



# INSIGHTS

*Insights is a quarterly publication of Multicultural Insights*

FIRST QUARTER 2005

VOLUME 2, ISSUE 1

## Dear Colleagues:

We would like to wish all of you a Happy New Year! As we look forward to what 2005 may hold, we are filled with optimism. As marketers continue to realize the importance of the multicultural markets to their market share and bottom lines, we will continue to provide you with the necessary insights and research tools to better understand what makes these multicultural segments tick.



Our New Year's resolution for 2005 is to **continue** delivering top-notch research and analytics with value added insights and service above and beyond what is expected to you, our clients.

In this issue of *Insights* we share with you some thoughts on the value of conducting Research Reviews, Retro-Acculturation, the importance of Added Value in Research Reports and some of the latest Census figures for Black History Month.

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 Christmas holiday, your New Year's resolutions or show us pictures of your kids.

*Feliz Año Nuevo!*

**The Multicultural Insights Team**

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## Retro-Acculturation's Impact on Market Research

By Sylvia Nieto-Vidal

For years marketers have been focusing on whether Hispanic consumers are acculturating vs. assimilating. Well we are beginning to see a new phenomenon occurring among Hispanics in the U.S.: Retro-Acculturation. With the rapidly growing number of Hispanics in the U.S., many Spanish speaking consumers are increasingly holding on to their language and customs. In many cities throughout the U.S., Spanish dominant

consumers are able to live and work without having to learn English or give up their culture and traditions.

In addition to the less acculturated Hispanics holding on to their culture and traditions, we are seeing a possible trend emerging among some of the more acculturated, bilingual Hispanics as well. As a result of much of the research we conduct, we get to analyze and interpret data from thousands of consumers annually and are

starting to see what might be the beginning of a larger trend. Many bilingual or Hispanics that are considered acculturated... *those who live their lives in English, watch English-language television and for the most part are very similar to the general market consumers...go through an interesting metamorphosis when they begin to have their own families. When this segment of the Hispanic population has children they*

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begin to exhibit a strong yearning to pass on their Hispanic heritage to their offspring. Their desire to pass on cultural traditions, Spanish-language and music sees a resurgence.

As a result of this “metamorphosis”, this Hispanic consumer begins to speak more Spanish in the home in an effort to pass on their native language to their kids, they view Spanish-language programming with their children (i.e., such as Plaza Sesamo, Dora la Exploradora), as well as show an increased tendency to listen to music from their homeland.

So what does this “metamorphosis” mean to marketers targeting this segment? For one, the traditional criteria for defining and speaking with Spanish-dominant consumers may need to be augmented. As the Hispanic market changes, so must the tools and research techniques to adequately identify the “target” consumer. The standard “speak Spanish at home the majority of the time” and “Spanish-language media



usage standard hours” may no longer ensure reaching Spanish dominant consumers. Adding new techniques and out of the box thinking for pinpointing “truly” Spanish dominant consumers should be considered. Some examples of additional screening questions we frequently recommend to our clients include:

**In what language do you think or process information?** Truly Spanish dominant consumers will think in Spanish as opposed to English.

**What language do you speak with friends and relatives in social occasions?** Spanish dominant consumers tend to revert to the language they are most comfortable speak-

ing during social occasions (i.e., parties, family gatherings, get-togethers).

**Do you purchase and consume products from your country of origin?** Consumers with strong ties to their culture are more likely to purchase and consume products from their homeland (i.e. native foods and dishes).

**How often are you in contact with relatives from your country of origin?** A less acculturated Hispanic consumer will have more contact either via telephone or via yearly trips to their countries of origin.

These questions used in conjunction with other analytical

queries will provide a more holistic view of the truly “Spanish dominant,” “less acculturated” Hispanic consumer. The time is approaching when Spanish-language usage and media consumption may no longer guarantee that market researchers are speaking with a lesser acculturated Hispanic consumer. As the market changes, so must we. ■

## What do you call it?

There is no consensus on what to call marketing to cultural / niche markets. Even within some companies there are big areas of disagreement. So what do you call it?

Multicultural Markets?

Ethnic Markets?

Minority Markets?

Visit our website at

[www.multicultural-insights.com](http://www.multicultural-insights.com)

and submit your response and see how your response compares with others in the industry.

## Black History Month

Source: U. S. Census Bureau

The birthday of Martin Luther King Jr. has been observed as a federal holiday on the third Monday in January since 1986. To recall and celebrate the positive contributions to our nation made by people of African descent, American historian Carter G. Woodson established Black History Week beginning on Feb. 12, 1926. In 1976, as part of the nation’s bicentennial, the week was ex-

panded into Black History Month.

As of July 1, 2003, there were an estimated **38.7 million** U.S. residents who were either black or black and at least one other race. This race group then made up 13.3 percent of the total U.S. population.

**Education 80%.** Among blacks age 25 and over, the proportion that had at least a high school diploma in 2003 — a record

high. This proportion rose by 10 percentage points from 1993 to 2003. For blacks ages 25 to 29, the proportion is considerably higher: 88 percent.

**17%.** Among blacks age 25 and over, the proportion that had a bachelor’s degree or higher in 2003 — up 5 percentage points from 1993.

**1.0 million.** Among blacks age 25 and over, the number

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Martin Luther King, Jr.  
1929-1968

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who had an advanced degree in 2003 (e.g., master's, Ph.D., M.D. or J.D.).

**\$2.5 million.** Estimated work life earnings for full-time, year-round, black workers with an advanced degree. For blacks (and people of other races), more education means higher career earnings: blacks without a high school diploma would earn less than \$1 million during their work life, increasing to \$1.0 million for those with a high school education and \$1.7 million for those with a bachelor's degree.

**Serving Our Nation—2.3 million.** Number of black military veterans in the United States in 2003.

#### Income and Poverty

**About \$30,000.** The annual median income in 2003 of black households. This represents no change from 2002.

**24.4%.** Poverty rate in 2003 for those reporting black as their only race. This rate was unchanged from 2002.

#### Families

**8.9 million.** Number of black families in the United States. Of these, nearly one-half (47 percent) are married-couple families.

Among black married-couple families, 34 percent consist of two members, and 19 percent consist of five or more members.

**10%.** Proportion of black children who live in a household maintained by a grandparent.

**50%.** The proportion of black householders who own their own home.



**Jobs 31,400.** The number of black physicians and surgeons. Blacks are represented in a wide variety of occupations. For instance, there are about 64,800 black postsecondary teachers; 26,300 chief executives; 33,900 lawyers; 5,600 news analysts, reporters and correspondents; and 1,500 legislators.

#### Population Distribution

Note: Unless otherwise indicated, the data in this section refer to people who reported black, whether or not they reported any other races.

#### Nation

**1.6 million.** The size of the increase in the black population between Census Day, April 1, 2000, and July 1, 2003. The rate of increase for this group was 4.4 percent, higher than the overall increase of 3.3 percent for the population as a whole.

**61.4 million.** The projected single-race black population of the United States as of July 1, 2050. According to this projection, blacks would constitute 15 percent of the nation's total population on that date.

**25.5 million .** The net number of single-race black peo-

ple who will have been added to the nation's population between 2000 and 2050. The projected percentage increase of this population would be 71 percent.

**55%.** The proportion of single-race blacks who live in the south.

**52%.** The proportion of single-race blacks who live in the central cities of metropolitan areas.

#### States

**3.6 million.** The estimated black population of New York on July 1, 2003, highest of any state. Four other states had black populations that surpassed 2 million: Florida, California, Texas and Georgia.

**37%.** The estimated proportion of Mississippi's black population as of July 1, 2003, highest percentage of any state in the nation. Louisiana (33 percent), South Carolina (30 percent), Georgia and Maryland (29 percent each) and Alabama (27 percent) followed. The District of Columbia, classified as a state equivalent by the Census Bureau, has a population that is 60 percent black.

**292,100** The number of blacks added to Florida's population between Census Day, April 1, 2000, and July 1, 2003. Florida led all states in that category. Georgia, which added 133,300 blacks, was the runner-up.

#### Counties

**1.4 million.** The estimated number of black people in Cook County, Ill., on July 1, 2003. Cook led all the nation's counties in the size of its black population. Los Angeles, Calif., also had a black population exceeding 1 million.

**70,000.** The number of blacks added to the population of Broward County, Fla., between Census Day, April 1, 2000, and July 1, 2003, the highest total of any county in the nation.

#### Age Distribution

**32%.** The proportion of the black population under 18 as of July 1, 2003. At the other end of the spectrum, 8 percent of the black population was 65 or over. ■



#### 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 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 including Hispanics, African Americans, Senior Markets and Teens segments.

Contact us  
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## Added Value in Research and Research Reports

by Kyle Langley, Ph.D.

In the last newsletter, we discussed proper questionnaire writing to get optimal research results and avoid many of the pitfalls that can happen with ill-prepared survey instruments. In this issue, we expand on that by discussing ways to get the most out of your data. This assumes that the questionnaire was thoroughly written, proofed for necessary analytics and checked to make sure it is a solid research tool executed to perfection.

Let's face it, many research reports you see out there today are a myriad of charts and graphs that mostly apply to the macro sense of the data. There is little or no insight as to what the data means. While it might be valuable at getting an overall picture of where a company, product or service stands, top-line charts and graphs will not provide what you really need at the micro level. The micro level is where the truly valuable insights are. Look at your recent reports and watch many of the presentations at conferences. You get "15% said this, and 40% believe that, and 76% say..." Great, but what does it all mean to a business? How can one plan for new campaigns or build new creative based solely on percentages? The truth is you probably cannot build anything substantial off macro data.



You can make great gains by leveraging the positive findings and working to fix problems found at the micro level. And believe it or not, it does not always take a lot of extra work to drill down to get at those valuable nuggets. The extra work can be the difference

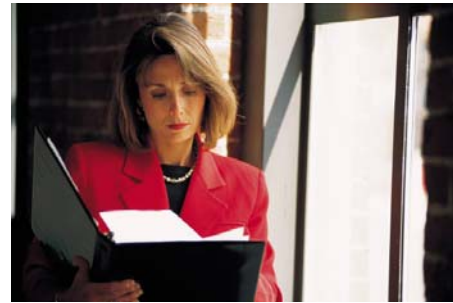
between success and failure in a business, strategy or ad campaign.

A lot of analytics are available that can take regular data and make it more valuable. Example: *Purchase Constancy Insights* are used to gather loyalty information about products and services. It measures not only a company's loyalty numbers, but additional profiling and *Segmentation Insights* can help determine the best way to keep current customers and also to attract those willing to try your product. It may be nice to know that 32% of the people who have tried your product in the past will try it again, but who are they? What is it they want? What does the *Insights Profile* say about them?

**Let's face it; many research reports you see out there today are a myriad of charts and graphs that mostly apply to the macro sense of the data without a lot of insights as to what the data means.**

Another example is using multivariate analysis to pull out the key target in research. Example: A car company looking for new ideas in various vehicles asks in a quantitative study what types of new features people would like to see in a minivan yet are perhaps also seeking information on other vehicle types in the same study? Most people could give you the answers to the minivan queries, but how many of them are inclined to buy a minivan? It is better to single those people out analytically and use a regression analysis to get at key drivers and ideas of that specific target. Of course, a good start is in qualitative research, but if you want hard, fast answers with a generalizable sample, quantitative methodology is the best way to arrive at your insights.

Brand image insights, market optimization, target sizing, multidimensional scaling, cluster analysis, regression



analysis, multicultural segmentation and other analytical options can be had with just a little more thinking and effort than is put into a basic study that only reflects percentages. When designing advanced research outcomes, here are some sample objectives you can explore. In doing so, more advanced findings can be had.

- What is the consumer buying behavior / pattern?
- What are the consumer segments and size / growth of each segment?
- What are the needs and preferences of the different segments?
- What are the different product segments and size / growth of each segment?
- What are the gaps within the target segment between actual and expected?
- What are the brand associations and attitudes of products and services?
- What are the attributes that the target segment looks for and how do they compare on attribute importance and actual attribute performance?
- Which attributes most drive traffic and who are the consumers that best identify with these attributes?
- What format will be most suitable for the target segment and the product offering?
- How do multicultural segments agree and differ on a variety of target points?
- What is the price point at which competitors operate? ■

## Research Reviews: Are you using the data you already have?

by Sylvia Nieto-Vidal

**I**t is a New Year and many marketers are well on their way to planning their 2005 multicultural marketing strategies and initiatives. As part of their 2005 plan, multicultural market research may be needed to help formulate strategies and design/test creative. However, many marketers tend to overlook research previously conducted as a gauge to determine what is still needed and as a tool to provide direction as to where to go.

Many marketers conduct market research to answer questions as they come up throughout the year. The answer is obtained, the research filed away and they move forward with their marketing initiatives. Many times this research that has been filed away contains data and useful insights into future issues and questions that may arise.

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Conducting a Research Review of studies previously conducted allows clients to identify existing gaps in their knowledge/ understanding of their target multicultural markets. By cross referencing existing

research with 2005 marketing objectives clients are better able to fine-tune their strategic planning and research.

**What exactly is a Research Review?** A Research Review is basically a compilation of previous research (both qualitative and quantitative) that has been conducted by a client and used to address, where possible, the current strategic objectives.

**How is a Research Review conducted?** Previous research data (going back approximately one year) is compiled into a summary report. The data is analyzed and looked at from the perspective of current strategic objectives and not the individual study's objectives.

**What is the benefit of a Research Review?** The primary benefit of a Research Review is that it allows you to utilize past research as a platform for strategic planning and provides the client with the ability to build on past research findings versus conducting piece meal research when issues come up. The existing data is measured against the current objectives and strategic plan, and information gaps are identified prior to launching additional research studies.

**What clients can benefit from a Research Review?** Research Reviews are typically recommended for companies that have had significant turnover in their Market Research Departments or have entered the multicultural arena so quickly that many of the existing research was done without a formal market research plan. In many of these cases, the individuals heading up the multicultural market research functions have been promoted or have moved on, and their knowledge and learning has moved on with them. Unless the company has a centralized multicultural market research data base, chances are the individual in charge of this function was the primary keeper of this knowledge.

Other clients that may benefit from conducting a Research Review are multicultural advertising agencies that have recently become agency of record on a new account. Chances are that the client has conducted multicultural research prior to selecting the new agency of record. Conducting a Research Review of their client's existing research allows agencies to get up to speed on their client's brand and category without unnecessarily duplicating research efforts previously conducted. ■

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