



INSIGHTS

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Dear Colleagues:

In this issue of *Insights* we share with you a report from the Pew Center on the Latino Faith, the latest census figures on the Mexican population, information about our Event Insights research and recent data on the Hispanic population residing in the southeastern United States.

We hope you enjoy this issue! As always, we would like to hear from you on our newsletter and welcome recommendations on topics you would like to see included. We would also love to discuss

your qualitative and quantitative research needs or to tell you a little more about our upcoming Hispanic Omnibus. Or, if you'd like, you can simply tell us about your upcoming summer travel plans.

Que disfruten su verano!



Changing Faiths: Latinos and the Transformation of American Religion

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Pew Hispanic Center

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Hispanics are transforming the nation's religious landscape, especially the Catholic Church, not only because of their growing numbers but also because they are practicing a distinctive form of Christianity.

Religious expressions associated with the pentecostal and charismatic movements are a key attribute of worship for Hispanics in all the major religious traditions – far more so than among non-Latinos. Moreover, the growth of the Hispanic popu-

lation is leading to the emergence of Latino-oriented churches across the country. To explore the complex nature of religion among Latinos, the Pew Hispanic Center and the Pew Forum on Religion & Public Life collaborated on a series of public opinion surveys that totaled more than 4,600 interviews, constituting one of the largest data collection efforts conducted on this subject. The study examines religious beliefs and behaviors and their association with political thinking among Latinos of all faiths. It fo-

cuses special attention on Catholics, both those who retain their identification with the church and those who convert to evangelical churches.

About a third of all Catholics in the United States are now Latinos, and the study projects that the Latino share will continue climbing for decades. This demographic reality, combined with the distinctive characteristics of Latino Catholicism, ensures that Latinos will bring about important changes in the

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nation's largest religious institution. Most significantly given their numbers, more than half of Hispanic Catholics identify themselves as charismatics, compared with only an eighth of non-Hispanic Catholics.

While remaining committed to the church and its traditional teachings, many of these Latino Catholics say they have witnessed or experienced occurrences typical of spirit-filled or renewalist movements, including divine healing and direct revelations from God. Even many Latino Catholics who do not identify themselves as renewalists appear deeply influenced by spirit-filled forms of Christianity.

Similarly, the renewalist movement is a powerful presence among Latino Protestants. More than half of Hispanics in this category identify with spirit-filled religion, compared with about a fifth of non-Hispanic Protestants. The study also shows that many of those who are joining evangelical churches are Catholic converts. The desire for a more direct, personal experience of God emerges as by far the most potent motive for these conversions. Although these converts express some dissatisfaction with the lack of excitement in a typical Catholic Mass, negative views of Catholicism do not appear to be a major

reason for their conversion.

The practice of religion is not only often renewalist in character, but for most Latinos across all the major religious traditions it is also distinctively ethnic. Two-thirds of Latino worshipers attend churches with Latino clergy, services in Spanish and heavily Latino congregations. While most predominant among the foreign born and Spanish speakers, Hispanic-oriented worship is also prevalent among native-born and English-

spoken with the rapid growth of the Hispanic population leave little doubt that a detailed understanding of religious faith among Latinos is essential to understanding the future of this population as well as the evolving nature of religion in the United States.

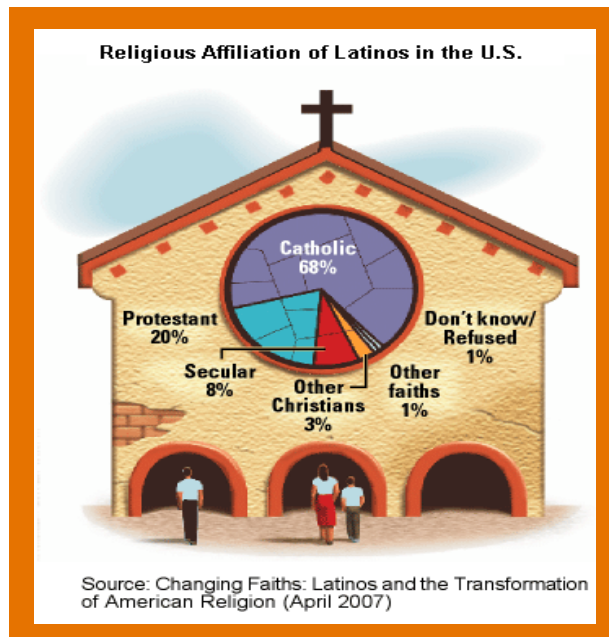
Implications for U.S. Politics and Public Affairs

Beyond the strictly religious realm, this study suggests that the roles Latinos play

appropriate place to address social and political issues.

The study also sheds new light on the role religious affiliation plays on party identification among Hispanics. Latinos who are evangelicals are twice as likely as those who are Catholics to identify with the Republican Party. Latino Catholics, on the other hand, are much more likely than Latino evangelicals to identify with the Democratic Party. These differences rival, and may even exceed, those found in the general population.

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speaking Latinos. That strongly suggests that the phenomenon is not simply a product of immigration or language but that it involves a broader and more lasting form of ethnic identification.

These two defining characteristics – the prevalence of spirit-filled religious expressions and of ethnic-oriented worship – com-

in U.S. politics and public affairs are deeply influenced by the distinctive characteristics of their religious faith. Most Latinos see religion as a moral compass to guide their own political thinking, and they expect the same of their political leaders. In addition, across all major religious traditions, most Latinos view the pulpit as an ap-



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

Cinco de Mayo

Census Bureau

Cinco de Mayo, a national holiday in Mexico, celebrates the legendary Battle of Puebla on May 5, 1862, in which a Mexican force of 4,500 men faced 6,000 well-trained men of the French Army. The battle lasted four hours and ended in a victory for the Mexican Army under Gen. Ignacio Zaragoza. Along with Mexican Independence Day on Sept. 16, Cinco de Mayo has become a time to celebrate Mexican heritage and culture.

26.8 million
Number of U.S. residents of Mexican origin. These residents constituted 9 percent of the nation's total population.

16.9 million
Number of people of Mexican origin who lived either in California (10.4 million) or Texas (6.6 million). People of Mexican origin made up more than one-quarter of the residents of these two states. (The total for California and Texas combined is less than 17 million because of rounding.)

25.5
Median age of people in the United States of Mexican descent. This compares with 36.4 years for the population as a whole.

609,000
Number of Mexican-

American civilians 18 and older who were military veterans.

1.1 million
Number of people of Mexican descent 25 and older with a bachelor's degree or higher. This includes more than 300,000 who have a graduate degree.

36%
Among households where a householder was of Mexican origin, the percentage consisting of a married-couple family with own children younger than 18.

For all households, the corresponding percentage was 22 percent.

4.0
Average size for families with a householder of Mexican origin. This compares to 3.2 people in all families.

14%
Percentage of employed civilians 16 and older of Mexican heritage who worked in managerial, professional or related occupations. In addition, 24 percent worked in service occupations; 20 percent in sales and office occupa-

tions; 19 percent in construction, extraction, maintenance and repair occupations; and 21 percent in production, transportation and material moving occupations.

\$35,464
Median household income for households with a householder of Mexican origin.

23.8%
Poverty rate for people of Mexican heritage for whom poverty status is deter-

mined.

69%
Percentage of civilians 16 and older of Mexican origin in the labor force. The percentage was 66 percent for the population as a whole. There were 12.2 million people of Mexican heritage in the labor force, comprising 8 percent of the total labor force.

50%
Percentage of householders of Mexican origin who owned the home in which they lived.



Trade With Mexico

\$332.4 billion
The value of goods traded between the United States and Mexico in 2006. Mexico was our nation's third-leading trading partner, after Canada and China

Businesses

701,078
Number of firms owned by people of Mexican descent. They comprised 45 percent of all Hispanic-owned firms. Among these Mexican-owned firms, 275,896 were in California and 235,735 in Texas. The Los Angeles-Long Beach-Riverside, Calif., combined statistical area had 174,292.

\$18.9 billion
Sales and receipts for Mexican-owned firms in the retail trade sector in 2002, which led all sectors. Construction led all sectors in the number of such firms, with 116,290.

Mexican Food

337
Number of U.S. tortilla manufacturing establishments in 2004. The establishments that produce this unleavened flat bread employed nearly 14,000 people. Tortillas, the principal food of the Aztecs, are known as the "bread of Mexico." Nearly one in three of these estab-

Research Corner: What is Event Insights?

Event Insights® is a methodological analytic that tracks and establishes that the investment for event sponsorship is creating an acceptable marketing impact. Today's corporations are scrutinizing sponsorship and advertising budgets more closely and they want proof that their advertising and marketing dollars are well spent. Event Insights is a research method that assists corporations in ensuring the money they spend on event or team sponsorship is creating high visibility and driving product or service awareness and purchases.

Event Insights gets you:

- Preliminary measure

of attendee awareness on events and client sponsorship.

- Impact of sponsorship on recognition of client/sponsor attributes.



- Measure of where event advertising was most effective
- Gauges consumer reaction to a sponsor's presence

through specific functions at these events

- Leverage the sponsorship in new ways to measure consumer good will

- Gathers on-site consumer feedback on client and participating sponsors

Measurement among event attendees and par-

ticipants:

- Event Awareness/Source of Awareness
- Sponsorship Awareness/Recognition
- Sponsor Attribute Performance
- Retention/Drive to Purchase
- Event assessment & client sponsorship linked to client value
- Psychographic assessment of company's perceived value/feelings/interest toward the community

For more information on Market Opportunity Insights and other research analyses contact us at 305-445-2211.■

Hispanic Omnibus: Coming in the Fall of 2007!

Multicultural Insights will be launching a Hispanic Omnibus in the Fall of 2007. The Omnibus is a cost effective means to gain insight into the Hispanic market. The Omnibus will allow clients to ask proprietary questions while sharing the fieldwork cost.

Interviews will be conducted across the top ten Hispanic markets.

Client participation will be limited due to the questionnaire length and questionnaire space will be provided

on a first-come first-serve basis.

Each client will receive:

- A proprietary section of the study
- Access to the latest up-to-date Hispanic data
- A topline report of the data



For more information about this study, contact:

Sylvia Vidal (svidal@multicultural-insights.com) or **Marilse Rojas** (mrojas@multicultural-insights.com) at 305-445-2211.

The Hispanic Market of the Southeastern United States

Even though there is an important presence of Hispanic people all over the United States, their increasing growth rate in the southeast part of the U.S. has boosted the expansion of trade exchange rates.

In seven states which belong to this area (Georgia, Alabama, South Carolina, North Carolina, Kentucky, Tennessee and Virginia), the Hispanic population grew from 456,000 people in 1990, to more than 2 million people in 2005. A 355% increase in clear contrast with the 16% increase of the total U.S. population.

It is important to make clear that the Hispanic market is not homogenous, not only because of the diverse origins, but also because of the differences that arise between the Hispanics born in the U.S. and those that migrate to the U.S. There are also differences according to how long Hispanic descendants have been living in the U.S.

Also, there has been a significant increase in the number of businesses owned by Hispanic people in the U.S. Data from the 2002 U.S. Census shows that there were 1.6 million companies under Hispanic ownership, which represents an increase of 31%

respect to 1997. Those businesses generated sales in excess of US\$222 billion.

At the same time, in 2002, 44% of those businesses were owned by Mexicans and 36% of them were wholesale companies and retailers. The biggest increase in the number of Hispanic



owned businesses between 1997 and 2002 occurred in the states of Georgia, South and North Carolina, and Kentucky.

In recent years the growth rate increase in the Hispanic population in the United States has augmented its

economic importance.

According to the figures published by the Selig Center for Economic Growth of Georgia University, the purchase power of Hispanic from the southeastern U.S. reached the US\$34,000 millions.

It is important to point out that even if the southeastern U.S. is a relatively young market, which offers ample opportunities to companies with high quality products and competitive prices, these companies ought to be willing to work with a proper distributor in the development of a brand and in its positioning.

Another important challenge for the exporters is the logistics, since the distributors don't have the certainty that the Latin company might be able to provide orders in a timely manner.

Most of the time, they even prefer to buy within the U.S, simply to avoid problems at the customs office, thereby guaranteeing a more constant supply. ■

Source: *LivinginPeru.com*

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Full-Service Research for Specialized Markets

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