

THE SOURCE BOOK OF MULTICULTURAL EXPERTS 2009/10

# The Multicultural Market

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## The Census is Coming! And You'd Better be Ready! Multicultural Market Research

Michael Halberstam

*President, Interviewing Service of America*

The face of the United States has changed forever. There's no more evidence of this than the election of Barack Obama as our 44th President. In just a few years, with the release of the 2010 Census we will again see record population levels of ethnic groups and a huge increase in buying power among Asians, Hispanics and other ethnic groups.

**Ethnic groups have a great preference for taking surveys in their native language.** Is the Market Research industry keeping pace with these dramatic changes in our country? Yes, to some degree. ISA has seen at least 100% growth rates in multicultural studies in each of the past four years. Even with the current recession holding sway over so much of the financial health of the nation the percentage of in-language projects continues to increase. Why? Simply put, the sheer weight of numbers. There is simply no arguing that we as a nation, are now, and with increasing speed, becoming more multicultural than ever. The next Census will emphatically demonstrate this.

It is our opinion that, even with the current, over-whelming evidence

staring it in the face, many companies may still be lagging behind in addressing this expanding, profitable market. Part of the reason may be a lack of experience and/or knowledge about how to conduct multicultural research. While that was once true, the knowledge base exists today with many highly-experienced organizations.

ISA has been conducting multicultural studies since 1983 and in 2009 will conduct close to five hundred mono or multilingual studies using the telephone, Internet, IVR, focus groups, in person and other methodologies.

What are some of the real keys or "nuts and bolts" for conducting multicultural studies? The major key is that most ethnic groups have a great preference for taking surveys in their native language. Additionally, we find greater cooperation using all methodologies among many of the ethnic groups versus the general population.

For example, almost 60% of the Hispanic population is either Spanish dominant or bi-lingual. For some Asian languages, the levels can be 70%-75%. To get quality information for either quantitative or qualitative studies, it is mandatory to have

“in language” capabilities.

Some of the other “nuts and bolts” of multicultural research mirror some basic market research concepts: Clarify what you want to find out and from whom; Budget; timing; ethnic groups you want to survey; geography and sampling; and the data collection methodology.

Timing differs from traditional English surveys. As previously mentioned, in-language surveys take an average of fifteen to twenty percent longer to administer. Set up time is also longer as you need to allow for ample time for translations, multiple language programming, pre-testing and monitoring. Sampling is also very important for multicultural research and there are trade-offs between targeted RDD (random digit dialing), surname sample or a hybrid sample.

The data collection process is also key, as all in-language data collectors need to be proficient in the language and the dialect of the targeted group. Briefings to discuss cultural obstacles to the research and catching translation problems are very important.

The data collection methodology

should also be closely examined. Groups like younger or non-aculturated Hispanics are better reached

via a face to face or perhaps using mobile device methodology than via the telephone because of sampling and “cell phone” only issues. It is also very difficult to currently conduct on-line research among multicultural groups. The panel resources are just not sufficient at this point for multicultural on-line research. Traditional telephone studies, possibly incorporating a cell phone segment and face to face methodologies may provide you with better sampling and be more cost efficient.

To summarize, each year more marketers are embracing these markets and multicultural market research will continue to grow at an increasing rate. The initial results of the 2010 census won't be released for around two years but the time to get started is NOW. Embrace the cultural change in the US and you can benefit from it as well!

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## Multicultural Market Experts and Business Leaders

The following companies have expertise in marketing to multicultural consumers (more than one ethnic group).

### Advertising Agency

AdCREASIANS  
 Advantage Communications, Inc.  
 Amémedia, Inc.  
 ASB Communications  
 Creative Civilization - An Aguilar/Girard Agency  
 E. Morris Communications, Inc.  
 ES Advertising, Inc.  
 Footsteps, LLC  
 H & Y PLANNING, INC.  
 Kang & Lee Advertising  
 Muse Communications, Inc.  
 Object Design and Communications, Inc.  
 República, LLC  
 T.D. Wang Advertising Group, LLC  
 Ten Communications

### Consultant

Daniel Gonzalez & Associates  
 The National Organization for Diversity in Sales & Marketing (NODSM)

### Direct Mail/Marketing

Ethnic Technologies, LLC  
 Group O, Inc.

### Diversity Consultant

Global Lead Management Consulting

### Market Research Firm

Amber Multicultural Marketing  
 C R Market Surveys, Inc.  
 Campbell-Communications, Inc.  
 Cultural Vision Research  
 G3 Translate (Gazelle Globalization Group)  
 GC Global Research  
 Horowitz Associates, Inc.  
 In-Culture Connection, LLC  
 Interviewing Service of America (ISA)  
 Phoenix Multicultural

### Marketing/Communications

DDR Global, LLC  
 IMAGES USA  
 Isaac Lasky Consulting  
 Kelley Chunn & Associates  
 Octagon  
 Witeck-Combs Communications

### Marketing/Promotions

Lunch Truck Advertising  
 The Mundial Group, Inc.  
 SMSi-Urban Call Marketing, Inc.

### Media-Broadcast

MHz Networks  
 WorldTV

### Media-Cable

Comcast  
 Fox Sports En Español

### Media-Print

Divya Bhaskar North American Edition  
 El Diario La Prensa, an impreMedia Company  
 El Mensajero, an impreMedia Company  
 ImpreMedia LLC  
 The Indian Express North American Edition  
 La Opinión, an impreMedia Company  
 La Prensa, an impreMedia Company  
 La Raza, an impreMedia Company  
 Reader's Digest  
 Rumbo, an impreMedia Company  
 Vista, an impreMedia Company

### Media-Website

DiversityInc  
 GOLDSEA INC.  
 ImpreMedia Digital

### Professional/Not-for-Profit Organization

National Association for Multi-ethnicity in Communications (NAMIC)

### Public Relations Firm

ASB Communications  
 Hispanic Communications Network  
 Multicultural Marketing Resources, Inc.  
 Taylor PRimer

### Social Media Marketing

Social2B

### Training & HR Development

Sutton Enterprises

### Translation/Interpretation Services

G3 Translate (Gazelle Globalization Group)  
 Translation Plus, Inc.