



INSIGHTS

Insights is a quarterly publication of Multicultural Insights

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Dear Colleagues:

In this issue of *Insights* we share with you the latest US Census release on the Nation's Minority Population, we explain Attribute Influence Insights Analysis an analytical tool we use to provide client's with additional insights into their research, share some facts about the African American consumer and (by back by popular demand) share with you Part II of the Hispanic Trivia Quiz.

As always, we would enjoy hearing from you on our newsletter and our comprehensive website, or talking about your next research project. Or, if you'd like, you can simply tell us about your summer travel plans and show us pictures of your latest vacations.

Que disfruten su verano!



The Multicultural Insights Team

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Nation's Population One-Third Minority

Reprint of Latest Census Minority Population Release: May 2006

About 1-in-every-3 U.S. residents was part of a group other than single-race non-Hispanic white — according to national estimates by race, Hispanic origin and age released today by the U.S. Census Bureau. In 2005, the nation's minority population totaled 98 million, or 33 percent, of the country's total of 296.4 million.

These mid-decade numbers provide further evidence of the increasing diversity of our na-

tion's population," said Census Bureau Director Louis Kincannon. Hispanics continue to be the largest minority group at 42.7 million. With a 3.3 percent increase in population from July 1, 2004, to July 1, 2005, they are the fastest-growing group.

Unless otherwise specified, the data refer to the population who reported a race alone or in combination with one or more other races. The tables show data for both this group and those who reported a single

race only.

The second largest minority group was blacks (39.7 million), followed by Asians (14.4 million), American Indians and Alaska natives (4.5 million) and native Hawaiians and other Pacific islanders (990,000). The population of non-Hispanic whites who indicated no other race totaled 198.4 million in 2005.

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Highlights for the various groups follow:

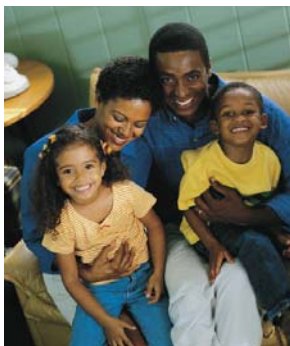
Hispanics



- Hispanics accounted for almost half (1.3 million, or 49 percent) of the national population growth of 2.8 million between July 1, 2004, and July 1, 2005.
- Of the increase of 1.3 million, 800,000 was because of natural increase (births minus deaths) and 500,000 was because of immigration.
- The Hispanic population in 2005 was much younger with a median age of 27.2 years compared to the population as a whole at 36.2 years. About a third of the Hispanic population was under 18, compared with one-fourth of the total population.

Blacks

- The black population increased by 1.3 percent or 496,000 between 2004 and 2005.



- Of the increase of 496,000, about 407,000 was because of natural increase and 89,000 was because of immigration.
- The black population, in 2005, was younger with a median age of 30.0 years compared to the population as a whole at 36.2 years. About 31 percent of the black population was under 18, compared with 25 percent of the total population.

Asians



- The Asian population rose by 3 percent or 421,000 between 2004 and 2005.
- Of the increase of 421,000 in the Asian population between 2004 and 2005, 182,000 was because of natural increase and 239,000 was because of immigration.
- The Asian population in 2005 was younger with a median age of 33.2 years compared to the population as a whole at 36.2 years. About 26 percent of the Asian population was under 18, compared with 25 percent of the total population.

American Indians and Alaska natives

- The American Indian and Alaska native population rose by 1 percent or 43,000 from 2004 to 2005.

- The American Indian and Alaska native population in 2005 was younger with a median age of 30.7 years, compared to the population as a whole at 36.2 years. About 29 percent of the American Indian and Alaska native population was under 18, compared with 25 percent of the total population.

Native Hawaiians and other Pacific islanders

- The native Hawaiian and other Pacific islander population rose by 1.5 percent or 15,000 from 2004 to 2005.
- The native Hawaiian and other Pacific islander population in 2005 was younger with a median age of 28.2 years compared to the population as a whole at 36.2 years. About 31 percent of the native Hawaiian and other Pacific islander population was under 18, compared with 25 percent of the total population.

Non-Hispanic whites

- The non-Hispanic, single-race white population, which represented just under 67 percent of the total population, accounted for less than a fifth (19 percent) of the nation's total population growth.



Of the increase of 500,000, about 300,000 was because of natural

increase with 200,000 attributed to immigration.

The non-Hispanic, single-race white population in 2005 was older than the population as a whole: the respective median ages were 40.3 and 36.2. About 22 percent of the population of this group was under 18, compared with 25 percent of the total population.

- The black population, in 2005, was younger with a median age of 30.0 years. Also released in May 2006 were tabulations by age and sex, which showed:

Age and Sex

- There were 36.8 million people age 65 and older, accounting for 12 percent of the total population.
- The number of people age 85 and older reached 5.1 million.
- In 2005, working-age adults (18- to 64-year-olds) totaled 186.2 million, which was 63 percent of the population.
- The total number of preschoolers (under age 5) in the United States in 2005 was estimated at 20.3 million.

The number of elementary school-age (5 through 13) children was 36.1 million, with high-school age (14 through 17) children numbering 17.1 million.

There were 104 males per every 100 females under 18. This ratio declines with age, however, to 72 men for every 100 women 65 and over and 46 men per every 100 women age 85 and over. ■

Research Corner: What is Attribute Influence Insights?

Atttribute Influence Insights is a series of quadrant analyses which can assist you in answering the following questions:

- What attributes of my brand are important to consumers?
- How does my brand perform on those same attributes?
- What are my brand's weaknesses based on those attributes?
- What are my competitor's strengths and weaknesses?

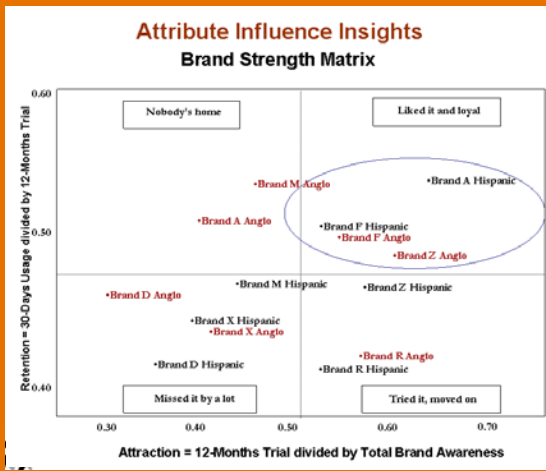
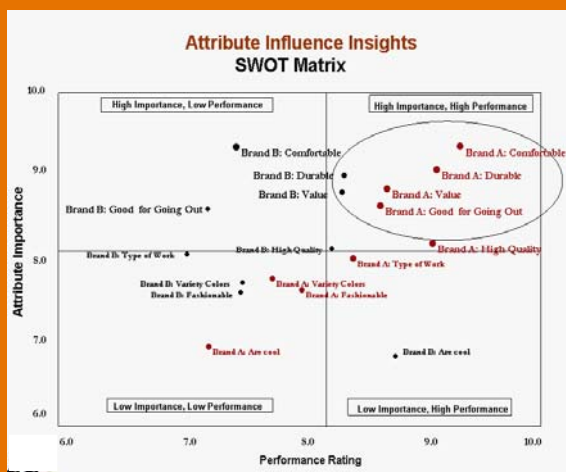
- What attributes are not important?
- Where does my brand stand based on attraction and retention?
- How do cultural segments differ in this analysis and how are they similar to the general market?

Ideally, marketing focus should be directed at those attributes which have high importance and high performance. For attributes with high important and low performance, focus should be directed at improving those attributes. When it comes to

competitor scores, attributes in which they have high importance and low performance should be exploited to your company's advantage.

A second area where quadrant analysis is valuable is in measuring attraction and retention for both you and your competitors. These measures are determined by awareness and usage in areas such as past 30-day usage, past 12-month trial and total brand awareness.

Below are examples of the graphical output of the SWOT and Brand Strength Matrix. For more information on this and other research analyses contact us at 305-445-2211.



Did you know that....

- African American women are more likely than the General Market to say, "Home ownership is the best overall investment." Source: The Ariel Mutual Funds/Charles Schwab & Co 2004 Black Investor Survey
- African Americans spent \$23.1 billion on fashion-related items (fashion includes clothing, accessories and shoes for men and women). Source: Bureau of Labor Statistics-Consumer Expenditures Survey
- More African American women (2.3 million) are attaining higher degrees (bachelors degree +), compared to Hispanic women (1.3 million). Source: 2004 US Census
- African Americans spent \$2.8 billion on travel-related lodging and transportation. Source: Bureau of Labor Statistics-Consumer Expenditures Survey
- 98% of African American women take pride in their vehicles and are 23% more likely than General Market and Hispanic women to own a new luxury vehicle. Source: 2005 JD Power Combined Light Vehicle Media Report
- Today, African Americans control \$761 billion in buying power in the U.S., and that is expected to grow an estimated \$1.0 trillion by the year 2010. Source: Selig Center for Economic Growth, 2005

Hispanic Trivial Pursuit Part II: How Much *Hispanic Trivia* Do You Know?

In our last newsletter we included a Hispanic Trivia quiz and several of you wrote us and asked if we would include another Hispanic Trivia quiz in the next issue. So here it is....good luck!

1. Latinos are everywhere, it seems. We've even been to space! Who was the first Hispanic in space?
 - a. Ellen Ochoa
 - b. Carlos Noriega
 - c. Franklin Chang-Díaz
 - d. Michael López-Alegría
2. The 2000 Census documented the booming Hispanic population at 35.3 million strong. U.S. Hispanics are the fifth largest Spanish-speaking population in the world, behind Mexico, Colombia, Spain and Argentina. By the year 2050, U.S. Latinos are expected to number how many?
 - a. 100 million
 - b. 200 million
 - c. 500 million
 - d. 1 billion
3. Rodeos are a favorite Latino event. Who was the first Latino cowboy to make his mark in U.S. competition?
 - a. Luis Pablo Infante
 - b. Vicente Oropeza
 - c. John W. González
 - d. Alejandro "El Charro" Jiménez
4. What was the Pan American Round Table?
 - a. A committee to organize the first Pan American Games
 - b. A women's rights organization founded by California Latinas in 1920
 - c. An association created to foster better relations between Mexico and the U.S.
 - d. An association founded by Cuban exiles in Key West that sought international support for Cuban independence in 1895
5. Who won the first national award for Chicano literature in 1970?
 - a. Gregory Nava
 - b. Chico O'Farrill
 - c. Rudolfo Anaya
 - d. Tomás Rivera
6. Jacqueline Kennedy Onassis favored wearing fashions from which Hispanic designer?
 - a. Oscar de la Renta
 - b. Adolfo
 - c. Carolina Herrera
 - d. Coco Chanel
7. Roberto Goizueta is credited with increasing stock prices and improving worldwide brand awareness of what major U.S. company?
 - a. Nike
 - b. Coca-Cola
 - c. Levi's
 - d. U.S. Steel
8. Who was the first Hispanic to win a Tony Award for Best Director?
 - a. José Quintero
 - b. Néstor Almendros
 - c. María Irene Fornés
 - d. Robert Rodríguez
9. Luis Walter Alvarez, who would win the Nobel Prize for Physics in 1968, played an important role in a U.S. government project during WWII. What was his contribution?
 - A. He recruited a record number of Latinos to the Armed Forces
 - B. He helped develop the first atomic bomb
 - C. He developed the mathematical formula to crack the Axis code
 - D. His work laid the foundation for the establishment of the NASA space program

If you want the answers to these 9 questions send us an email at info@multicultural-insights.com and in the subject line type "Hispanic Trivia II Answer Key" and we will send you the correct responses.■

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