



INSIGHTS

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Dear Colleagues:

Happy New Year and best wishes for a healthy and prosperous 2007!

As we begin the new year we look forward to providing you with continued research and analytical tools to assist you in effectively marketing to the multicultural consumer.

In this issue we share with you an article regarding Hispanic Attitudes Toward Learning English, we explain our Market Opportunity Insights (an analytical tool used to assist client's in assessing the market potential of a given segment), share some facts about the Hispanic consumer and a quiz to test your knowledge of African American trivia.

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 2007 qualitative and quantitative research plans or to tell you a little more about our upcoming 2007 Hispanic Omnibus.

Feliz Año Nuevo!

The Multicultural Insights Team



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Hispanic Attitudes Toward Learning English

Pew Hispanic Center

Hispanics by a large margin believe that immigrants have to speak English to be part of American society and even more so that English should be taught to the children of immigrants, according to recent surveys conducted by the Pew Hispanic Center.

The endorsement of the English language, both for immigrants and for their children, is strong among all Hispanics regardless of income, party affiliation, flu-

ency in English or how long they have been living in the United States.

The Pew Hispanic Center, in collaboration with the Henry J. Kaiser Foundation, probed attitudes toward the English language in public opinion surveys conducted in 2003 and 2004. In one of these surveys, Latinos were asked whether they think immigrants have to speak English to say

they are a part of American society. In another they were asked whether teaching English to immigrant children is very important, somewhat important, not too important or not important on all.

A clear majority of Latinos (57%) believe that immigrants have to speak English to be a part of American society while

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a significant minority (41%) says that they do not. Latino immigrants are slightly more likely (57%) to say that immigrants have to learn English than native-born Latinos (52%). The view that immigrants have to learn English is held by a majority of Latinos regardless of how much money they make or their level of education, according to the [2004 National Survey of Latinos: Politics and Civic Education](#).

There are some differences depending on party affiliation, religion and age, though majorities on this question prevail in all instances. Almost two-thirds (64%) of Latino Republicans believe immigrants have to speak English to say they are part of American society. By comparison, 58% of Latino Independents and 52% of Latino Democrats say immigrants must speak English to say they are part of American society.

Two-thirds of Protestants (67%) and those who say they are born again take this view, compared with a little more than half (54%) of Catholics. Older Latinos are more likely to say immigrants must speak English to be a part of American society than younger Latinos. For example, among Hispanics 65 and older 69% held this view compared with 48% of Hispanics ages 18 to 29. By overwhelming margins, Latinos say it is very important that English be taught

to children of immigrant families, according to the [Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos: Education](#). Hispanics hold stronger views than either non-Hispanic whites or blacks (92%, 87% and 83% respectively).

Hispanic Attitudes Toward Learning English

This support is equally high regardless of party affiliation, income or language ability. Foreign-born Hispanics are even more fervent that English be taught to immigrant

children compared with native-born Hispanics (96% to 88%).

As telling, perhaps, is look at how many people said teaching English to immigrant children is *not* important. Among Latinos, only 2% held this view compared to 27% of non-Latinos.

This article can be accessed on line at <http://pewhispanic.org/factsheets/factsheet.php?FactsheetID=20>

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Quantitative Capabilities...

- AAU Studies
- Ad Tracking/Testing
- Concept/Communication Tests
- Consumer Profile Studies
- Copy/Package Tests
- Product Placement Studies
- Market Opportunity Studies
- Research Reviews
- Omnibus Studies

Do immigrants have to speak English to say they are part of American society, or not?

	Nativity		TOTAL LATINOS Primary Language			Party Affiliation		
	Foreign-Born*	Native Born	English	Bilingual	Spanish	Democrat	Independent	Republican
Yes	57	52	55	52	56	52	58	64
No	41	46	43	46	40	33	28	16

Source: *Pew Hispanic Center/Kaiser Family Foundation 2004 National Survey of Latinos: Politics and Civic Engagement*, April 21-June 9, 2004 N=2,288 Latino Adults Nationwide, MoE=±2.83 *Island born Puerto Ricans are identified as Foreign Born

How important is the goal of teaching English to the children of immigrant families? Is it...?

	TOTAL SAMPLE Race/Ethnicity					Party Affiliation	
	Total	Latinos	Whites	Blacks	Democrat	Independent	Republican
Very Important	87	92	87	83	86	90	89

	Nativity		LATINOS Primary Language			Party Affiliation		
	Foreign Born*	Native Born	English	Bilingual	Spanish	Democrat	Independent	Republican
Very Important	96	88	88	92	96	92	92	91

Source: *Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos: Education*, August 7-October 15, 2003 N=3,421 Adults Nationwide, 1,508 Latinos MoE=±2.43 total sample, MoE=±3.03 Latinos *Island born Puerto Ricans are identified as Foreign Born

Research Corner: What is Market Opportunity Insights?

Market Opportunity Insights is an analytical method used to determine the potential size and scope of multicultural markets. This tool is beneficial for clients who want to assess their product/services market potential within the multicultural segments. This tool is often requested by ad agencies who are pitching a client new to the multicultural arena. It is an inexpensive tool to quantify market opportunity.

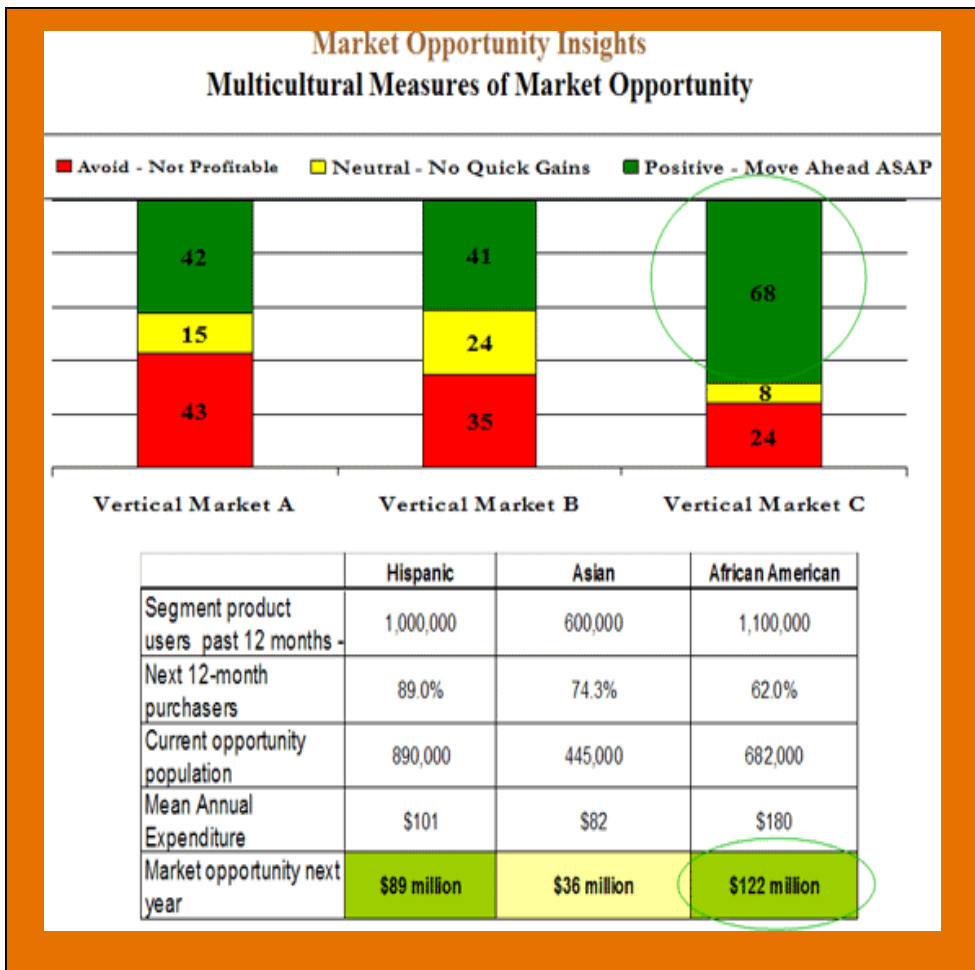
While this method is a basic MBA exercise in market sizing that has been around for

decades, it can be utilized in constantly changing multicultural markets to gauge potential market size. It answers the following questions

- **Is there a multicultural market opportunity for my product or service?**
- **What is the potential dollar amount of that opportunity compared to other segments?**
- **Is that opportunity big enough to warrant a closer look by my company in targeting multicultural markets?**

While the analytics of this exercise appear simple on the surface (and they are) they are comprised of both primary and secondary research. Past and future purchase intent are considered along with past-year and future projected expenditures in the market and amount spent therein.

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



Did you know that....

- Of all ethnic groups, Hispanics frequent the mall the most (10.1 times per three-week period) and stay the longest (91.5 minutes).
- By the year 2020 the Hispanic population is projected to reach 53 million, with buying power projected to surpass the \$1 trillion mark by year 2010.
- Hispanics (15.2%) are more likely than non-Hispanic whites (10.8%) to be entrepreneurs.
- By the year 2010, nearly one person out of every six living in the US will be of Hispanic origin.
- Hispanics are 33% more likely to buy toys than non-Hispanics.
- 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.
- The past decade has seen Hispanics become new homeowners four times faster than non-Hispanics.
- Roughly half (51%) of US Hispanic households are involved in hobbies and crafts, spending an estimated \$1.9 million annually.

Source: HispanicSource.org

How Much African American Trivia Do You Know?

Think you know your African American Trivia? Try the quiz below and see how you do. You may need to surf the web for some of the answers or even call some friends. See how you do...give it a shot!

- Who was the first child of African parents born in England's American colonies?
 - Abraham Lincoln
 - Martin Luther King, Jr.
 - William
 - Harriet Tubman
- What dispute led to the founding of the African Methodist Episcopal Church?
 - Row vs. Wade
 - Brown vs. Board of Education
 - Segregation of St. George's Methodist Church
 - The Cold War
- What was the first black newspaper?
 - The Times
 - The Herald
 - The Report
 - Freedom's Journal
- Who was the first president to invite an African-American man to the White House?
 - George Washington
 - Theodore Roosevelt
 - Abraham Lincoln
 - Bill Clinton
- Who was the first black woman senator?
 - Harriet Tubman
 - Sojourner Truth
 - Rosa Parks
 - Carol Moseley Braun
- When and where did Martin Luther King, Jr. make his "I Have a Dream" speech?
 - Boca Raton, Florida, March 4, 1997
 - Boston, Massachusetts, April 8, 1369
 - Washington DC August 28, 1963
 - New York, August 28, 1966
- What justice did Thurgood Marshall replace on the Supreme Court?
 - Thomas Jefferson
 - Thomas C. Clark
 - Clare Mowbry
 - Vincent Harris
- How many times did Jesse Jackson run for the U.S. Presidency?
 - One time
 - Two times
 - Three times
 - Four times
- What year was Martin Luther King Day first observed as a federal holiday?
 - 1966
 - 1976
 - 1986
 - 1996



If you want the answers to these 10 questions send us an email at info@multicultural-insights.com and in the subject line type "African American Trivia Answer Key" and we will send you the correct responses. ■

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Full-Service Research for Specialized Markets

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