

Diversity Tip Sheet

Marketing Trends

NOTE: There is a great deal of diversity within major constituency groups. The information below describes groups as a whole and cannot be applied to individuals within the group.

Population¹

	National	Minnesota	Olmsted County
African American	12.3%	3.5%	2.7% (increase of 327% in the past decade)
Asian American	3.6%	2.9%	4.3% (increase of 69% in the past decade)
Hispanic	12.5%	2.9%	2.4% (increase of 205% in the past decade)
Native American	9%	1.1%	3% (increase of 46.8% in the past decade)
GLBT*	594,391 (.99% of households)	9,147 (.37% of households)	163 (.56% of households)
People with Disabilities	19.3%	15%	13.7%

* The US Census collects data only on same sex households. The numbers above do not include GLBT individuals who are not sharing a household with a same sex partner. Estimates of actual GLBT population range from 2.3% to 10.7% of the total population.

Buying Power²

	National	Minnesota
African American	\$766 billion (127% increase since 1990)	\$4.4 billion (doubled since 1999)
Asian American	\$363 billion (207% increase since 1990)	\$3.8 billion (395% increase since 1990)
Hispanic	\$686 billion (209% increase since 1990)	\$3.3 billion
Native American	\$47.7 billion (147% increase since 1990)	\$1.0 billion
GLBT	\$485 - \$800 billion (estimates vary widely)	
People with Disabilities	Over \$1 trillion	

Key Products³

African Americans

Apparel, food, beverages, cars and trucks, home furnishings, telephone service, and travel, child care, personal care products, gifts, food, women's apparel, women's footwear.

Asian Americans

Education, technology, telephone service, housing, seafood, fresh produce, gifts, infant apparel, vehicle insurance.

Hispanic

Groceries, footwear, men's and children's clothing, gasoline, household textiles

GLBT

Non-sports magazines, premium cable networks, cutting edge technology

Buying Decisions

African Americans

- Women make most of the purchasing decisions for black households.

People with Disabilities

- 52% of households pay more attention to advertising that features people with disabilities
- Marketing targeted to consumers with disabilities can reach 4 out of 10 American households.
- 57% of hearing impaired people are more likely to buy a product advertised in a captioned commercial
- 53% of hearing impaired people make a special effort to purchase products from companies that underwrite program captioning.

Consumer Behavior

Asian Americans

Asians are the most brand conscious of all groups. They are most likely to shop over the Internet and least likely to shop by phone or mail order. Asians also shop frequently at warehouse clubs.

Hispanic⁴

Hispanics tend to be brand loyal. They are more likely to respond to direct mail and other methods of shopping that allow them to avoid face-to-face pressure. Word of mouth is an important influence in purchasing decisions. Hispanics tend to be proud of their ethnicity and respond to messages and images emphasizing family, heritage and consumer value.

Sources

- ¹ US Census Bureau, 2000 data
- ² Data from the Selig Center's study, Multicultural Economy, 2004
- ³ Target Market News, "The Buying Power of Black America," ©2003, The Business Journal, "Asian-Americans have big buying power," March 11, 2005, Data from the Selig Center's study, Multicultural Economy, 2004
- ⁴ "Tapping growing Hispanic market means understanding the culture," Robert Hernandez, Atlanta Business Journal, Nov 7, 1999