



# INSIGHTS

*Insights is a quarterly publication of Multicultural Insights*

SECOND QUARTER 2005

VOLUME 2, ISSUE 2

## Dear Colleagues:

As the Hispanic population passes the 40 million mark this segment will continue to be increasingly important to marketers and businesses throughout the United States, we at Multicultural Insights continue our commitment to provide you with the necessary insights and research tools to better understand the Hispanic and multicultural segments.

In this issue of *Insights* we share with you the latest US Census release on the Hispanic Population, interesting facts and figures pertaining Father's Day and spotlight the growing importance of the Hispanic teen segment.

As always, we would enjoy hearing from you on our newsletter and our comprehensive website, or talking about your next research project. Or, if you'd like, you can simply tell us about your summer travel plans and show us pictures of your latest vacations.

*Que disfruten su verano!*



## The Multicultural Insights Team

### IN THIS ISSUE:

- **Hispanic Population Passes 40 Million, Census Bureau Reports**
- **Father's Day: June 19**
- **Latino Teens, La-teenos, Generation Que?, Second Generation Latino, New Generation Latinos... what's all the commotion about?**

## Hispanic Population Passes 40 Million, Census Bureau Reports

The nation's Hispanic population reached 41.3 million as of July 1, 2004, according to national estimates by race, Hispanic origin and age released today by the U.S. Census Bureau.

Hispanics, who may be of any race, accounted for about one-half of the national population growth of 2.9 million between July 1, 2003, and July 1, 2004. The Hispanic growth rate of 3.6 percent over the 12-month period was more than

three times that of the total population (1.0 percent).

The Census Bureau estimates the number of Asians in the United States at 14.0 million, up 3.4 percent. (Unless otherwise specified, the data refer to the population who reported a race alone or in combination with one or more other races. The tables show data for both this group and those who reported a single race only.)

Following Asians in rate of growth were native Hawaiians and other Pacific islanders (1.7 percent, to 980,000), blacks (1.3 percent, to 39.2 million), American Indians and Alaska natives (1.0 percent, to 4.4 million) and whites (0.8 percent, to 239.9 million). The population of non-Hispanic whites who indicated no other race increased 0.3 percent, to 197.8 million.

*(Continued on page 2)*

(Continued from page 1)



The total number of preschoolers (under age 5) in the United States in 2004 was estimated at 20.1 million. Nationally, 7 percent of the population was under age 5. By race and Hispanic origin, this proportion ranged from almost 11 percent for Hispanics to 6 percent for single-race non-Hispanic whites and for American Indians and Alaska natives.



Meanwhile, the number of elementary school-age (5 through 13) children in the nation totaled 36.4 million. Nationwide, 12 percent were in this age group, with the corresponding proportion ranging from 17 percent for native Hawaiians and other

Pacific islanders and Hispanics to 11 percent for single-race non-Hispanic whites.

There were 16.8 million high school-age (14 through 17) children. Children in this age group comprised 6 percent of the total population. The proportion of people in this age group ranged from almost 8 percent of American Indians and Alaska natives and native Hawaiians and other Pacific islanders to 5 percent of single-race non-Hispanic whites

Other highlights:

- Working-age adults (18- to 64-year-olds) totaled 184.0 million. Nationally, 63 percent were in this age range. The proportion who were members of this age group ranged from 66 percent for Asians to 61 percent for blacks and Hispanics.
- There were 36.3 million people age 65 and over. Nationally, 12 percent of the total population was 65 years and over, with the corresponding proportion ranging from 15 percent for single-race non-Hispanic whites to 5 percent for Hispanics.
- A total of 4.9 million people were in the “oldest old” category (age 85 and over). Almost 2 percent of the total population was a member of this age group, ranging from slightly more than 2 percent of non-Hispanic whites reporting only one race to about one-half of 1 percent of Hispanics. ■



## COMING TO AMERICA

### 34 million

The number of foreign-born residents in the United States in 2004; they accounted for 12 percent of the nation's total population. Another 30 million Americans were “second-generation,” meaning that at least one of their parents was born abroad.

### 53%

Percentage of the nation's foreign-born population born in Latin America, as of 2004.

### 706,000

Number of immigrants granted legal permanent residence in the United States during fiscal year 2003. One in four settled in California, and 1-in-10 in the New York metro area.

### 463,000

Number of people who became naturalized U.S. citizens during fiscal 2003. Mexico contributed the highest number of naturalized citizens in 2003 (56,100), followed by India (29,800), the Philippines (29,100), Vietnam (26,000) and China (24,000).

(Source: Census Bureau)

## Father's Day: June 19

Source: U. S. Census Bureau

The idea of Father's Day was conceived by Sonora Dodd of Spokane, Wash., while she listened to a Mother's Day sermon in 1909. Dodd wanted a special day to honor her father, William Smart, a widowed Civil War veteran who was left to raise his six children by himself on a rural farm.

June was chosen for the first Father's Day celebration —

proclaimed for June 19, 1910, by Spokane's mayor — because it was the month of William Smart's birth. The first presidential proclamation honoring fathers was issued in 1966 when President Lyndon Johnson designated the third Sunday in June as Father's Day. Father's Day has been celebrated annually since 1972 when President Richard Nixon signed the public law that made it permanent.

### How Many Fathers?

#### 66.3 million

Estimated number of fathers across the nation today.

#### 26.5 million

Number of fathers who are part of married-couple families with their own children under the age of 18.



(Continued on page 3)

(Continued from page 2)

Among these –

- 21 percent are raising three or more of their own children under 18 years old.
- 11 percent are under 30.
- 5 percent are 55 and older.
- 2 percent live in the home of a relative or a nonrelative.
- 65 percent have an annual family income of \$50,000 or more.



**2.3 million**

Number of single fathers, up from 393,000 in 1970. Currently, among single parents living with their children, 18 percent are men.

Among these fathers –

- 10 percent are raising three or more of their own children under 18 years old.
- 42 percent are divorced; 38 percent have never married; 15 percent are separated; and 5 percent are widowed. (The percentages of those divorced and never married are not significantly different from one another.)
- 15 percent live in the home of a relative or a non-relative.

- 21 percent have an annual family income of \$50,000 or more.

**Remembering All Dads**

Neckties lead the list of Father’s Day gifts. A good place to buy dad a tie or a shirt might be one of 10,416 men’s clothing stores around the country.

Other items high on the list of Father’s Day gifts include those you may find in dad’s toolbox, such as hammers, wrenches and screwdrivers. You could buy some of these items for dad at one of the nation’s 14,755 hardware stores or 5,280 home centers.

**23,018**

Number of sporting goods stores. These stores are good places to purchase traditional gifts for dad such as fishing rods and golf clubs.

Nearly 69 million Americans have participated in a barbecue in the last year – it’s probably safe to assume many of these barbecues took place on Father’s Day.



**Nearly 95 million.**

Number of Father’s Day cards expected to be given this year in the United States, making? Father’s Day the

fourth-largest card-sending occasion.

(Source: Hallmark research)

Fifty percent of all Father’s Day cards are purchased for dads. Nearly 20 percent are purchased for husbands, with the remaining bought for grandfathers, sons, brothers, uncles and “someone special,” among other categories.

(Source: Hallmark research)

**Child Support**

**4.6 million**

Number of fathers who provide child support. All in all, 84 percent of child-support providers are men, who provide median payments of \$3,600 annually.

**Mr. Mom**

**98,000**

Estimated number of “stay-at-home” dads. These are married fathers with children under 15 years old who have remained out of the labor force for more than one year primarily so they can care for the family while their wives work outside the home. Among these stay-at-home dads:

- 29 percent had their own children under 3 years old living with them.
- 63 percent had two or more children.
- 40 percent had an annual family income of \$50,000 or more. ■

**ABOUT US....**

Multicultural Insights is a full service qualitative and quantitative research firm specializing in U.S. multicultural markets, Latin America, and specialized segments. Multicultural Insights is a certified minority, woman-owned business enterprise.

We assist companies of all sizes marketing to multicultural segments through research, advanced analytics, thought leadership, and data collection as they pertain to niche segments including Hispanics, African Americans, Senior Markets and Teen segments.



Contact us

at

305-445-2211

## Latino Teens, Lateenos, Generation Que?, Second Generation Latino, New Generation Latinos...what's all the commotion about?

If like me you have been reading the industry periodicals and attending the many conferences now being offered on the Hispanic market you must be aware of the attention the Hispanic Youth/Teen market has been getting lately. This segment defined as Hispanic consumers between the ages of 14 and 24 appears to be the latest trend among Hispanic marketers.

*"This bicultural segment doesn't fit the typical Hispanic or teen profile that marketers have been accustomed to using."*

### What is the general consensus on this segment?

There is no general consensus on this segment other than they are hard to define. Hispanic teens live in dual worlds, while born in the US (the children of immigrants) they are brought up in households with somewhat diluted Hispanic culture and values. This segment is English dominant and while their Spanish proficiency is poor a good portion speak some form of *Spanglish*. They do not fit the profile of the US Hispanic market that has been researched over the years - - Spanish dominant, foreign born, unacculturated, with strong cultural val-

ues. This bicultural segment doesn't fit the typical Hispanic or teen profile that marketers have been accustomed to using. Add to that the fact that this group is not homogenous - - their attitudes and behaviors vary based on their ethnic origin and in which market they reside - - making them that much more difficult to reach.

One common denominator that may be surfacing among this target is the importance of music to them. This segment appears to be having a significant impact on pop culture and is drawing the attention of marketers nationwide. Marketers realize the value and impact of effectively reaching a potential trend setting segment. Just take a look at the increasing popularity of bilingual rap and reggaeton (a relatively new genre of dance music that has become popular over the last few years. The name is derived from the reggae music of Jamaica which influenced reggaeton's dance beat. Reggaeton was also heavily influenced by other music genres and by urban hip-hop music craze in the United States).

### How do marketers reach this portion of the Hispanic segment?

If teens in general are difficult to gauge and reach the Hispanic bicultural teen is even more difficult. This consumer lives in dual worlds...marketers must

reach them in a culturally relevant way. Many marketers wonder why this segment should be treated any different than the general teen market...because research shows that this segment is not only separate and unique from the general US Hispanic population but are also different than the general teen segment. This segment is different attitudinally and psychographically from the other two. While there is crossover with both the general US Hispanic segment and the general teen segment, Hispanic teens stand along and are unique. The key to reaching them is in understanding these crossovers and cultural insights.



As with any segment, marketers must develop a psychographic and demographic understanding of their segment in order to effectively reach them. ■

## Multicultural Insights

Full-Service Research for Specialized Markets

4000 Ponce de Leon Blvd.  
Suite 470  
Coral Gables, FL 33146  
Tel: 305-445-2211  
Fax: 305-777-0201  
info@multicultural-insights.com



Sylvia Nieto-Vidal  
Managing Partner, Operations

Marlise Rojas  
Managing Partner, Project Mgt.

Rose Becker  
Managing Partner, Data Management

Jacqueline Sanchez-Volny  
Qualitative Director

©Multicultural Insights. All rights reserved. Material from this publication may not be reproduced in any form without written permission from Multicultural Insights. All inquiries regarding permission, subscription and advertising are to be directed to Multicultural Insights.