



# INSIGHTS

*Insights is a quarterly publication of Multicultural Insights*

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## Dear Colleagues:

In this issue of *Insights* we share with you some thoughts on the business of multicultural research with articles on not presuming that all Hispanics cultures are homogeneous, how Hispanic youth communicate with their peers in this digital era and some Census facts for the upcoming Hispanic Heritage month.

With the help of our clients we have uncovered and developed newer and more insightful findings on the multicultural research marketplace in 2010. Our everyday approach to research is to give you value added data, results and service above and beyond what is expected.

*Gracias!*

**The Multicultural Insights Team**

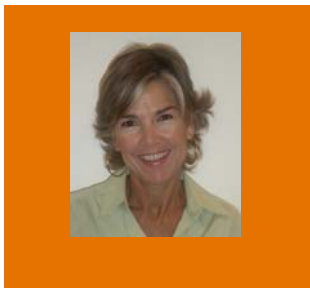


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## DON'T PRESUME HISPANIC CULTURAL HOMOGENEITY; RECOGNIZE & CELEBRATE THE DIFFERENCES

*By Jacqueline Sanchez-Volny*

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**A**cculturation implies a minority culture conforming to the host culture. But total assimilation is no longer the goal for many immigrants to the U.S.—certainly not for Hispanics. Thankfully, America today is far less of a “melting pot” and more a

fabulous “buffet” of cultures and subcultures. A toast to peoples not having to mirror one another to succeed! America is now a place where trading one’s culture in an attempt to imitate another is waning. Originality and new blends emerge, where not only the immigrant culture evolves, but even the host culture adopts styles, foods and even “learns” some values from the “minority” culture. Tell me Americans aren’t assimilating the dance rhythms of the Caribbean

and delighting their palates with the spices and flavors of Latino foods, and now Floribbean or Pan-Hispanic cuisine? And Americans who get to know their Latino neighbors and observe the frequent family gatherings often long to bring their own families together and begin to reach out for more than just Thanksgiving or Christmas rendezvous. America’s incorporation of the architecture, food, music and arts of its subcultures has added to its

*(Continued on page 2)*

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charm.

And just as America has profited by enabling minorities to succeed without losing their identities, American marketers stand to profit from recognizing the subcultures within those minority groups and acknowledging them.

When you think of Hispanics, whatever you do, please don't pile us in one box. It's insulting. Yes, we may have Latin or Latino heritage in common, but we are markedly different.

You cannot imagine the dilemma some of us of Spanish descent face when presented with the standard checklist options: Am I White, African-American, Hispanic, Asian, or Other? Hispanics of European decent like me, ask ourselves, can we not be Hispanic and White? Why are these mutually exclusive? In fact, many Hispanics do not self-identify with race at all. Blended race Hispanics currently constitute a significant share of the Caribbean His-

panic population. Where do they fall? And what about the black-as-night Hispanics who relate to being African-American about as much as a Creole from the Louisiana swamp relates to a Parisian? These dark-skinned Hispanics are Black to White Americans and "some strange Spanish-speaking person" to Black America. And that's only tackling the distinctions at the skin-color level. We Hispanics are wonderfully heterogeneous, but don't let that scare you off. So are non-Hispanic Americans, and you American marketers tackle that challenge beautifully. Just get to know us a bit.

Multicultural Insights dares marketers to celebrate our uniqueness. It's interesting! What constitutes breakfast is vastly different among Hispanics: Central Americans would not dream of breakfast without rice and beans, as Mexicans could not wake up to a day without tortillas. Latinos sing "Happy Birthday" differently, from "Las mañanitas" in Mexico to "Japi Berdei" in Cuba. We express fun and excitement with a wild array of different idioms from "que padre!" to "que chévere!" And

when we party, some dance la ronda, mambo, salsa, merengue, bachata, to el jarabe tapatío, but we all come together for a party, of any kind!

So if you want to reach us, show us you know who we are—individually. Otherwise you risk offending those of us who do not identify with the picture you portray in your advertising—if you present your ad as representing *the face of the Latino*, rather than one of several *unique snapshots of Latinos*.

How do you get to know us? You can scour through annals of scholarly secondary research in cultural anthropology, but nothing comes close to the findings you gather in conducting your own research, talking to consumers or prospective consumers up close and personal, through qualitative or ethnographic research. And be prepared to think differently. Don't try to peg every response into a slot of "like" or "unlike our general market audience," or even "like" or "unlike the responses we heard in that other Hispanic market." Allow the differences to surface, skim them, and

use them. Make your positioning genuine—genuinely directed at the cultural subgroups. Make the audience know you took the time to get to know them. It pays. Marketers have strained to isolate and speak to the perceived common denominators. Why not demonstrate that you really know us? Show us all that we can be: a vibrant kaleidoscope. ■



#### 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.

Contact us at

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## How Young Latinos Communicate With Friends In The Digital Age

Pew Hispanic Center

When it comes to socializing and communicating with friends, young Latinos (ages 16 to 25) make extensive use of mobile technology. Half say they text message (50%) their friends daily, and 45% say they talk daily with friends on a cell phone. Other communication platforms are less widely used for socializing. For example, fewer than one-in-five young Latinos (18%) say they talk daily with their friends on a landline or home phone, and just 10% say they email their friends daily.

(55%) of the native born talk daily by cell phone with their friends, while just 29% of the foreign born say they do the same.

These differences are explained in part by the fact that the native born are more likely than the foreign born to have a cell phone in the first place. Overall, eight-in-ten (79%) young Latinos say they have a cell phone, with the native born more likely than the foreign born to have one—84% versus 70%.



versus 26%.

- **Hispanic Youths vs. Hispanic Adults:** Hispanics ages 16 to 25 are more likely than Hispanics ages 26 and older to use mobile technologies to communicate with their friends. While half (50%) of young Latinos use texting to communicate, just 21% of older Latinos do the same.

- **Latino Youths vs. Other Youths:** Among those ages 16 to 17, Latino youths are less likely than non-Latino youths to communicate daily via a landline or home phone with their friends—13% versus 32%.

der half (49%) of Hispanics text daily, compared with 64% of non-Hispanics. When it comes to talking with friends daily via cell phone, there is less of a difference—44% of Hispanics say they do, compared with half (51%) of non-Hispanics who say the same.

Other key findings:

- **Language:** While 68% of English-dominant and half (50%) of bilingual young Latinos use text messaging daily for communication, just 19% of Spanish-dominant young Latinos do the same.

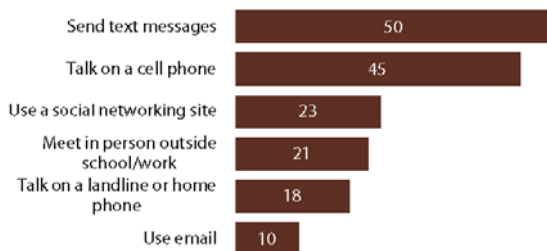
- **Gender:** Young Hispanic males are less likely than young Hispanic females to use social networking sites for communication—19% versus 27%. In contrast, young female Hispanics are less likely than young Hispanic males to communicate face-to-face outside school or work with their friends—15%

This report is based on the 2009 National Survey of Latinos, which was conducted from August 5 through September 16, 2009 among a randomly selected, nationally representative sample of 2,012 Hispanics ages 16 and older. The survey was conducted in both English and Spanish, on cellular as well as landline telephones. The margin of error for respondents ages 16 to 25 is plus or minus 4.6 percentage points. ■

**Figure 1**

### How Young Latinos Communicate

Thinking about all the different ways you socialize or communicate with friends...  
About how often do you...?  
(% that say daily)



Note: N=1,240 for 16- to 25-year-olds.

Source: Pew Hispanic Center, National Survey of Latinos 2009

Use of mobile communication technologies differs notably among young Latinos by nativity. Two-thirds (65%) of the native born say they communicate with their friends by text message daily, while just 26% of the foreign born do so. And more than half

Even though text messaging and cell phone calls are the most widely used mediums of social communication among young Latinos, they use these platforms less extensively than do their non-Latino counterparts. Among 16- and 17-year-olds, just un-

## Facts For Hispanic Heritage Month Sept 15–Oct. 15

US Census

In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week, which was observed during the week that included Sept. 15 and Sept. 16. The observance was expanded in 1988 by Congress to a month long celebration (Sept. 15 - Oct. 15), effective the following year. America celebrates the culture and traditions of those who trace their roots to Spain, Mexico and the Spanish-speaking nations of Central America, South America and the Caribbean.

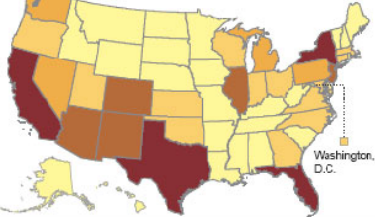
Sept. 15 was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on Sept. 16 and Sept. 18, respectively.

### Population

#### The growing Hispanic population

The Hispanic population has grown by a greater percentage than any other group in the United States since 2003. Today, Hispanics make up about 14 percent of total U.S. residents and are the numbers are estimated rise to 25 percent by 2050.

Estimated U.S.-born Hispanic population, 2004



**48.4 million.** The estimated Hispanic population of the United States as of July 1, 2009, making people of Hispanic origin the nation's largest ethnic or race minority. Hispanics constituted 16 percent of the nation's total population. In addition, there are approximately 4 million residents of Puerto Rico, a Caribbean U.S. territory.

**More than 1. . .** of every two people added to the nation's population between July 1, 2008, and July 1, 2009, was Hispanic. There were 1.4 million Hispanics added to the population during the period.

**3.1%.** Percentage increase in the Hispanic population between July 1, 2008, and July 1, 2009, making Hispanics the fastest-growing minority group.

**132.8 million.** The projected Hispanic population of the United States on July 1, 2050. According to this projection, Hispanics will constitute 30 percent of the nation's population by that date.

**22.4 million.** The nation's Hispanic population during the 1990 Census.

**2nd.** Ranking of the size of the U.S. Hispanic population worldwide, as of 2009. Only Mexico (111 million) had a larger Hispanic population than the United States (48.4 million).

**66%.** The percentage of Hispanic-origin people in the United States who were of Mexican background in 2008. Another 9 percent were of Puerto Rican background, with 3.4 percent Cuban, 3.4 percent Salvadoran and 2.8 percent Dominican. The remainder was of some other Central American, South American or other Hispanic or Latino origin.

About 44 percent of the nation's Dominicans lived in New York City in 2008 and about half of the nation's Cubans in Miami-Dade County, Fla.

**26%.** Percentage of children younger than 5 who were Hispanic in 2009. All in all, Hispanics comprised 22 percent of children younger than 18.

**27.4 years.** Median age of the Hispanic population in 2009. This compared with 36.8 years for the population as a whole.

**107.** Number of Hispanic males in 2009 per every 100 Hispanic females. This was in sharp contrast to the overall population, which had 97 males per every 100 females.

### States and Counties

**47%.** The percentage of the Hispanic-origin population that lived in California or Texas in 2009. California was home to 13.7 million Hispanics, and Texas was home to 9.1 million.

**16.** The number of states with at least a half-million Hispanic residents – Arizona, California, Colorado, Florida, Georgia, Illinois, Massachusetts, Nevada, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, Virginia and Washington.

**46%.** The percentage of New Mexico's population that was Hispanic in 2009, the highest of any state. Hispanics also made up at least one fifth of the population in California and Texas, at 37 percent each, followed by Arizona (31 percent), Nevada (26 percent), Florida (22 percent) and Colorado (20 percent). New Mexico had 916,000 Hispanics.

**6.6%.** The percentage increase in the Hispanic population in Alabama between July 1, 2008, and July 1, 2009, which led all states.

**4.7 million.** The Hispanic population of Los Angeles County, Calif., in 2009 – the largest of any county in the nation. Los Angeles County also had the biggest numerical increase in the Hispanic population (78,000) since July 2008.

**97%.** Proportion of the population of Starr County, Texas, that was Hispanic as of 2009, which led the nation. All of the top 10 counties in this

category were in Texas.

**50.** Number of the nation's 3,143 counties that were majority-Hispanic.

**312,000.** The increase in California's Hispanic population between July 1, 2008, and July 1, 2009, which led all states. Texas (300,000) and Florida (105,000) also recorded large increases.

**21.** Number of states in which Hispanics were the largest minority group. These states were Arizona, California, Colorado, Connecticut, Florida, Idaho, Iowa, Kansas, Massachusetts, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oregon, Rhode Island, Texas, Utah, Vermont, Washington and Wyoming.

### Businesses



**2.3 million.** The number of Hispanic-owned businesses in 2007, up 43.6 percent from 2002.

**\$345.2 billion.** Receipts generated by Hispanic-owned businesses in 2007, up 55.5 percent from 2002.

**23.6%.** The percentage of businesses in New Mexico in 2007 that was Hispanic-owned, which led all states. Florida (22.4 percent) and Texas (20.7 percent) were runners-up.

**30.0%.** Percentage of Hispanic-owned businesses in the construction and the other services sectors; 50.7 percent of the receipts of these businesses were concentrated in wholesale trade, construction and retail trade.

### Families and Children



**10.5 million.** The number of Hispanic family households in the United States in 2009. Of these households, 61 percent included children younger than 18.

**66%.** The percentage of Hispanic family households consisting of a married couple.

**41%.** The percentage of Hispanic family households consisting of a married couple with children younger than 18.

**69%.** Percentage of Hispanic children living with two parents.

**27%.** Percentage of stay-at-home mothers who were Hispanic. In contrast, 16 percent of all other mothers were Hispanic.

**43%.** Percentage of Hispanic married couples with children under 18 where both spouses were employed in 2009, down from 50 percent in 2007, prior to the start of the recession.

### Spanish Language

**35 million.** The number of U.S. resi-

dents 5 and older who spoke Spanish at home in 2008. Those who *hablan español* constituted 12 percent of U.S. residents. More than half of these Spanish speakers spoke English "very well."

**17 million.** The number of U.S. residents 5 and older who spoke Spanish at home in 1990.

**76%.** Percentage of Hispanics 5 and older who spoke Spanish at home in 2008.

Source: 2008 American Community Survey

### Income, Poverty and Health Insurance

**\$37,913.** The median income of Hispanic households in 2008, down 5.6 percent from the previous year after adjusting for inflation.

**23.2%.** The poverty rate among Hispanics in 2008, up from 21.5 percent in 2007.

**30.7%.** The percentage of Hispanics who lacked health insurance in 2008, down from 32.1 percent in 2007.

### Education



**62%.** The percentage of Hispanics 25 and older that had at least a high school education in 2009.

**13%.** The percentage of the Hispanic population 25 and older with a bachelor's degree or higher in 2009.

**3.7 million.** The number of Hispanics 18 and older who had at least a bachelor's degree in 2009.

**935,000.** Number of Hispanics 25 and older with advanced degrees in 2009 (e.g., master's, professional, doctorate).

**12%.** Percentage of college students (both undergraduate and graduate students) in October 2008 who were Hispanic.

**20%.** Percentage of elementary and high school students combined that was Hispanic.

#### Foreign-Born

**47%.** Percent of the foreign-born population that was Hispanic.

#### Names

**4.** The number of Hispanic surnames ranked among the 15 most common in 2000. It was the first time that a Hispanic surname reached the top 15 during a census. Garcia was the most frequent Hispanic surname, occurring 858,289 times and placing eighth on the list – up from 18th in 1990. Rodriguez (ninth), Martinez (11th) and Hernandez (15th) were the next most

common Hispanic surnames.

#### Jobs



**69%.** Percentage of Hispanics or Latinos 16 years and older who were in the civilian labor force in 2008.

**18%.** The percentage of civilian employed Hispanics or Latinos 16 years and older who worked in management, professional and related occupations in 2008. The same percentage worked in production, transportation and material moving occupations. Another 15 percent worked in construction, extraction, maintenance and repair occupations. Approximately 24 percent of Hispanics 16 or older worked in service occupations; 22 percent in sales and office occupations; and 2 percent in farming, fishing and forestry occupations.

**79,440.** Number of Hispanic chief executives. In addition, 50,866 physicians and surgeons; 48,720 postsec-

ondary teachers; 38,532 lawyers; and 2,726 news analysts, reporters and correspondents were Hispanic.

#### Voting

**9.7 million.** The number of Hispanic citizens who reported voting in the 2008 presidential election, about 2 million more than voted in 2004. The percentage of Hispanic citizens voting – 50 percent – represented a statistical increase from 2004 (47 percent).

#### Serving our Country



**1.1 million.** The number of Hispanics or Latinos 18 years and older who are veterans of the U.S. Armed Forces. ■

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