A young woman with dark braided hair, wearing a white button-down shirt and large hoop earrings, is looking down thoughtfully. She is in a clothing store, with a rack of clothes and a mannequin visible in the background. The scene is lit with warm, soft light.

THE TIME IS NOW

Today's Presenters



Linda Lane González
Founder & President
Viva



Nancy Tellet
Founder, Brand &
Consumer Navigator
PureClarity, LLC



Chiqui Cartagena
(Moderator)
Chief Marketing Officer &
Center Leader, Marketing
& Communications
The Conference Board

“WELCOME TO THE EVOLUTION, AN ADVANCED CULTURE DEEP DIVE”

THE STUDY

2,472 Hispanics, NH Blacks + Non-Hispanic Whites

13-17s + Parents 25-49 of 8-12 Aged Kids

Quantitative online survey + Qualitative in-homes & POC workshops

January – February 2020



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IT'S TIME

Ready or Not for the Multicultural Majority

February 2021





2020: DEMOGRAPHIC CLOCK TICKED INTO A NEW ERA

Before 2020
Non-Hispanic White majority, all ages

2020
0-17s became the 1st MC majority gen

After 2020
<35 MC majority by 2028, <50 by 2033



1. MOST NHW GEN Z 8-17S DO NOT EXPERIENCE THE MC MAJORITY IN THEIR DAILY LIVES

Racial/ethnic segments tend to self-silo across schools, neighborhoods & with Real Life & SM friends...especially NHW



WITH FRIENDS, NHW “SILO” MOST, HISPANICS LEAST

While NHB & HISP silo less, majority of their IRL friends are POC & 54% of NHB friends are NHB

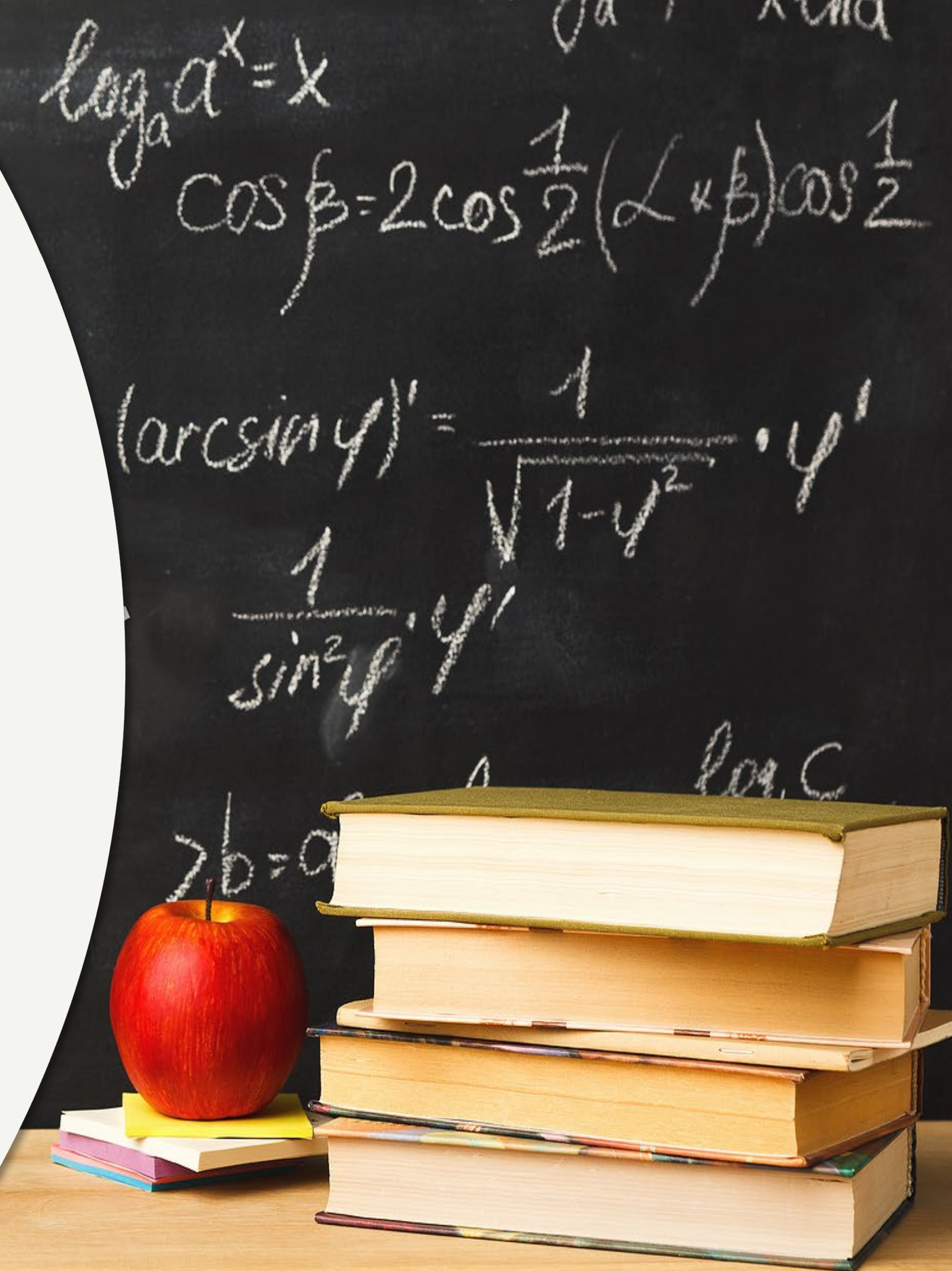
SM friends just slightly more diverse for NHW & NHB, virtually same for HISP

	REAL LIFE FRIENDS (8-17s)		
	NHW	NHB	HISP
% MY RACIAL ETHNIC/GROUP	67%	54%	36%
% POC/OPOC	33%	23%	33%
TL % POC	33%	77%	69%

SCHOOLS SILO'D, TOO... ESPECIALLY PRIVATE ONES

	MY SCHOOL (8-17s)		
	NHW	NHB	HISP
% MY RACIAL ETHNIC/GROUP	60%	38%	30%
% POC/OPOC	40%	29%	35%
TL % POC	40%	67%	65%

69% of private school students are NHW





OUR NEIGHBORHOODS, ALSO SILO'D

NHW neighborhoods are like private schools @ 69%

	MY NEIGHBORHOOD (8-17s)		
	NHW	NHB	HISP
% MY RACIAL ETHNIC/GROUP	69%	46%	32%
% POC/OPOC	31%	23%	32%
TL % POC	31%	69%	64%

IN A MULTI-YEAR STUDY OF COOK COUNTY, IL. HOME BUYERS, ALL INITIALLY SAID “I WANT TO LIVE IN A RELATIVELY DIVERSE, INTEGRATED NEIGHBORHOOD”

They ended up buying in neighborhoods with majority of “themselves”

	% MY RACIAL ETHNIC/GROUP DESIRED PRE-BUY	% MY RACIAL ETHNIC/GROUP ACTUAL PURCHASE
NHW	46%	74%
NHB	40%	66%
HISP	32%	51%



WHY? INTELLECTUALLY WANT DIVERSITY, BUT...CULTURAL COMFORT, DISCOMFORT, FEAR & PRIVILEGE GET IN THE WAY

ALL:

“I am most comfortable, connected & fulfilled where my friends, family, cultural community...my social network lives”

POC:

“I will feel unwelcome, maybe even threatened in White areas” & “I will feel culturally uncomfortable with fewer people like me”

NHW:

“I’m culturally uncomfortable being/feeling like a minority”, “I’m afraid diverse areas have more crime” & “The best schools are in pricier, less diverse areas I’m more likely to afford” (privilege)

SOURCES: Krysan & Crowder, “Cycle of Segregation Social Processes & Residential Stratification” (2017) + : 800+ respondent interviews & focus groups in 2003 and replicated in 2012 + J. Kinney “To Better Understand Segregation, Look at Social Networks” 2/9/18 (also re: Cook County research) + 202 CMC Qualitative POC Workshops

**Predominantly NHW
schools get \$23
billion more funding
than POC schools**

*CNN 2/27/20 based
on ED.build study*



NHWs: \$150K More HH Worth v POC

Mostly from gifts & inheritances

The rest from HH attributes such as who you marry & where you live + income/education disparities

Killewald & Bryan as reported by Harvard University 3/1/19



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2. 60% SAY “I AM TRULY COMFORTABLE WITH ALL KINDS OF PEOPLE”, 40% DON’T (13-49)

“Rich people” & “evangelicals” make all segments top 5 uncomfortable list

NHB & HISP list NHWs

NHW & NHB list LGBTQ+

#1 on HISP list are “other Hispanics”

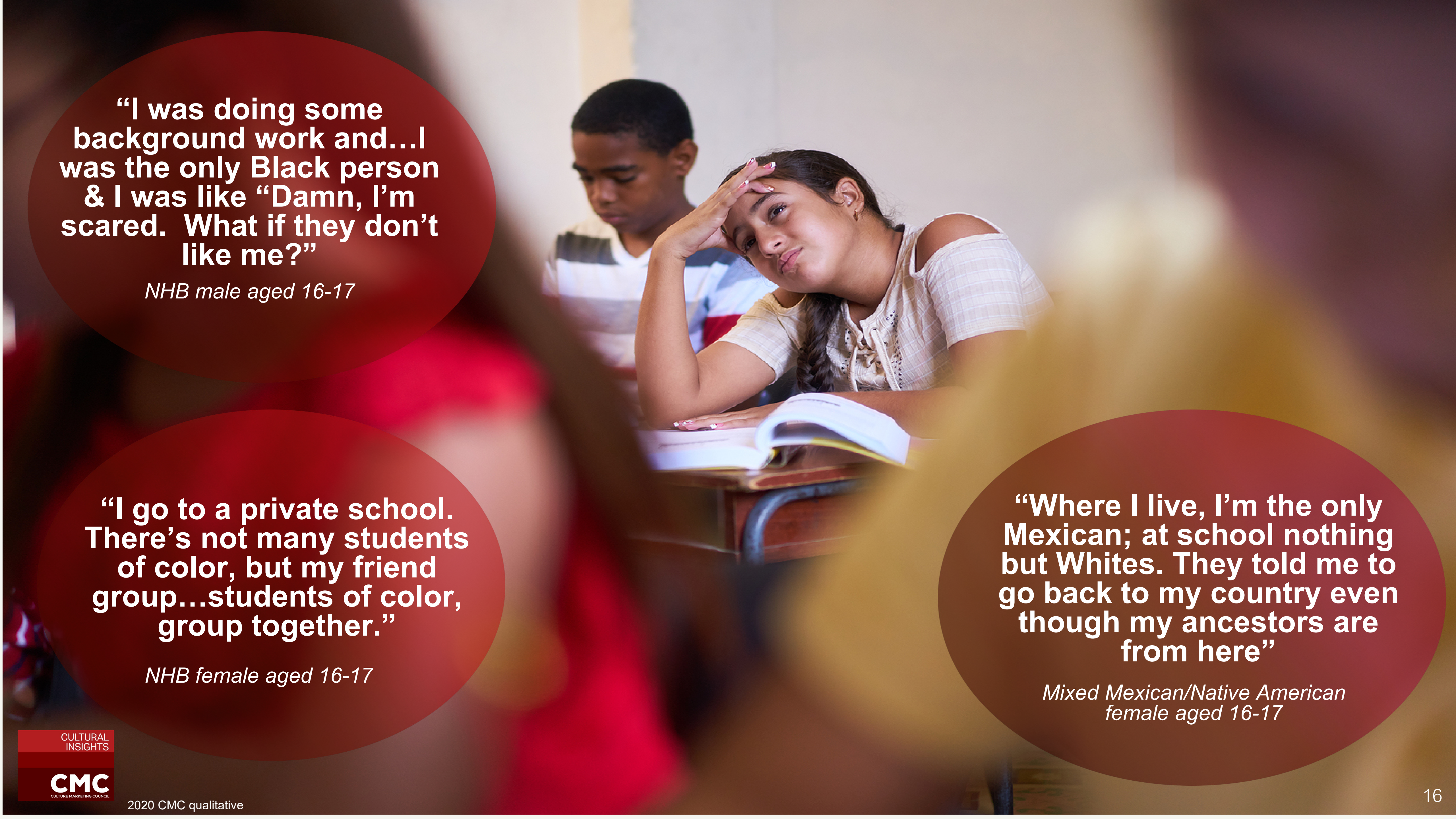
22% of NHW are “uncomfortable” hearing Spanish spoken in public

CULTURAL COMFORT IS TESTED FOR GEN Z TEENS WHEN THEY ARE “THE ONLY 1” OF THEIR SEGMENT, ESPECIALLY NHBs/FEMALES

NHB females least comfortable, HISP males most comfortable
 Discomfort grows at school, dramatically for NHW (+46%) v POC (+21%)

% UNCOMFORTABLE

	“WHEN ONLY 1 OF MY RACE/ETHNICITY AT AN EVENT OR PARTY”		“WHEN ONLY 1 OF A FEW OF MY RACE/ETHNICITY AT A NEW SCHOOL”	
	FEMALES	MALES	FEMALES	MALES
NHW	31%	26%	45%	38%
NHB	50%	34%	57%	40%
HISP	39%	14%	43%	19%



“I was doing some background work and...I was the only Black person & I was like “Damn, I’m scared. What if they don’t like me?”

NHB male aged 16-17

“I go to a private school. There’s not many students of color, but my friend group...students of color, group together.”

NHB female aged 16-17

“Where I live, I’m the only Mexican; at school nothing but Whites. They told me to go back to my country even though my ancestors are from here”

Mixed Mexican/Native American female aged 16-17

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3. TRUST CIRCLES ARE SMALL, NHB CIRCLES ARE TIGHTEST

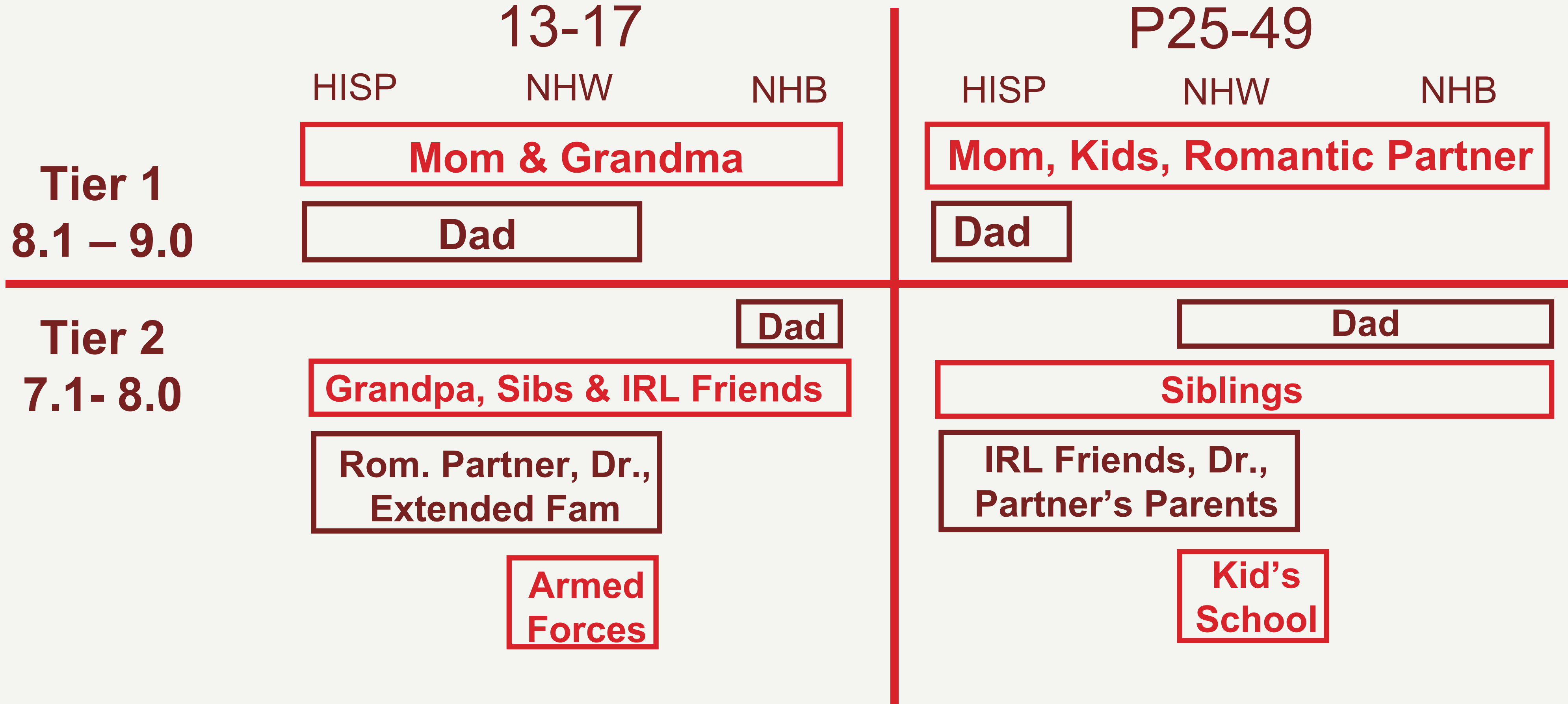
NHW broadest

All agree we place the least trust in
Social Media & Politicians

Everyone trusts “Mom” but HISP
give “Dad” top tier trust, too

Dad Not Always Tier 1 With Non-HISP (NHB 13-49 + NHW P25-49)

Only NHW have Tier 2 institutional trust; teens for the armed forces, Parents for their kid's school (\$23B more funding)



POC KEEP THEIR KIDS IN TIGHTER TRUST CIRCLES

ALLOWED SLEEPOVERS

	NHW	POC
8-12s	81%	61%
13-17s	91%	74%

In qual we learned POC sleepovers were with family

POC GEN Zers 2x as likely v NHW to say they will raise their future kids with “lower independence levels” (220 index)



FAMILY TRUST CIRCLES



4. GEN Z: “BEING SMART & WELL EDUCATED” = ADULT SUCCESS...ALSO, TEEN STRESS

Ambition, stress & feeling isolated, especially Hispanics (Pre-COVID)

	NHW	NHB	HISP
7+ ON 1-10 STRESS SCALE	30%	28%	52%
OFTEN/SOMETIMES FEEL LEFT OUT/LONELY	65%	65%	76%
LITTLE TIME FOR MYSELF, FAMILY, FRIENDS	22%	26%	36%

STRESS FOR SUCCESS IS WARRANTED

ACCORDING TO PRE-COVID OECD DATA...

60% of Millennials are classified as “middle class” v 70% of Boomers at the same ages

“Since the baby boom gen, the middle-income group has grown smaller with each successive generation”

Why? A mix of income stagnation, cost of living increases (especially housing, education & healthcare) + jobs that are increasingly unstable




COVID INCREASED TEEN STRESS LEVELS FOR NON-H

7+ ON 1-10
STRESS SCALE

	JAN/FEB 2020	AUG. 2020
NHW	30%	54%
NHB	28%	40%
HISP	52%	44%





“Like teenagers, we’re just trying to survive. It’s getting harder & harder to live, especially coming out of high school & that’s what I fear the most”

NHW male aged 16-17

“Everything is competitive & high stakes out there”

NHB female aged 16-17

“The way (we) are portrayed, all criminals, rapists, all seen as bad.”

HISP female aged 16-17

“How am I going to succeed to my fullest potential in life, and hopefully not mess up so drastically that I have no way to recover?”

NHW male aged 16-17

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POC MORE LIKELY TO REACT BY “STRIVING”

“LIFE IS TOUGH, BUT I AM TOUGHER”

Better equipped to deal in tough times; life was never that easy to begin with

NHW more about retaining & protecting their place in shrinking middle-class turf

POC RESILIANCE PROVIDES SOME MENTAL HEALTH DEFENSE

“EVENTS OF 2020 HAVE DIRECTLY IMPACTED MENTAL HEALTH”

AUG. 2020

NHW	65%
NHB	44%
HISP	46%





**PARENTAL
WORRY:
THEIR KIDS,
MONEY &
WORK**

**“My work...super
busy & we don’t
have breaks”**
HISP female parent

**“Living day by
day...trying to
survive in this
world”**
HISP male parent

**“I stress about raising a
Black boy in a world
where folks will only look
at his skin color”**

NHB female parent

S.T.R.E.S.S.... MY NAME IS SHIRLEY



5. 2/3+ OF POC WANT TO KEEP “MOST OF THEIR HISTORICAL CULTURAL VALUES”

THE CULTURAL CLOSET,
WHAT’S BEING KEPT?

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QY40/40A Which of these more traditional Hispanic/African American values would you keep? BASE: All NHB & HISP respondents: 820 25-49 Parents of Kids aged 8-12 + 800 13-17s



#1: FAMILY CULTURE (13-49) “KEEPS YOU SAFE, SANE & HAPPY”

NHB: Connect, protect, support & share knowledge & tradition

HISP: Interdependence – “We” v “Me”, support, share knowledge & tradition

“Latinx college students, also Asian American, both cultures emphasize interdependence v independence”

Gordon C. Nagayama Hall Ph.D. Psychology Today 4/13/17



“90% of family reunions are held by Black families...to preserve family culture & traditions & celebrate every member ”

Kiana Keys/author

“You know you are Hispanic when you see or talk to your aunts, uncles, cousins every day. I don’t have friends, I have cousins”

HISP male aged 16-17

“My family is my umbrella; all my rainy days my family shields me”

HISP female 16-17

Respeto

“Level of courtesy & decorum required in a given situation in relation to other people of particular age, sex & social status”

Harwood, Miller & Irizarry 1995/96



RESPECT/RESPETO #2 ON THE “KEEP” LIST

BOTH STRESS RESPECT FOR ELDERS

HISP RESPETO:

Complex, nuanced guide to cultural behavior in more “formal” societies than U.S.

NHB RESPECT:

Simple, straightforward...”Importance of respect for oneself & receiving it from others.”

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QY40/40A Which of these more traditional Hispanic/African American values would you keep?
BASE: All NHB & HISP respondents: 820 25-49 Parents of Kids aged 8-12 + 800 13-17s

PARENTAL AUTHORITY IMPORTANT VALUE TO KEEP FOR 89% NHB & 69% HISP TEENS

VERBALLY DISRESPECT PARENTS

	NHW	POC
8-12s	46%	32%
13-17s	56%	43%

72% of all parents say their kid does NOT get away with it...POC kids don't do it as much in the 1st place



R.E.S.P.E.C.T.

BOTH NHB & HISP 13-49 AGREE ON #3 & #4 VALUES TO KEEP



“Resiliency & the ability to succeed despite adversity”



“The importance of NHB/HISP community”



5A. THE CULTURAL CLOSET WHAT'S BEING TOSSED OUT

NHB & HISP agree, traditional gender roles...especially teens

	NHB	HISP
13-17	50%	58%
P25-49	38%	48%

6 OUT OF 10 HISPANICS (13-49) WOULD ALSO LIKE TO GET RID OF...



“Socio-economic &/or racial colorism class hierarchies”

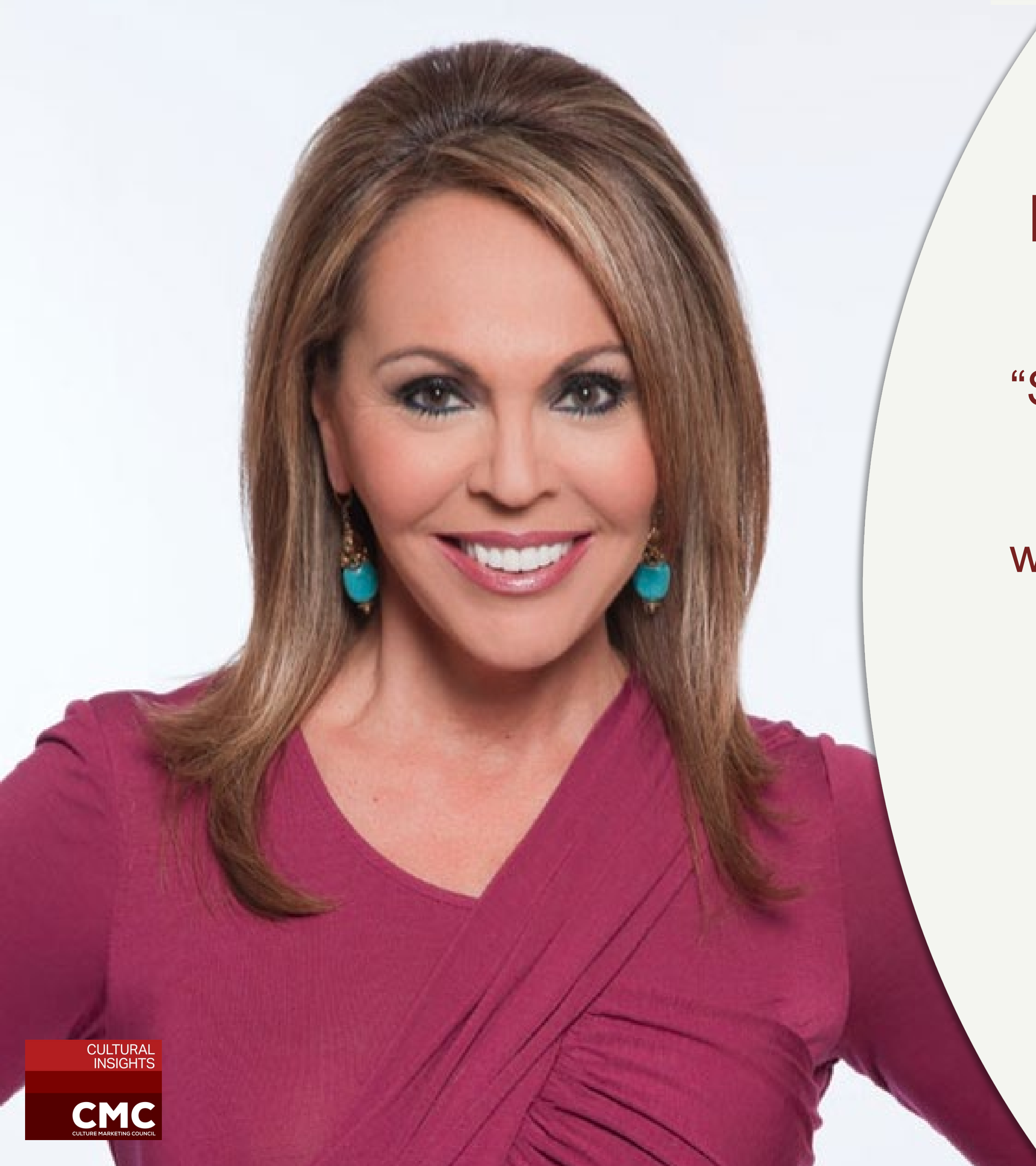


“Novela-like romance...lots of drama”



5B. THE CULTURAL CLOSET, WHAT'S BEING ADDED IN?

NHB & HISP have differences in what they wish to “Add A Lot” from mainstream American culture



HISPANICS: ADD A LOT

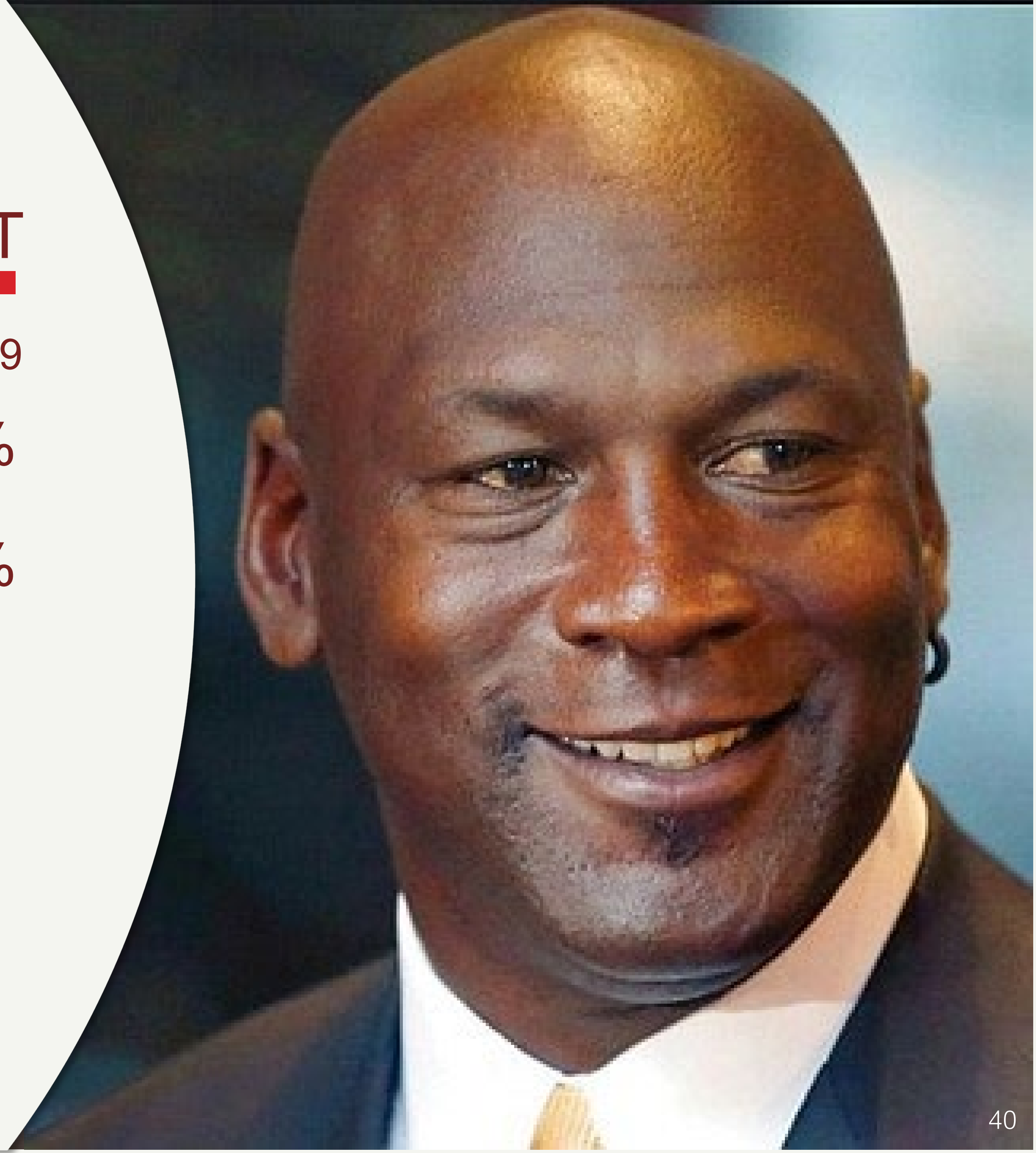
	13-17	P25-49
“Strong, independent women”	57%	52%
“Value & respect, whatever job you do”	55%	51%
“Straightforward & direct” way of speaking	54%	51%

Picture Source: Maria Elena Salinas/Latina Magazine...#1 of their “45 Latinas Who Have Changed The World” 2/26/18

QY40/ Which of these more American values would you add into your life. ADD A LOT?
BASE: All HISP respondents: 420 25-49 Parents of Kids aged 8-12 + 400 13-17s

NON-HISP BLACKS: ADD A LOT

	13-17	P25-49
“Self fulfilling job regardless of how much \$ you make”	64%	56%
“Desire to achieve financial status & social influence”	54%	52%



**Criticism about
“fitting into”
ideas of
acceptable
cultural behavior
& norms**

**The
pleasure/importance
of cultural
connections &
regrets for lost
connections**

**Self-culture
“judgement” such as
colorism & gender
issues from mostly
their elders**



INSIDE THE CULTURE CLOSET

TIME HAS RUN OUT...

The MC majority has arrived & spreading rapidly... from teens to <35s to <50s

If not already focused on MC literacy, better hurry... or risk becoming irrelevant or worse, negative social currency

About 2/3 of NHW GenZ 8-17s do not experience the MC majority in their “silo’d” daily lives (friends, schools, neighborhoods)

Gen Z highly stressed for success yet POC better equipped to deal, with more resilience & experience with tough times

Trust is in short supply with POC, especially NHB, keeping tighter trust circles than NHW

Understanding the cultural nuance & importance of “respect”/ ”respeto” & other important cultural values is crucial for marketers as the MC majority dominates



THANK YOU

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Multicultural Marketing Council

Cultural insights that deepen brand engagement

For marketing leaders with enterprise responsibility for the development and impact of multicultural and inclusive marketing

- **Three Council meetings in 2021**
 - March 10 & 11 - Virtual**
 - June/July – Virtual**
 - October/November – Virtual (possibly in-person)**

Topics:

- **Cultural insights that deepen brand engagement**
- **Performance marketing in driving conversion**
- **How Diversity and Inclusion can drive ROI**
- **Using Big Data with cultural filters to drive insights and action**
- **Latest research into multicultural and diverse market segments and business best practices**
- **Building trust by strengthening the human connection**

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