the name of the Spanish Conquistador that conquered Peru?



Television

- 14) What program is conducted by Adal Ramones?
- 15) What was the name of Kiko's mom in "El Chavo del 8"?
- 16) What Hispanic program has a character that plays a trumpet called "El Chacal"?

Geography

- 17) What is the name of the highest waterfall in the world?

- 18) What Latin country is known as having fresh water sailors?

Music

- 19) Who is known as "La Guarachera de Cuba"?
- 20) Who sings "Me sube la Bilirubina"?
- 21) Where is Juanes from?

Language/Customs

- 22) What is a guagua in Puerto Rico?
- 23) What is celebrated on 5 de Mayo?

Religion

- 24) What is the name of the religion practice in Cuba that combines Catholicism with African beliefs?
- 25) To whom did the Virgen de Guadalupe appear to _____

Art/Literature

- 26) "100 years of solitude" was written by _____?
- 27) Who wrote "The house of Spirits"?
- 28) With whom was Diego Rivera married to?

If you want the answers to these 28 questions send us an email at info@multicultural-insights.com and in the subject line type "**Hispanic Trivia Answer Key**" and we will send you the correct responses. ■

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