



CULTURAL
INSIGHTS

CMC
CULTURE MARKETING COUNCIL

IT'S TIME READY OR NOT FOR THE MULTICULTURAL MAJORITY

The Cultural Intersection
of Politics, Issues
& Movements

INTRODUCTION

A generation, according to Howe & Strauss, is defined by a life cycle—or roughly 20 years—and greatly influences a nation's mood. Thrust between a pandemic, racial justice movements and an election, the United States is in the middle of a social and demographic transformation, making 2020 a critical turning point year. But that is not all...2020 marks the first time any American generation is a multicultural majority. Today, it is the 0 to 17 segment. By 2028, it will be the under 35 segment, and by 2033, everyone under the age of 50 will be a multicultural majority.

With the aging of the predominantly white Baby Boomers, how will this multicultural evolution change the fabric and culture of America? To understand the changes that are coming, the **Culture Marketing Council: The Voice of Hispanic Marketing (CMC)** conducted a comprehensive study on Gen Z, defined as those between the ages of 13 and 17. ***IT'S TIME: Ready or Not for the Multicultural Majority*** provides a deep dive on Gen Zers' attitudes, cultural identities and alliances, hot button issues and how they correlate to experiences and political opinions. This first part focuses on the intersection of culture, identity, politics, and social movements. Subsequent parts will explore marketing in the age of the multicultural majority, the lives of parents and teens, customer and culture, the cultural closet (what the multicultural majority is keeping, throwing out and adding in), plus media, technology & the escalating power of culture and content.



“The brown and the gray has emerged as one of the central fault lines in American life.”

—Ronald Brownstein,
The Atlantic, July 14, 2017

What is striking about this first part of the study is that while data was collected pre-COVID, feelings about culture as it relates to race, identity and equality existed well before George Floyd, Breonna Taylor and Ahmaud Arbery came to national attention. **Culture plays a critical role in the decisions Gen Zers make—from the brands and content they follow to the understanding of why the racial/social justice protests of today have erupted.**

In fact, culture and identity are the very underpinnings for current movements, like #BlackLivesMatter. This data provides a glimpse into the kinds of cultural shifts, social alliances, and political movements we can expect in the future.

THE CULTURAL INTERSECTION OF POLITICS, ISSUES & MOVEMENTS

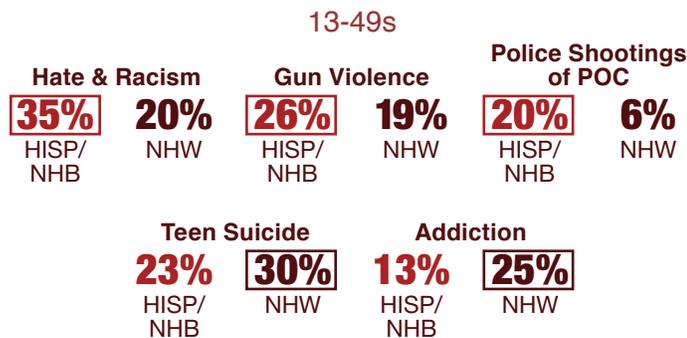
1) Freedom, Equality & Healthcare for All Matter the Most to Gen Zers and Their Parents

All segments value freedom of speech, freedom to make their own decisions and equal opportunity. Pre-COVID, affordability, particularly housing, education, and healthcare, was a “top three” issue among all segments. In fact, 82 percent across ages and cultures agreed that “everyone” should have healthcare coverage—a hot button topic that could play out during this election with the Affordable Care Act hanging in the balance.

2) When It Comes to Race & Ethnicity, Our Identity & Values Diverge

Unique race and ethnic identity are core to both Hispanic & non-Hispanic Black (NHB) teens, many of whom also self-identify as people of color, to the tune of 56 percent and 94 percent, respectively. Racial identity is not consciously central to 86 percent of non-Hispanic Whites (NHW) ages 13 to 49, but they are more likely than their multicultural counterparts to see their identity as “being an American” with patriotism as a top three American value.

RACIAL/ETHNIC DISPARITIES WITH OTHER TOP ISSUES



QY19: Which of these issues is MOST important to you? BASE: 1,198 13-17S & 1,220 Parents of Kids ages 8-12

“Homeownership, like other forms of participation in the American Dream, increasingly resembles an exclusive country club.”

—Anne Helen Petersen
BuzzFeed, June 3, 2019

“MY RACE OR ETHNICITY” MORE CORE TO POC ID...NOT CONSCIOUSLY CENTRAL TO 86% NHW

13–49 “Top 3 ring” cume
 “My racial or ethnic identity”

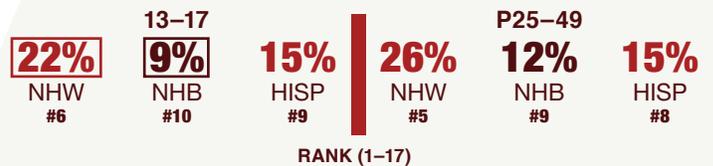


QY3: Pick the 1st, 2nd & 3rd most important core rings of your ID (17 possible choices) BASE: 1198 13-17s + 1,220 Parents of Kids 8-12 (531 25-34s + 689 35-49s) USBH = U.S. born Hispanics FBH = Foreign born Hispanics

NHW MORE LIKELY TO LINK CORE PERSONAL ID TO “BEING AN AMERICAN”

NON-HISP TEEN AMERICAN ID EROSION

“Top 3 Ring” Cume



QY3: Pick the 1st, 2nd & 3rd most important core rings of your ID (17 possible choices) BASE: 1198 13-17s + 1,220 Parents of Kids 8-12 (531 25-34s + 689 35-49s) (Index 13-17 v P25-49: 85 NHW/93 BLK/100 HISP)

“There’s American culture which, I guess as you get older you realize is, like, white American culture.”

—Black Male P35–49

Other divergences include “Equal treatment under the law” as a “top three value” cited among non-Hispanic Black (NHB) parents and all multicultural teens, as well as “strong work ethic” among Hispanic parents.

“EQUAL TREATMENT UNDER THE LAW” HEIGHTENED AMERICAN VALUE WITH BLACK PARENTS & POC TEENS

Which 3 values most define what it means to be American?



QA2: Which 3 values most define what it means to be American CHOICE OF 19 VALUES BASE: 1,198 13-17s + 1,220 Parents of Kids 8-12 (531 25-34s + 689 35-49s)

3) Hate and Racism Top Issues Faced by Multicultural Teens While Unity Creates Clout and Comfort

Eighty-two percent of Hispanics & non-Hispanic Blacks that also identify as a “person of color” feel a sense of unity with other minority segments. In fact, 64 percent of multicultural people ages 13 to 49 say, “People of color will come together to leverage their combined political clout,” with 40 percent saying, “all or most of the time.”

82% OF THOSE THAT ID AS A POC FEEL A SENSE OF UNITY WITH OTHER POC SEGMENTS

ID as a person of a color



QY6: Do you ID as a person of color? BASE: Total sample: 800 NHAA & HISP 13-17s + 820 NHAA & HISP Parents 25-49 of Kids 8-12 QY6a/6b: Do you feel a sense of unity with other POC segments not uniquely your own? BASE: Those that ID as a person of color: 537 NHAA & HISP 13-17s + 277 Parents 25-49 of Kids 8-12

64% OF BLACKS & HISPANICS 13-49 BELIEVE “POC WILL COME TOGETHER TO LEVERAGE THEIR COMBINED POLITICAL CLOUT

40% say “All or most of the time”

8 of 10 Social media influencers POC 13-34 follow are either from their own racial/ethnic group or another POC segment

QYD14: Do you believe that POC groups will come together to leverage their combined political clout? BASE: Total Sample: 820 NHAA & HISP 25-49 Parents of 8-12 aged Kids + 800 NHAA & HISP 13-17s Digital Lives 2018 CMC study: Qual verbatims + Quant...
 QMA13: Which popular social media stars do you follow? BASE: ANY that follow (1333 NHAA & HISP 13-34) Top influencer lists for 18-49s: Those followed by 9%+ of each segment; for 13-17s, by 10%+ of each segment

“My friend group it’s like... Hispanic kids, like Indian kids, like me... You look at who’s friends with who & you’ll see that students of color group together.”

—Black female, age 16–17

Teens who identify as Hispanic or Black understand that hate and racism are the biggest issues they face together, while teen suicide ranked high among NHW teens; however, one in four NHW teens also say hate and racism are most important to them as well.

“Latinos & African-Americans, we stick together, go hand-in-hand. In today’s world, people of color have to.”

—Hispanic male, age 18

Most Americans follow at least one social/political movement to the tune of 66 percent of Gen Zers, 72 percent of NHB and U.S.-born Hispanic parents, and 60 percent of NHW and foreign-born Hispanic parents. The majority of Gen Zers and their parents follow movements online, however, the type of movements they follow are driven by culture:

HOW WE FOLLOW THEM IS SIMILAR

- 94% express interest online
- 26% of 13-49s take in real life action
- 35% of parents donate \$ (13% Teens)

QA2: Which 3 values most define what it means to be American CHOICE OF 19 VALUES
 BASE: 1,198 13-17s + 1,220 Parents of Kids 8-12 (531 25-34s + 689 35-49s)
 ONLINE: “I have taken part in an online or social media group that shares my interest in an issue/cause” OR “I have used social media to express my interest (posting, liking, sharing etc.) OR looking up info IRL: “ I have acted in real life; a strike day, marching or attending a live protest, volunteering for my issue/cause”

THE ONES WE FOLLOW “MOST,” DRIVEN BY CULTURE



NHW 13-17 HISP 13-49 NHW P25-49 NHB 13-49

4) Ninety-Four Percent of Gen Zers Say They Will Register to Vote with Multicultural Teens Skewing More Democratic

While much of Gen Z is unsure of its future political party or any party at all (41%), data suggests many will favor the Democratic party, regardless of the growing trend among those aged 18 to 29 to identify as independent. Overall, NHW teens and parents are more likely to identify themselves with the Republican party than Hispanics and Blacks; however, we see Republican identity erosion with NHWs under the age of 30. Gen Zers claim to be a politically engaged and socially active generation with 94 percent saying they will register to vote and 84 percent of those saying, “voting is important or extremely important.”

THE MULTICULTURAL MAJORITY FUTURE CURRENTLY FAVORS DEMOCRATS

Current MC voters skew heavily Democratic
 2018 Mid-Term Elections % Voted Democratic



Source: Exit polls by Edison Research for the Nat'l Election as reported by CNN & Pew Research

<30S: NOT AS MANY “PARTY” PEOPLE...

	Unaffiliated		Republican ID		Democratic ID	
	13-29	30-49	13-29	30-49	13-29	30-49
NHW	37%	21%	34%	42%	28%	34%
NHB	34%	17%	7%	8%	57%	70%
HISP	36%	14%	15%	31%	49%	50%

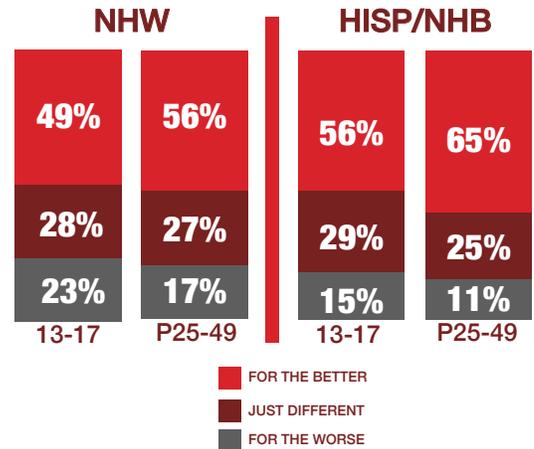
QY14: Which political party do you ID with? Base: 949 30-49 Parents of 8-12 aged kids (registered voters) + 1,126 13-17s (plan to register when turn 18) + Harvard Institute of Politics Fall Poll data, same exact question with 2075 18-29s inc. NHW, NHB & HISP

5) The Multicultural Majority Sees Themselves as the EVOLUTION, not a Revolution

With all these shifting demographics, 55 percent of people 13-49-years-old believe Gen Z’s multicultural majority values will change America, mostly for the better or “just different.” Among the multicultural segment, more than half believe opportunities “will be better” for their children, with 13-17s agreeing.

55% 13-49 BELIEVE GEN Z’S MULTICULTURAL MAJORITY “WILL CHANGE AMERICAN VALUES”

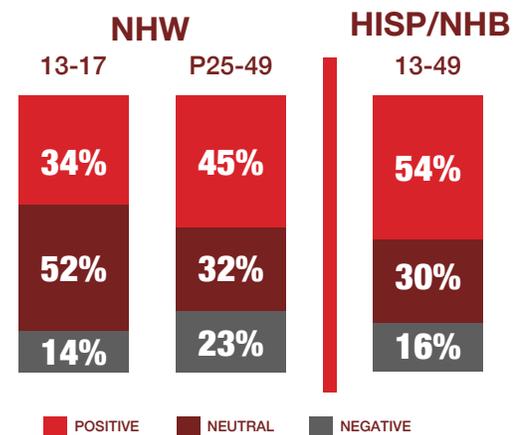
- Most, “for the better” or “just different”
- P25-49 more positive than Gen Z itself
- 1 in 4 NHW 13-17s say “for the worse”



QD8: In your opinion, will the MC majority change American values? BASE: 1220 25-49 Parents of 8-12 aged kids + 1,198 13-17s QD8A: Do you believe American values will change for the better, for the worse or just different BASE: THOSE THAT BELIEVE VALUES WILL CHANGE 693 25-49 Parents of 8-12 aged kids + 676 13-17s

POC FELT MOSTLY POSITIVE, NHW TEENS “JUST NORMAL” ABOUT THE “MINORITY MAJORITY”

NHW P25-49...77% are positive or neutral yet almost 1 in 4 are negative, mostly “Anxious”
Blacks & Hispanics...“hopeful, empowered, enthusiastic” & many “surprised”



QD7: The Census projects 2020 as the year 0-17s become a MC majority, by 2028 all Americans <35 will be MC majority. How does knowing this info make you feel? BASE: 1220 25-49 Parents of 8-12 aged kids + 1,198 13-17s POSITIVE CHOICES: EMPOWERED, ENTHUSIASTIC, HOPEFUL NEGATIVE CHOICES: ‘LESS THAN’, REPLACED, ANXIOUS, ANGRY NEUTRAL = Those that said ‘just normal’ and/or ‘surprised’ but not a positive or negative choice as well...those that are true neutrals



“Whites that are growing up in our generation. I think they’re kind of adjusting & assimilating, most of them, to the way things are becoming.”

—Fatima, HISP, Age 16-18

With a lower “Us versus Them” mentality and what appears to be a healthy dose of patience and empathy, Gen Zers believe that, unlike their elders, they can be a driving force for unity in the long game they are playing. Despite a quarter of NHW white teens saying that issues of hate and racism are most important for them, one in four say the multicultural majority will change America’s values for the worse and are bothered by hearing the Spanish language spoken in public.

“Some things we were once scared to say we won’t be as scared to say anymore because there’s other people to back us up.”

—Ryan, NHB, Age 16–18

2 IN 10 NON-HISPANIC WHITES 13-49 ARE “BOTHERED” WHEN THEY HEAR PEOPLE SPEAKING SPANISH IN PUBLIC



QD17: Does it bother you when you hear people speaking Spanish in public? BASE: 965 Parents of 8-12 aged kids + 877 13-17s

6) Brands Need Cultural Literacy to Survive & Thrive

More than half of people ages 13 to 49 have quit a culturally illiterate brand, saying it offended them or disrespected their values—that number skyrockets to 72 percent among Black female parents ages 25 to 49. Black and Hispanic 13-17s and the GenZ parents both said that “disrespect for my or someone else’s racial or ethnic group” was the #1 reason to quit a brand, while NHW parents cited “The brand did not live up to what they said they were” and “brand stalking, incessant brand contact” as reasons for a brand breakup, 30 percent of the 13-49 segment said advertising adjacent to offending content was also a brand break-up reason.

53%+ 13-49s HAVE “STOPPED BUYING A BRAND BECAUSE IT OFFENDED THEM OR DISRESPECTED THEIR VALUES”



QC13: Have you stopped buying a brand or service because it offended you or disrespected your values? BASE: 1220 25-49 Parents of 8-12 aged kids + 1,198 13-17s QC13A: The brand or service I stopped buying offended/disrespected... (SELECT ALL THAT APPLY)? BASE: THOSE THAT STOPPED BUYING A BRAND OR SERVICE BECAUSE IT OFFENDED THEM OR DISRESPECTED THEIR VALUES 685 25-49 Parents of 8-12 aged kids + 622 13-17s

“Culture eats strategy for breakfast.”

—Peter Drucker

With culture often at the heart of purchase decisions, more than 500 brands, including adidas, Diageo, Honda, Unilever and Verizon, proactively supported change and participated in the “Stop Hate For Profit” Facebook ad boycott. Other brands changed longstanding imagery or their brand identities.

“In 2020, our cultural landscape vaulted into the multicultural reality.”

—Hispanic female, age 16–17



According to Gen Zers in our study, people, whether pre-existing or new arrivals, fuel the culture, interpret, and reinvent the American theme—and that is having an impact on Main Street and on Wall Street. Multicultural marketing is no longer a “niche,” or a “nice to have” marketing afterthought. The definition of “white as the norm” or “general market” is no longer applicable for brands targeting people under the age of 35—the 0–17 multicultural majority plus those under 35 on the cusp of becoming part of the multicultural majority. By 2033, brands continuing to make this mistake with people under the age of 50 risk losing significant market share.

Currently, approximately nine out of 10 chief executives, advertising, promotions, and sales & marketing managers are non-Hispanic white. Without deep cultural fluency and insights at the core of every brand strategy, brands risk break-ups with Gen Zers and their parents. This is why it is critical for companies to invest in culture marketing specialists from the C-suite and senior executives to junior practitioners.





To recap...

- The vast majority of people, to the tune of 53 to 72 percent, have quit a cultural illiterate brand
- Race and ethnicity are more core to the multicultural identity compared to “being American” for NHW
- Multicultural unity provides clout & comfort both at the ballot box and in purchase decisions
- Multicultural marketing is no longer a “niche,” and whites are not the “norm” for any brand with customers under 35
- Brands must be culturally literate and hire in-culture experts to uncover cultural blind spots and develop meaningful strategies

METHODOLOGY & FUNDERS

- The study received financial or operational support from **Kantar, ThinkNow, ViacomCBS** and **Univision**
- Quantitative research came from 2,418 13–17s (Gen Z) and 25–49 parents of kids 8–12 (65% Millennials / 35% Xers) with equal sample representation of Hispanics (HISP), non-Hispanic Blacks (NHB) & non-Hispanic Whites (NHW) from January 2020 to February 2020
- Qualitative interviews with 54 respondents (36T / 18P), in-home pairs (HISP / NHB / NHW) and two Gen Z multicultural workshops (HISP / NHB / NHW / Asian-American/Other)

For more information:

Visit culturemarketingcouncil.org and follow the CMC on Facebook, Instagram, and Twitter at @cmchispanic.

About CMC:

Founded in 1996 as the Association of Hispanic Advertising Agencies, the Culture Marketing Council: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications, and media firms with trusted Hispanic expertise.