



# INSIGHTS

*Insights is a quarterly publication of Multicultural Insights*

THIRD QUARTER 2005

VOLUME 2, ISSUE 3

## Dear Colleagues:

Our thoughts and prayers are with the victims of Hurricane Katrina. Estimates indicate that 9.7 million residents of Alabama, Louisiana and Mississippi experienced Katrina's Hurricane force winds. It will take years for some areas to rebuild. As the victims attempt to recover and rebuild we encourage our colleagues and friends to donate to the recovery effort.

In this issue of *Insights* we share with you the latest US Census release on Minority Group Business Ownership, Census estimates of those impacted by Hurricane Katrina, the importance of a qualified simultaneous interpreter when conducted in-language qualitative research, some general guidelines to keep in mind when conducting research among the multicultural segments and some history on the roots of the upcoming Fiestas Patrias.

We hope you had a nice summer and enjoyed vacation time with your families. As always, we would enjoy hearing from you on our newsletter and our comprehensive website, or talking about your next research project.

*Hablamos pronto!*

**The Multicultural Insights Team**



## IN THIS ISSUE:

- **Minority Groups Increasing Business Ownership at Higher Rate than National Average**
- **The Importance of a Simultaneous Interpreter in Hispanic Qualitative Research**
- **Census Bureau Estimates 10 Million Residents Along Gulf Coast Hit by Hurricane Katrina**
- **Fiesta Patrias: A Mexican Tradition**
- **Guidelines for Conducting Qualitative Research Among Multicultural Segments**

## Minority Groups Increasing Business Ownership at Higher Rate than National Average

Source: Census Bureau

**M**inority groups and women are increasing their business ownership at a much higher rate than the national average, according to the U.S. Census Bureau's 2002 Survey of Business Owners (SBO) recently released.

While the number of U.S. businesses increased by 10 percent between 1997 and 2002 to 23 million, the rate of growth for

minority- and women-owned businesses was far higher, ranging from 67 percent for native Hawaiian- and other Pacific islander-owned businesses to 20 percent for firms owned by women.

The nation's 23 million businesses increased their receipts by 22 percent between 1997 and 2002 to reach \$22.6 trillion. Increases in receipts ranged from a high of 30 percent for black-owned firms to 5

percent for businesses owned by whites.

Additional highlights:

### All U.S. Businesses

- Of the nation's 23 million businesses in 2002 (which include nearly half a million public corporations, non-profits, etc.), 5.5 million had paid employees. Receipts

*(Continued on page 2)*

(Continued from page 1)

for businesses with employees totaled \$21.9 trillion, an increase of 22 percent from five years earlier.

- An estimated 17.5 million businesses had no paid employees. Their receipts totaled \$767.5 billion, up 19 percent from 1997.

#### Black-Owned Businesses



- There were 1.2 million black-owned businesses in 2002, up 45 percent from 1997. Their receipts were \$92.7 billion, up 30 percent from 1997.
- An estimated 94,862 black-owned businesses had paid employees and their receipts totaled \$69.8 billion or about \$735,586 per firm.
- Black-owned businesses with no paid employees

numbered 1.1 million, up 51 percent from 1997. They had receipts of \$22.9 billion, up 54 percent from 1997. Average receipts of these businesses were \$20,761 per firm.

- Thirty-eight percent of black-owned firms operated in the 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 and 15 percent of firms in Maryland, Georgia, Mississippi and Louisiana.

#### Hispanic-Owned Businesses

- There were 1.6 million Hispanic-owned businesses in 2002, up 31 percent from 1997. Their receipts were \$226.5 billion, up 22 percent from 1997.
- A total of 199,725 Hispanic-owned businesses had paid employees and their receipts totaled

\$184 billion, or about \$921,090 per firm.

- Hispanic-owned businesses with no paid employees numbered 1.4 million, up 39 percent from 1997. They had receipts of \$42.5 billion, up 54 percent from 1997. Average receipts of these businesses were \$30,925 per firm.
- About 40 percent of Hispanic-owned firms were in administrative and support and waste management; health care; and other service industries. Another 13 percent were in construction.
- Hispanic-owned firms claimed between 15 and 22 percent of businesses in New Mexico, Texas, Florida and California.

#### Women-Owned Businesses

- There were 6.5 million women-owned businesses in 2002, up 20 percent from 1997. Their receipts totaled \$950.6 billion, up 16 percent from 1997.



- Women-owned businesses with no paid employees numbered 5.6 million, up 22 percent from 1997. Receipts totaled \$137.4 billion, up 36 percent from 1997. Average receipts of these businesses were \$24,648 per firm.

- There were 917,946 women-owned businesses with paid employees, up 8 percent from 1997. Their receipts were \$813 billion, an increase of 13 percent, with an average of

(Continued on page 3)

## The Importance Of A Simultaneous Interpreter In Hispanic Qualitative Research

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 attempts 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 **confidentiality**. 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 inter-

preter 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. ■

(Continued from page 2)

\$885,878 per firm.

- Over half of women-owned firms were in service-related industries, including health care and professional services. Receipts were generally highest for wholesale and retail trade activities.

The SBO defines business ownership as having 51 percent or more of the equity, interest or stock in the business. Respondents to the 2002 SBO were asked to report the percent of ownership, gender, Hispanic or non-Hispanic origin and race for up to three primary owners (Hispanics may be

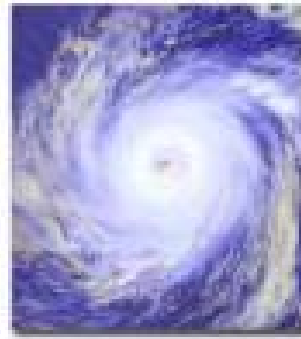
**Census Bureau Estimates  
10 Million Residents  
Along Gulf Coast Hit by  
Hurricane Katrina**

An estimated 9.7 million people living in Alabama, Louisiana and Mississippi experienced hurricane force winds as Katrina crashed into the Gulf Coast.

According to new data from the Census Bureau's American Community Survey, about 2.1 million people in Alabama, Louisiana and Mississippi lived below the poverty level:

**Alabama**

- More than 16 percent of



- Additionally, almost 88,200 residents of the Mobile metro area live in poverty (16 percent).

**Louisiana:**

- One-in-five Louisiana residents (19.36 percent) live in poverty.
- One-in-four residents of the city of New Orleans (23.2 percent) live in poverty.

**Mississippi:**

- More than one-in-five Mississippi residents (21.61 percent) live in poverty, or about 603,954.
- More than 16 percent of residents in the Biloxi-Gulfport-Pascagoula metro area live in poverty. ■



**Fiestas Patrias :  
A Mexican Tradition**

What is Fiestas Patrias?

If you don't live in the Southwest then you are missing out on a month of good Mexican food and a colorful celebration. Throughout the Southwest, specially in Texas, Mexican Americans annually celebrate two Mexican national holidays referred to as the *fiestas patrias*. The first one, Cinco de Mayo (May 5), celebrates victory on the battle of Puebla over the French forces in Mexico.

The second, Dieciseis de Septiembre (September 16), commemorates Mexican Independence on September 16, 1810, at the village of Dolores in Mexico. Hidalgo called for the end of Spanish rule in Mexico, and it was a call for war. The 16<sup>th</sup> of September has been celebrated in Texas for over 160 years. On September 16, 1825, the Republic of Mexico officially declared the 16<sup>th</sup> of September its national Independence Day.

Mexicans celebrate the *grito de Dolores* ("cry of Dolores") on the night of September 15<sup>th</sup>. On this date the Ambassador of Mexico and all the consuls throughout its consulates emulate the President of Mexico with a scream in memory of their heroes and a celebrate their independence saying the following :



"Viva Miguel Hidalgo y Costilla. Viva Guadalupe Victoria. Viva Ignacio Allende. Viva Jose Maria Morelos y Pavon. Vivan los heroes que nos dieron Patria."

"Viva Mexico! Viva!"



Mexican Americans began celebrating *fiestas patrias* to reinforce their cultural links with each other and with Mexico. The first *fiestas patrias* were held in Texas in the 1820s. Through the years these festivities have included parades, special music, songs, native dances, Mexican cuisine and costumes. In these celebrations Mexican Americans display and preserve their ethnicity. ■

## Guidelines for Conducting Qualitative Research Among Multicultural Segments

Conducting qualitative research among multicultural consumers in many ways is similar to conducting general market qualitative research...but in many ways it is different.

Regardless of the ethnicity of the respondent, high quality research always begins with **clear communication of the project research objectives** to the research firm's moderator. Many times marketers expect a moderator to conduct and analyze research without providing the moderator with the necessary information to execute successful research. The moderator should have an understanding of the impetus for conducting the research. Is market share slipping? Is a new strategy being tested or developed? Is this the first effort into multicultural advertising? Is this a product extension? Is there a hypothesis that this research is trying to validate?

In order for the marketer to get the most out of their research effort, it is important for the moderator to be aware of and **debriefed on any prior research conducted** on the topic at hand. This allows the moderator to have a back drop against which to analyze the current findings.

Once the research firm has a good grasp on the objectives of the research, a **draft screener is developed** for the client to review. The screener is developed in English and all

changes and comments are implemented to the English version of the screener. When conducting Spanish language research, once the English screener has been finalized the screener is then translated into Spanish by professional translator. Once the screener has been translated into Spanish it is **"back-translated"** into English by a second translator in order to ensure that the meaning of the questions has not been altered in the translation process.

Once the screener is finalized, the **recruiting** can begin. It is important that when recruiting commences that respondents meet the screener criteria outlined in the screener and that recruiting quotas are adhered to. In order to ensure that the recruiting is on track it is important to monitor the progress daily with updates from all markets reviewed from the onset of recruiting. This significantly reduces the chance of any surprises surfacing regarding the recruiting on the day of the groups.

Additional steps can be taken to ensure the quality of the respondents being recruited. First, make sure to have several recruiters working on a project this limits the possibility of friend and family respondents participating in the group. Second, ask all respondents to bring a picture identification to the groups...believe it or not there are 'professional respondents' who use a variety of aliases to participate in numerous groups and not be flagged by

the database. And finally, provide transportation in the markets that need it. There are multicultural consumers in some markets that do not have transportation to make it to the groups. In these cases it is important to provide transportation and in order to ensure a good show rate for your research.

The **discussion guide should be developed by those actively involved in the research**. Many times this will mean that the moderator in conjunction with the ad agency and the end client will develop the guide together. This ensures that the moderator probes the areas which are most important to the team. By working in conjunction with the client, the moderator will have a clear understanding of the primary objectives that his/her clients wishes to see answered and he/she can impart her past experience on which techniques would work best given a specific objective. Finally, working together allows for the development of a guide that can be accomplished given the time restraints of the groups and ensures that the moderator is not running through the guide in an attempt to cover all of the outlined areas. This does not mean the guide is set in stone, as the groups progress the moderator and clients can adjust and fine tune any areas that they deem necessary based on learning gained from the initial groups.

These are just some of the things to look out for when conducting multicultural qualitative research. Use a firm that implements these and the many other design and execution detail that will ensure that your multicultural qualitative research is a success. ■

## Multicultural Insights

Full-Service Research for Specialized Markets

### OUR NEW ADDRESS

4130 Aurora Street  
Suite F  
Coral Gables, FL 33146  
Tel: 305-445-2211  
Fax: 305-445-8554



**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.