



INSIGHTS

Insights is a quarterly publication of Multicultural Insights

THIRD QUARTER 2008

VOLUME 5, ISSUE 3

Dear Colleagues:

As the Hispanic population passes the 45 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, 2008 National Survey of Latinos, Hispanic Factoids, some research information on our Brand Image Insights analysis and some information on How to Reach the African American Traveler.

As always, we would enjoy hearing from you on our newsletter or talking about your next research project. We hope you have enjoyed your summer.



The Multicultural Insights Team

U.S. Hispanic Population Surpasses 45 Million Now 15 Percent of Total

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U.S. Census

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The nation's Hispanic population increased 1.4 million to reach 45.5 million on July 1, 2007, or 15.1 percent of the estimated total U.S. population of 301.6 million.

National and state estimates by race, Hispanic origin, sex and age released today by the U.S. Census Bureau also show that the Hispanic population exceeded 500,000 in 16 states.

Hispanics remained the largest minority group, with blacks (single race or multiracial) second at 40.7 million in 2007. The black population exceeded 500,000 in 20 states. Blacks

were the largest minority group in 24 states, compared with 20 states in which Hispanics were the largest minority group

Blacks were followed by Asians, who totaled 15.2 million; American Indians and Alaska Natives, who totaled 4.5 million; and Native Hawaiians and Other Pacific Islanders, with 1 million. The population of whites (single race and not of Hispanic origin) totaled 199.1 million.

With a 3.3 percent increase between July 1, 2006, and July 1, 2007, Hispanics were the fastest-growing minority group. Asians were the second fastest-growing minority group, with a

2.9 percent population increase during the period. The white population grew by 0.3 percent during the one-year period.

Overall, the nation's minority population reached 102.5 million in 2007 — 34 percent of the total. California had a minority population of 20.9 million — 20 percent of the nation's total, Texas had a minority population of 12.5 million — 12 percent of the U.S. total.

Four states and the District of Columbia were "majority-minority" (i.e., more than 50 percent of their population is made up of people other than single-race non-Hispanic

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whites). Hawaii led the nation with a population that was 75 percent minority in 2007, followed by the District of Columbia (68 percent), New Mexico (58 percent), California (57 percent) and Texas (52 percent). Next in line, though not majority-minority, were Nevada, Maryland and Georgia, each with a minority population of 42 percent.

Highlights for the various groups:

Hispanics

- California (13.2 million) had the largest Hispanic population of any state as of July 1, 2007, followed by Texas (8.6 million) and Florida (3.8 million). Texas had the largest numerical increase between 2006 and 2007 (308,000), followed by California (268,000) and Florida (131,000). In New Mexico, Hispanics comprised the highest proportion of the total population (44 percent), with California and Texas (36 percent each) next in line.
- The Hispanic population in 2007 had a median age of 27.6, compared with the population as a whole at 36.6. Almost 34 percent of the Hispanic population was younger than 18, compared with 25 percent of the total population.

Blacks

- The black population increased by 1.3 percent, or 540,000, between 2006 and 2007.
- New York had the largest black population in 2007 (3.5 million), followed by Flor-

ida and Texas (3 million each). Georgia had the largest numerical increase between 2006 and 2007 (84,000), with Texas (62,000) and Florida (48,000) next. In the District of Columbia, the black population comprised the highest percentage (56 percent); Mississippi (38 percent) and Louisiana (32 percent) were next.

- The single-race black population in 2007 had a median age of 31.1, compared with the population as a whole at 36.6. About 31 percent of the black population was younger than 18, compared with 25 percent of the total population.

Asians

- The Asian population rose by 2.9 percent, or 434,000, between 2006 and 2007.
- California (5 million) had the largest Asian population on July 1, 2007, as well as the largest numerical increase during the 2006 to 2007 period (106,000). New York (1.4 million) and Texas (915,000) followed in population. Texas (44,000) and New York (33,000) followed in numerical increase. In Hawaii, Asians made up the highest proportion of the total population (55 percent), with California (14 percent), and New Jersey and Washington (8 percent each) next.
- The single-race Asian population in 2007 had a median age of 35.4, compared with the population as a whole at 36.6.
- Asians were the largest minority group in Hawaii and Vermont.

American Indians and Alaska Natives

- The American Indian and Alaska Native population rose by 1 percent or 45,000, from 2006 to 2007.
- California (689,000) had the largest population of American Indians and Alaska Natives on July 1, 2007, with Oklahoma (394,000) and Arizona (335,000) next. Texas had the largest numerical increase (8,300) since July 1, 2006, followed by Arizona (4,900) and Florida (2,800). In Alaska, American Indians and Alaska Natives made up the highest proportion of the total population (18 percent), with Oklahoma (11 percent) and New Mexico (10 percent) next.

- The single-race American Indian and Alaska Native population in 2007 had a median age of 30.3, compared with the population as a whole at 36.6. About 27 percent of the American Indian and Alaska Native population was younger than 18, compared with 25 percent of the total population.

- American Indians and Alaska Natives were the largest minority group in Alaska, Montana, North Dakota, Oklahoma and South Dakota.

Native Hawaiians and Other Pacific Islanders

- The Native Hawaiian and Other Pacific Islander population rose by 1.6 percent, or 16,000, from 2006 to 2007.
- Hawaii had the largest population (269,000), followed by California (262,000) and Washington (50,000). California had the largest numerical increase

(2,900) of people of this group, with Texas (2,500) and Florida (1,100) next. In Hawaii, Native Hawaiians and Other Pacific Islanders comprised the largest proportion (21 percent) of the total population, followed by Utah (1 percent) and Alaska (0.9 percent).

- The single-race Native Hawaiian and Other Pacific Islander population in 2007 had a median age of 30.2, compared with the population as a whole at 36.6. About 29 percent of the Native Hawaiian and Other Pacific Islander population was younger than 18, compared with 25 percent of the total population.

Whites

- The non-Hispanic, single-race white population of 199.1 million represented 66 percent of the total population.
- California, New York and Texas had the largest population of this group (15.6 million, 11.6 million and 11.4 million, respectively), but Texas experienced the largest numerical increase (95,000), followed by North Carolina (92,000) and Georgia (57,000). Maine (96 percent) had the highest proportion of whites, followed by Vermont (95 percent) and West Virginia (94 percent).
- The white population in 2007 was older than the population as a whole: The respective median ages were 40.8 and 36.6. About 21 percent of the population of this group was younger than 18, compared with 25 percent of the total population. ■

Part 1: African American Travelers: How to Reach this Growing Market

The majority of African-American trips (74%) are for leisure, with 44 percent traveling to visit friends or relatives. Twenty-two percent of African-American trips are taken for business, including combined business and pleasure purposes.

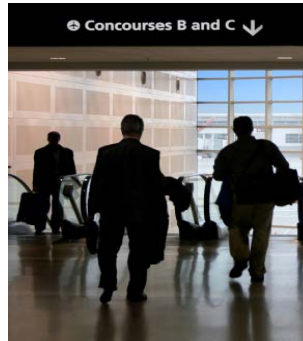
The Minority Traveler states that group tours are also popular among African-Americans. Compared to travelers overall, nearly three times as many African-American trips involve group tours (10% vs. 3%). Black households spend \$428 per trip, on average, excluding spending on transportation to their destination.

How African-Americans spend their vacation time and money is just as important as why they travel. The American Traveler Survey says that, much like all other travelers, African-Americans spend most of their leisure travel

budget on transportation. Shopping takes the next greatest portion of their vacation money, followed by lodging and meals.

African-Americans are not monolithic; they enjoy a wide variety of activities when on vacation. They are likely to visit casinos, gamble, enjoy fine dining, go to theme parks, experience nightclubs and stage shows, visit historic sites and churches, go to beach resorts and visit museums, art galleries, nightclubs and stage shows. They also look for a scenic location, clement weather, previous satisfaction with a destination or activity, relaxation quotient and cost of hotels and meals. And although Blacks tend to travel with the largest groups, they are also more likely to travel alone than other segments of the population.

"We have to keep in mind



that the average (individual) leisure trip for an African-American costs about \$1,900," says Evelyn Potts, vice president of diversity and inclusion for Wyndham Worldwide. "And that's nearly identical to other groups, Caucasians, Asian-Americans, etc." There are some specific trends in African-American travel that the savvy marketer should take into account. "Heritage tourism is still very big in the African-American market," says Solomon Herbert, publisher

and editor-in-chief for Black Meeting & Tourism Magazine. "African-American travelers always, if at all possible, try to include some heritage tourism component to their travels. One big trend that has been going on for some time is family reunions, and heritage tourism is always a big part of family reunions. And the last thing I would mention in terms of travel trends is the religious segment; it's just growing by leaps and bounds."

TIP: Hoteliers should also know which local events, restaurants or museums are most likely to appeal to African-Americans and should partner with local cultural establishments to create packages. Since minority groups prefer to travel with their families, there is an opportunity for hoteliers to organize family reunion packages and advertise them locally. ■

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

2008 National Survey of Latinos: Hispanic Voter Attitudes

Hispanic registered voters support Democrat Barack Obama for president over Republican John McCain by 66% to 23%, according to a nationwide survey of 2,015 Latinos conducted by the Pew Hispanic Center, a project of the Pew Research Center, from June 9 through July 13, 2008.

The presumptive Democratic nominee's strong showing in this survey represents a sharp reversal in his fortunes from the primaries, when Obama lost the Latino vote to



Hillary Rodham Clinton by a nearly two-to-one ratio, giving rise to speculation in some quarters that Hispanics were disinclined to vote for a black candidate.



But in this new survey, three times as many respondents said being black would help Obama (32%) with Latino voters than said it would hurt him (11%); the majority (53%)

said his race would make no difference to Latino voters. Obama is rated favorably by 76% of Latino registered voters, making him much more popular among that voting group than McCain (44% favorable) and President Bush (27% favorable). Hillary Clinton's ratings among Latino registered voters are 73% favorable and 24% unfavorable; Obama's are 76% favorable and 17% unfavorable.

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Also, more than three-quarters of Latinos who reported that they voted for Clinton in the primaries now say they are inclined to vote for Obama in the fall election, while just 8% say they are inclined to vote for McCain. That means that Obama is doing better among Hispanics who supported Clinton than he is among non-Hispanic white Clinton supporters, 70% of whom now say they have

transferred their allegiance to Obama while 18% say they plan to vote for McCain, according to a recent survey by the Pew Research Center for the People and the Press. Latino registered voters rank education, the cost of living, jobs and health care as the most important issues in the fall campaign, with crime lagging a bit behind those four and the war in Iraq and immigration still farther behind. On each of these seven issues, Obama is

strongly favored over McCain-- by lopsided ratios ranging from about three-to-one on education, jobs, health care, the cost of living and immigration, to about two-to-one on Iraq and crime.

In addition to their strong support for Obama, Latino voters have moved sharply into the Democratic camp in the past two years, reversing a pro-GOP tide that had been evident among Latinos earlier in the decade. Some 65% of

Latino registered voters now say they identify with or lean toward the Democratic Party, compared with just 26% who identify with or lean toward the GOP. This 39 percentage point Democratic Party identification edge is larger than it has been at any time this decade; as recently as 2006, the partisan gap was just 21 percentage points. ■

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Hispanic Factoids: Did you know that....

- More than half of all Hispanics do their grocery shopping on the weekends.
- Hispanics make about 26 grocery trips per month.
- Hispanics do not see coupon offers as a manufacturer's attempt to conceal over-charging.
- 49% of Spanish-speaking respondents who shop online stated that they were more likely to buy from a Spanish language site when shopping online.
- Of 11 common trip activities, shopping is the favorite activity for Hispanics (34% of person-trips), followed by outdoor recreation (16%), visiting theme or amusement parks (14%), visiting historical places or museums (13%), and going to beaches (13%).
- Of all ethnic groups, Hispanics frequent the mall the most (10.1 times per three-week period) and stay the longest (91.5 minutes).
- Hispanics (15.2%) are more likely than non-Hispanic Whites (10.8%) to be entrepreneurs.
- It is estimated that one in five teens in the United States is Hispanic. And, by 2020, the Hispanic teen population is expected to grow 62%, compared to a 10% growth rate for all teens.
- Hispanic women shop less frequently than other multicultural women and select stores for their convenience rather than price. They are more likely to shop with family members and are least likely to shop alone. They enjoy shopping with children much more than other women.
- Young people 24 and under represent 35% of all Hispanic online users.
- Circular readership is 32% higher among Hispanics than non-Hispanics.
- Hispanics cite pleasure travel as the most common form of travel and visiting friends or relatives as the most common reason to travel. ■



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 & Latin America

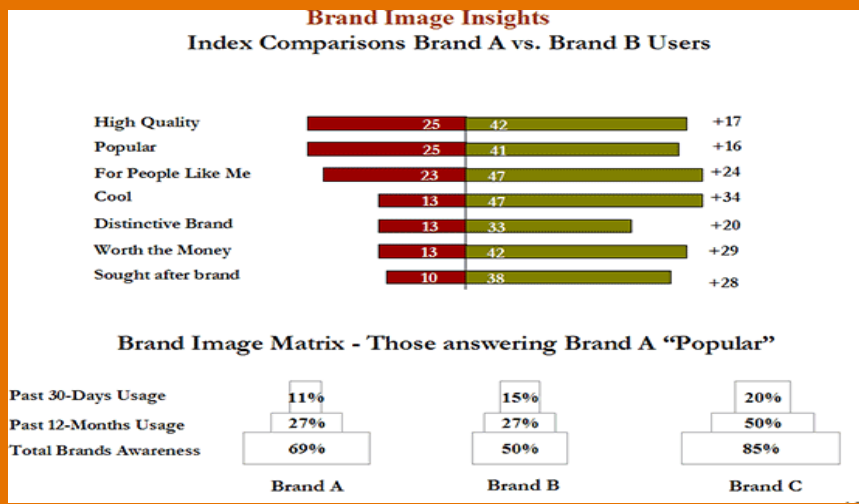
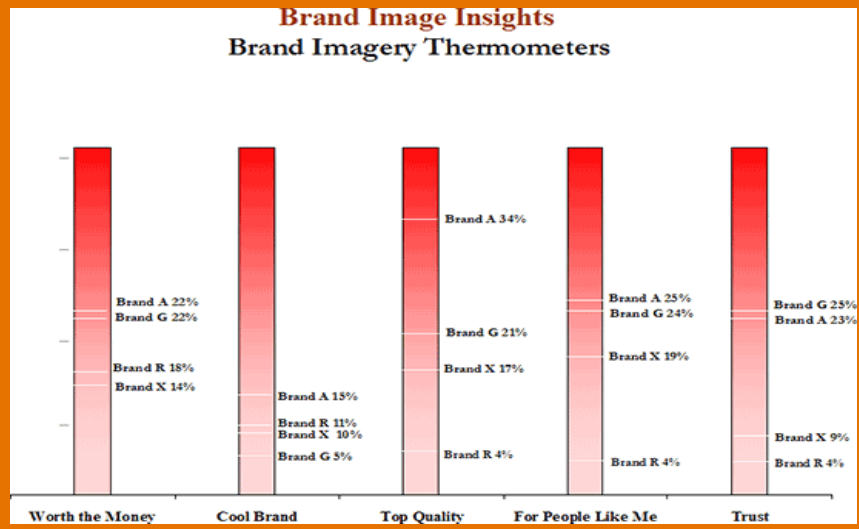
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Research Corner: Brand Image Insights

Brand Image Insights are analyses based on attitudinal and psychographics queries. These analyses answer the following types of questions.

- Which attributes or attitudinal statements are strongly associated with my vertical product or service sector?
- Which attributes or attitudinal statement best describe my product?
- Which key attitudinal attributes or statements should my brand focus on developing and which should we avoid?

There are many ways to present brand image data. Brand Image Thermometers are a popular way to present the data in a concise way. This analysis can be presented to show differences in brand and by cultural segment.



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