



INSIGHTS

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Dear Colleagues:

We would like to wish all of you a Happy New Year! As we look forward to what 2009 may hold, we are filled with optimism. A new multicultural President will lead our nation and has brought multiculturalism to the forefront of recent media coverage.

As marketers continue to realize the importance of the multicultural markets to their market share and bottom lines, we will continue to provide you with the necessary insights and research tools to better understand what makes these multicultural segments tick.

In this issue of *Insights* we share with you some thoughts on the importance of a simultaneous interpreter in Qualitative Research, the latest Census Numbers for Black History Month, Part 2 of How to Reach the African American Traveler, Hispanic Factoids, the latest from the Pew Center on Hispanics and the Economic Downturn and an article by our Qualitative Director on how to optimize your qualitative research.

Feliz Año Nuevo!

The Multicultural Insights Team



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The importance of using a qualified simultaneous interpreter for Spanish language focus groups cannot be over emphasized. Despite perfect recruiting, outstanding facility service and top notch moderating if your simultaneous interpreter is not experienced and high quality your entire project can be affected. The interpreter is the lens through which the research is viewed by English speakers.

There are several important points to take into consideration when setting up qualitative research and selecting a simultaneous interpreter. It is important he/she be a *court certified*



interpreter. This helps to ensure the translation will be conducted simultaneously and that information is not missed. While translating it is important that the interpreter attempt to *mirror the speakers tone*. Otherwise, the observer will not capture the emotion that a comment or question may trigger. In addition, it is important that the interpreter understand the importance of *confidential-*

ity. It is helpful for the interpreter to exit the room between groups and immediately at the conclusion of the groups so that the moderator and clients can debrief in privacy. Explain to the interpreter the importance of *everything being translated*. The interpreter may overlook or skip respondent comments or moderator probes he/she thinks are not important or relevant if not briefed prior to the onset of the groups. And finally, the interpreter should *never voice their opinion* or comment on respondent's reactions. This may impact the viewers take on what they are observing. ■

Black (African-American) History Month: February 2009

US Census Bureau

To commemorate and celebrate the 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. For many years, the second week of February was set aside for this celebration to coincide with the birthdays of abolitionist/editor Frederick Douglass and Abraham Lincoln. In 1976, as part of the nation's bicentennial, the week was expanded into Black History Month. Each year, U. S. presidents proclaim February as National African-American History Month.

POPULATION



40.7 million

As of July 1, 2007, the estimated population of black residents in the United States, including those of more than one race. They made up 13.5 percent of the total U.S. population. This figure represents an increase of more than half a million residents from one year earlier.

65.7 million

The projected black population of the United States (including those of more than one race) for July 1, 2050. On that date, according to the projection, blacks would constitute 15 percent of the nation's total population.

18

Number of states with an estimated black population on July 1, 2007, of at least 1 million. New York, with 3.5 million, led the way. The 17 other states on the list were Alabama, California, Florida, Georgia, Illinois, Louisiana, Maryland, Michigan, Mississippi, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas and Virginia.

38%

Percentage of Mississippi's population that is black, highest of any state. Blacks also make up more than a quarter of the population in Louisiana (32 percent), Georgia (31 percent), Maryland (30 percent), South Carolina (29 percent) and Alabama (27 percent). They comprise 56 percent of the population in the District of Columbia.

84,000

The increase in Georgia's black population between July 1, 2006, and July 1, 2007, which led all states. Texas (62,000), Florida (48,000) and North Carolina (45,000) also recorded large increases.

24

Number of states or equivalents in which blacks are the largest minority group. These include Alabama, Arkansas, Delaware, District of Columbia, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia and Wisconsin. (Note: Minorities are part of a group other than single-race non-Hispanic white.)

1.4 million

The number of blacks in Cook

County, Ill., as of July 1, 2007, which led the nation's counties in the number of people of this racial category. Orleans Parish, La., had the largest numerical increase in the black population between July 1, 2006, and July 1, 2007 (20,800). Neighboring St. Bernard Parish had the largest percent increase over the period (97 percent).

Among counties with total populations of at least 10,000, Claiborne County, Miss., had the largest percent of population that was black (84.5 percent). Claiborne led 82 majority-black counties or equivalents, all but one of which (St. Louis city, Mo.) was in the South.

31%

The proportion of the black population younger than 18 as of July 1, 2007. At the other end of the spectrum, 8 percent of the black population was 65 and older.

Note: Unless otherwise noted, the estimates in this section refer to the population that is either single-race black or black in combination with one or more other races.

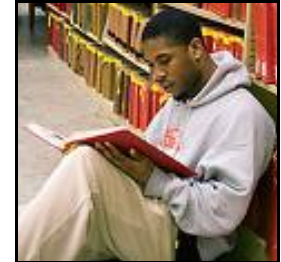
SERVING OUR NATION



2.4 million

Number of single-race black military veterans in the United States in 2007. More military veterans are black than any other minority group.

EDUCATION



82%

Among single-race blacks 25 and older, the proportion who had at least a high school diploma in 2007.

19%

Percentage of single-race blacks 25 and older who had a bachelor's degree or higher in 2007.

1.2 million

Among single-race blacks 25 and older, the number who had an advanced degree in 2007 (e.g., master's, doctorate, medical or law). In 1997, 717,000 blacks had this level of education.

2.3 million

Number of single-race black college students in fall 2006. This was an increase of roughly 1 million from 15 years earlier.

BUSINESSES

\$88.6 billion

Revenues for black-owned businesses in 2002. The number of black-owned businesses totaled nearly 1.2 million in 2002. Black-owned firms accounted for 5 percent of all nonfarm businesses in the United States.

129,329

The number of black-owned firms in New York in 2002, which led all states. New York City alone had 98,080

Part 2: African American Travelers: How to Reach this Growing Market

In Part 1 of this series, we discovered that the African-American travel market is diverse, unique and growing. With buying power close to \$1 billion, they've got money to spend. And they enjoy spending it on a vast array of activities, from entertainment to cultural pursuits to rest and relaxation.

There are some basic rules of the road in marketing to the African-American traveler. Experts agree that this market isn't like the general market, even though they place the same premium on quality and value as other travelers. Successful marketing efforts understand what makes the African-American market distinctive, and feature culturally sensitive messages that recognize and appreciate those qualities.

Reaching the African-American Traveler

According to Tanya Hall, executive director of the Philadelphia Multicultural Affairs Congress (MAC), a division of the Philadelphia Convention & Visitors Bureau, the best way to reach the African-American group market is "to talk to them. I think talking to African-Americans is one of the best things you can do," she says. "Typically, we try to talk to people we believe have the most in common with the people we're trying to get to come to the city. So, whether that's a trade association, or an ethnic or cultural association or group, we try to find some type of local contact that can help us understand the needs and nuances of that particular group before we actually pursue them."

Once the different travel patterns and needs of black travelers are understood, it is

important for the supplier to learn how to take advantage of the differences. These differences should be reflected in marketing and customer service. Hoteliers should customize product offerings to be relevant to black customers.

"It takes knowing how African-Americans are as consumers; they are extremely loyal", says Gerald (Gerry) Hernandez, president of the Multicultural Food Service & Hospitality Alliance (MFHA), "When they are treated with respect and engaged properly and in culturally relevant ways the loyalty can be tremendous, and that's the payoff."

Hernandez often uses the example of visiting an upscale hotel where his wife could not find could find stockings of the proper shade in the hotel shop. "So you have to leave the hotel and find people with the cultural competence to understand that black women who have darker complexions have needs for stockings and make-up and hair care that are different from white travelers," he states.

TIP: Hotels should provide guides that list local areas of interest including salons, events and points of interest. Since shopping is an important activity for African-American travelers, such guides should list local malls or outlets. Concierges, too, should be made aware of these outlets and have the information at their fingertips.

Marketing to the African-American segment does



require some planning. "You need a genuine marketing plan that makes good sense, one that is appreciative and complimentary of the audience. The message should be stated very clearly. The subject matter should be reflective of the individuals you are trying to attract. As long as you have a genuine approach, I think it's going to show," says Andy Ingraham, president of the National Association of Black Hotel Owners, Operators and Developers (NABHOOD). "I also think there has to be follow-up. Like these companies that advertise one time in the market and if they don't get [the business], they're not coming back. Well, that never works and won't work anytime soon."

TIP: Do not assume that general marketing efforts are adequate in reaching the African-American market; African-Americans absorb more content more quickly when it directly represents their lives. When creating messages targeting the African-American market, include black models, customers and spokespeople in your advertisements and create messages that relate to the community.

"African-Americans, probably even more than any other audience, really have a pretty high expectation that you are going to speak directly to them," says Hall. "I think that's because African-Americans were the first major multicultural segment that most organizations started to reach out to. And...expect that you would do a little bit of research and understand who they are and what their attendees' likes and dislikes are. And I think all customers should feel that way, but I think there is a higher expectancy from

African-Americans."

Of course, it's not enough just to show African-Americans in your marketing materials. You must actually reach them with those materials. Do so by creating a strategy using African-American newspapers, magazines and broadcast channels.

"We use Black Meetings & Tourism magazine as a primary place for our trade ads to reach the African-American meetings and conventions market," says Hall. "We have also done ads in the Coalition of Black Meeting Planners newsletter."

TIP: National black consumer media, too, has an impact on reaching African-American travelers. Publications like Ebony and Jet, Black Enterprise, Essence and Vibe are great ways to reach black consumers, while favorite television stations/networks are BET and The CW. Distribute regular press releases through companies like Black PR Wire to reach other media outlets.

Most importantly, In order to appeal to African-American consumers, you must show them—literally—that you're committed to them. "Hotels, as well as any other organization, need to be in this for the long haul," says Hall. "We try to stress that our success is not something that happened overnight. We've been in this marketplace for over 20 years and as a result we've reaped major, major benefits. Our tally of economic impact of multicultural meetings and conventions at the convention and visitor's bureau since we created the congress is over \$1 billion. And, that doesn't include all the business that goes directly to our hotels."

And, that's the bottom line. ■

By: Patrice A. Kelly, Associate Editor, Hotel Interactive

Hispanics and the Economic Downturn: Housing Woes and Remittance Cuts

Like the U.S. population as a whole, Latinos are feeling the sting of the economic downturn. Almost one-in-ten (9%) Latino homeowners say they missed a mortgage payment or were unable to make a full payment and 3% say they received a foreclosure notice in the past year, according to a new national survey of 1,540 Latino adults conducted by the Pew Hispanic Center. Moreover, more than six-in-ten (62%) Latino homeowners say

there have been foreclosures in their neighborhood over the past year, and 36% say they are worried that their own home may go into foreclosure. This figure rises to 53% among foreign-born Latino homeowners.



The survey also finds that the economic downturn has

had an impact on the amount of money that Latinos sent to relatives or others in their country of origin in the past year. Among Hispanic immigrants who sent remittances in the last two years, more than seven-in-ten (71%) say they sent less in 2008 than in the prior year. Latinos hold a more negative view of their own current personal financial situation than does the general U.S. population. More than three-in-four (76%) Latinos, and 84% of foreign-born Latinos, say their current personal

finances are in either fair or poor shape, while 63% of the general U.S. population says the same. As a result of current economic conditions, many Latinos are adjusting their economic behaviors. More than seven-in-ten (71%) report that they cut back spending on eating out. More than two-thirds (67%) planned to curtail holiday spending. Over one-fourth (28%) report that they helped a family member or friend with a loan. ■

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Hispanic Factoids: Did you know that....

- One-half of the Hispanic population in the United States is younger than 27 years.
- 20 percent of all children younger than 5 years are Hispanic.
- Two of every five first-time home buyers in the Tampa Bay area will be Hispanic within the next 20 years.
- If you're getting ready to start a business or have one that already exists, you might want to consider the fact that by the year 2010, Hispanics will make up one-third of the U.S. buying market.
- Of the 25 counties with the fastest-growing Hispanic populations in

the United States, seven are in Northern Virginia, according to a new report by the Pew Hispanic Center.

- Hispanic children had lower rates of reported



food allergy (3.1 percent) than non-Hispanic white (4.1 percent) or non-Hispanic black children (4 percent).

- In Las Vegas alone, more than 25,000 homes owned by Hispanic have been foreclosed.
- There are now more Hispanics living in the United States than in Central America.
- Twice as many Hispanic children are likely to have untreated dental cavities as are non-Hispanic white children.
- Mexican American adults were 2 times more likely than non-Hispanic white adults to have been diagnosed with diabetes by a physician. ■



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*)
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Research Corner: Tips for Optimizing Qualitative Research

By Jacqueline Sanchez-Volny, Qualitative Director

Teamwork and a designated Key Strategist on the client side who is available when the focus groups are being conducted contribute greatly to actionable results and productive learning. It all begins with the Key Strategist extracting research goals from the multiple parties involved and crystallizing them into no more than three key objectives for the study. (And that sounds easier than it is!)

When venturing into new turf, marketers often want to squeeze all they can out of focus groups, making it easy to lose focus: there is so much to understand about lifestyles, values, habits, preferences, etc of a new, prospective consumer audience. This is precisely where discipline in developing a specific and limited set of study objectives that work as the skeleton around which the research is constructed comes into play.

Harnessing the various “wish lists” from the multiple layers of executives involved sets the stage. Once these areas of interest and curiosity are sifted, and the Client and the Agency (where applicable) come to agreement on the goals, these must be prioritized. This synthesis best drives the development of selection criteria for screening. Too often, Clients eager to launch forward with their market research provide the Research Company with screening parameters without having drawn the nets of all those involved, and without prioritizing objectives. Often the dictates of timing blind marketers and prevent a thorough evaluation of the goals. In a stage of urgency, screening criteria are drawn up, initiating the speedy

launch of the research. Ideally, a Team evaluation of the stated objectives and feedback from the Research Consultants enables a more thought-out plan for screening study participants. Discovering that another angle should have been considered once the recruit or the interviews are underway is preventable.

The same goes for the development of the discussion guide. Although the guide is a fluid tool, participation by all members of the marketing, advertising and promotional team (where applicable) in its forming is essential. Most often, the Moderator, upon receiving a thorough briefing by the Team, creates an initial draft of the guide for redistribution to the team for feedback and adjustments. It is appropriate for this process to repeat itself until all are satisfied that the guide adequately addresses the fundamental 2-3 objectives of the study. Further, the guide must be ordered in a way that permits the more essential aspect of the discussion to occur before time runs out, and those areas of lesser priority to be placed at the end as “if time allows” bonus topics. But for such a design to occur, the briefing, writing, evaluation, re-writing and final approval of the guide is a process that requires a week’s time.

Then, when the day arrives for the focus groups to be conducted, the Key Strategist needs to be observing the groups either in person or via live video feed. Why? Because focus group research is a fluid medium. The beauty of this format is its adaptability. A wise Moderator and Team of observers may detect situations that could not have been foreseen, but

which present fabulous opportunities for key learning. In such moments, the Moderator needs to be able to confer with the Key Strategist, to obtain approval to proceed in a different direction, or adjust the approach. As much as there is benefit from the marketing Team providing input, during the conducting of the groups, the Key Strategist / Client Liaison is the one who works with the Moderator to filter what “added questions” or line of probing is most relevant to the key study objectives and worth pursuing, and which lines of questioning, while interesting to some, do not best serve the fundamental goals of the research. Those can always be left to the end as the “if-there-is-time-Bonus Questions.”

Finally, this wonderful opportunity for interchange between the Moderator, Key Strategist / Client Liaison and the Team is further enhanced when the groups are scheduled with a break between the first and second focus groups. This permits time to review the highlights of the discussion as noted by both the Moderator and the back-room viewers and to check how it plays against the key objectives of the study. Checking observations against those key objectives is a reoccurring theme of good research as is allowing for adjustments to capitalize on the unpredictable nature of consumers, their reactions and the flow of conversation that can develop. Voila! Qualitative research at its best. ■

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