



The Growth Majority:

Understanding The New American Mainstream

Part 1 – November 2018

Today, there are

131,815,386

Multicultural Americans in the U.S.

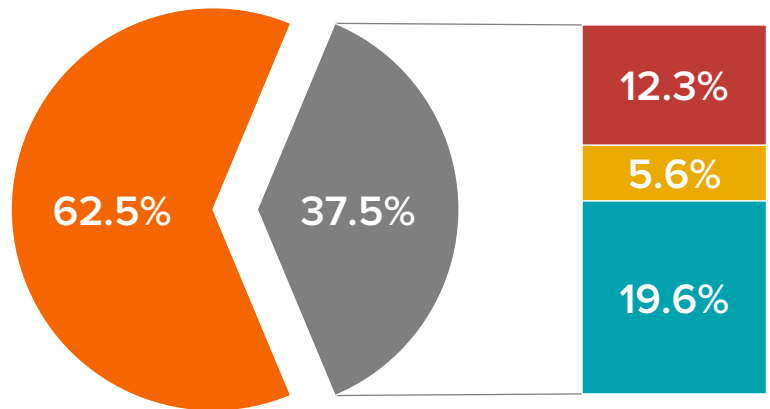
The face of America is changing and multicultural consumers are quickly becoming the majority of the expected growth in the U.S. now and in the future.

In this first report of the ***New American Mainstream*** series, we'll talk numbers by ethnicity and age, and will identify the top markets that hold the highest opportunities for multicultural growth to help you find customers faster and sell smarter.

U.S. Population 2019 By Ethnic Group

Currently, there are 131,815,386 multicultural Americans in the U.S. and they account for 37.5% of the United States population.

Hispanics account for the largest multicultural segment at 19.6%, followed by Non-Hispanic Blacks and Non-Hispanic Asian & Pacific Islanders, respectfully.

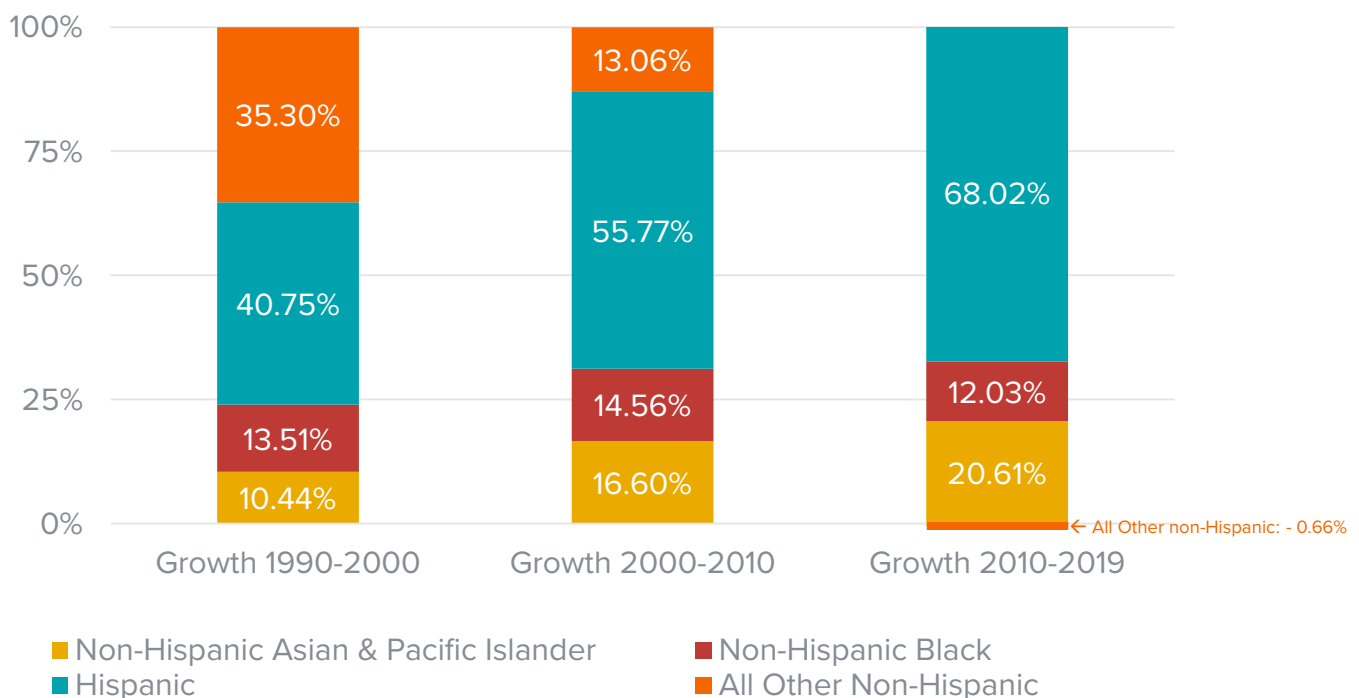


- Non-Hispanic All Others
- Non-Hispanic Black
- Non-Hispanic Asian & Pacific Islander
- Hispanic

At **19.6%**, Hispanics account for the largest multicultural segment in the U.S.

Hispanics contributed more than **68%** of the growth since 2010.

Population Growth 1990-2019



Source: U.S. Census Bureau for 1990-2010 and Geoscope AMDS Projections for 2019-2024.

From 2000-2019, the Hispanic population in the U.S. has grown

83%.



Nearly all of the U.S. population growth since 2000 has come from multicultural segments. Hispanics have been the fastest-growing population segment since 2000, showing 83% growth. Virtually all of the growth now and into the foreseeable future will emanate from groups other than Non-Hispanic White.

Growth During 20 Year Period 2000 - 2019

Multicultural Group	Population Growth	Growth During 2000-2019	% of Total Growth
Hispanics	29,177,345	83%	61%
Non-Hispanic Blacks	6,443,658	19%	13%
Non-Hispanic Asian & P. Islanders	8,164,576	78%	17%
Overall (3 Cultural groups)	43,785,579	55%	92%

Into the Future: The Multicultural Boom 2019 - 2024

The growth-majority is clearly multicultural with these segments featuring prominently in our nation's future. The Hispanic population continues to show significant growth thus representing the biggest opportunities for marketers to grow their businesses in the future.

Multicultural Group	Average Number Per...			
	Year	Month	Day	Hour
Hispanic Americans	1,536,315	128,026	4,209	175
Non-Hispanic Blacks	315,492	26,291	864	36
Non-Hispanic Asian & P. Islanders	467,908	38,992	1,282	53

Source: U.S. Census Bureau for 1990-2010 and Geoscape AMDS Projections for 2019-2024.

Majority-Minority Counties in 2024

“Minority” groups represent the majority of the population in more than 400 U.S. counties in 2019, including most of the highly populated areas of the nation.

Furthermore, where they live today may not be where they will live tomorrow and understanding the growth & migration trends where multicultural groups live are key to targeting them now and in the future.

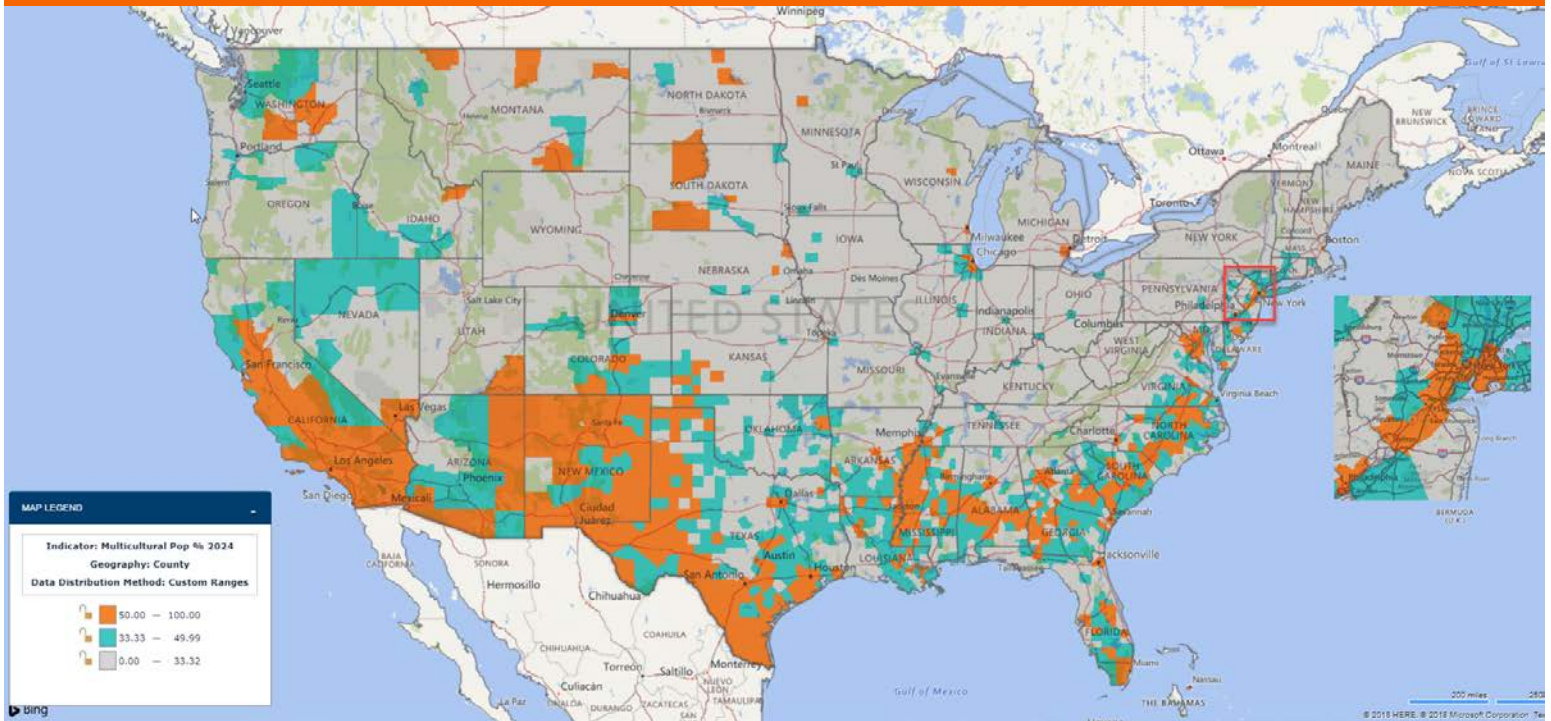
“Minority” groups will represent the majority of the population in 420 U.S. counties in 2024, including most of the highly populated areas of the nation.

By 2024, the top 10 U.S. counties will all have majority multicultural population

over **1 million**

including Los Angeles (8 million-75.5%), Miami (2.7 million-89.3%) and Dallas (2.2 million-76.4%).

Majority-Minority (Multicultural) Counties 2024



Source: Geoscope AMDS Projections for 2019-2024.

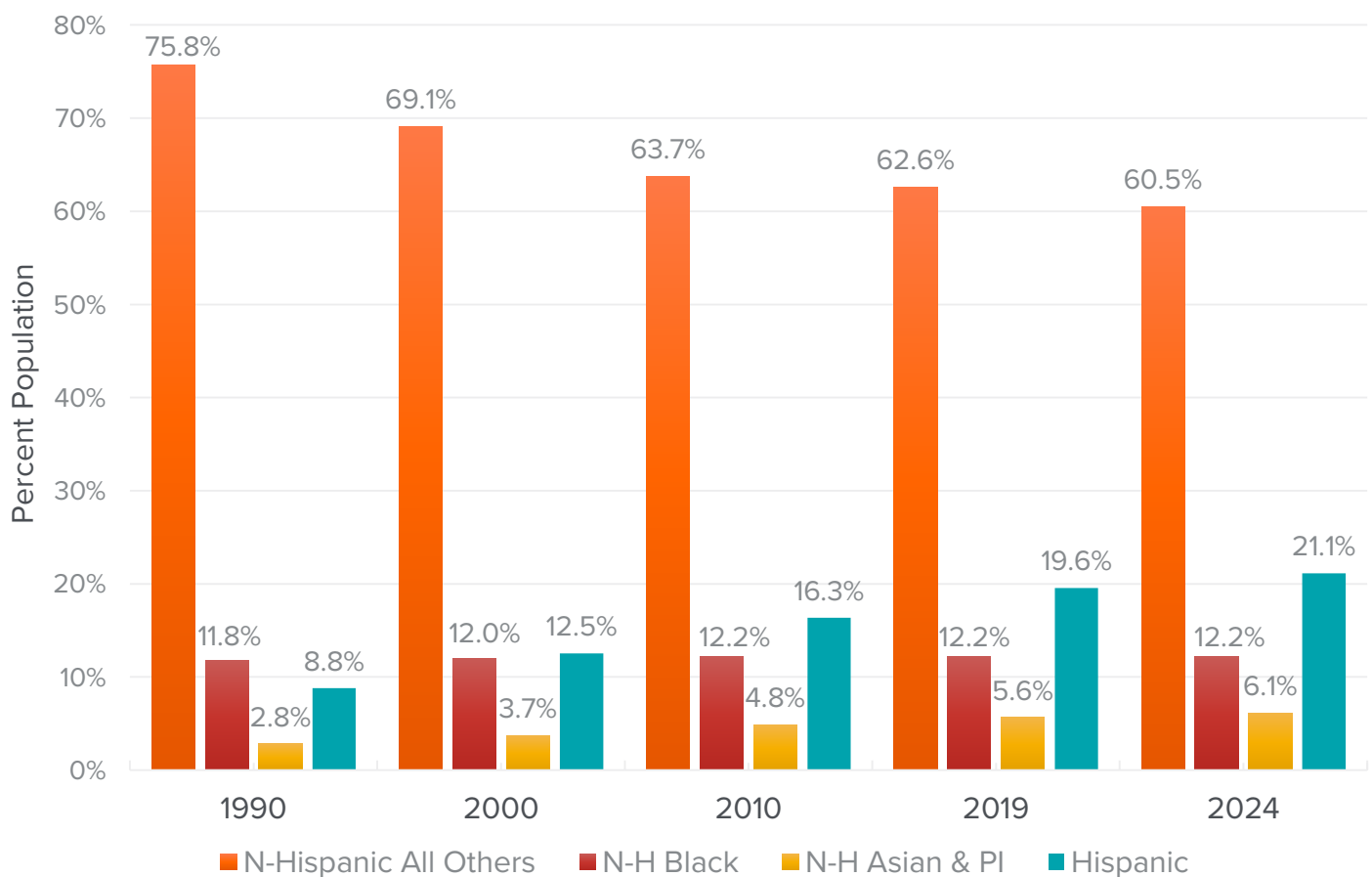
By 2024, Hispanics will reach

more than **72 MM**
persons in the U.S.



Hispanics and Asians are becoming a larger portion of our nation's population. The Black population is growing, but is nearly constant as a proportion of the total population. Meanwhile, the Non-Hispanic White population proportion has been declining steadily as a proportion of overall American population.

% U.S. Population: 1990-2024



Source: U.S. Census Bureau for 1990-2010 and Geoscape AMDS Projections for 2019-2024.

Segmenting Multicultural Consumers

Geoscape Acculturation CultureCode® provide geo-demographic, economic and behavioral segmentation through an analytical framework expressed as data on people, households, media and shopping patterns. CultureCode® consumer segmentation such as “Hispanicity” for the Hispanic/Latino population and “Asianicity”, which represents a related segmentation system for the dynamic Asian-American consumer allow us to dimensionalize segments by country-of-origin, life stage, socioeconomic strata and a variety of shopping and media behavior metrics. The result is an unprecedented level of detail that enables marketers to understand the dynamics of the diverse American consumer.



17.1%

Americanizado

HA1

English dominant (nearly no Spanish); Born in US; 3rd+ generation. Few Hispanic cultural practices.

Tendencies:

- Watches MTV2 & VH1
- Watches UFC on TV
- Single-never married
- Work in tech
- Shop at Whole Foods



29.2%

Nueva Latina

HA2

English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often “retro-acculturate”.

Tendencies:

- Students
- Works in Office & Administrative Support
- Watches Universo & Telemundo
- Shops at Sam’s Club



25.8%

AmBi-Cultural

HA3

Bi-Lingual (equal or nearly); Immigrant as child or young adult. Many Hispanic cultural practices.

Tendencies:

- Lives with parents
- Boxing fans
- Attends U.S. Soccer Games
- Shops at Walmart



15.3%

Hispano

HA4

Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.

Tendencies:

- Blue collar
- Largest families
- Late-night Spanish TV
- Watch Mexican Soccer League



12.6%

Latinoamericana

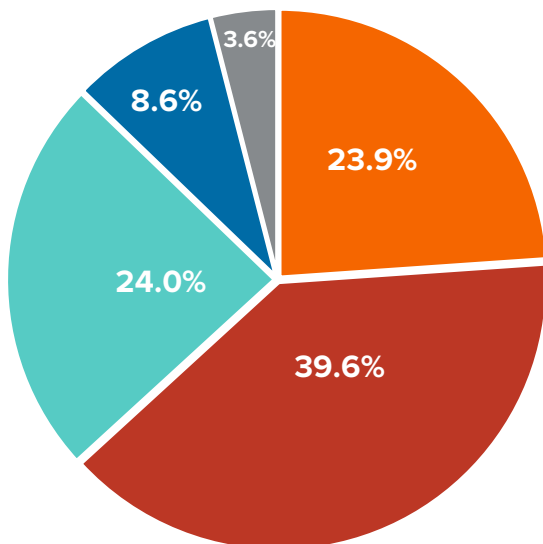
HA5

Spanish dominant (nearly no English); Recent immigrant as adult (less than 10 years ago). Primarily Hispanic cultural practices. Identify with home country more than U.S.

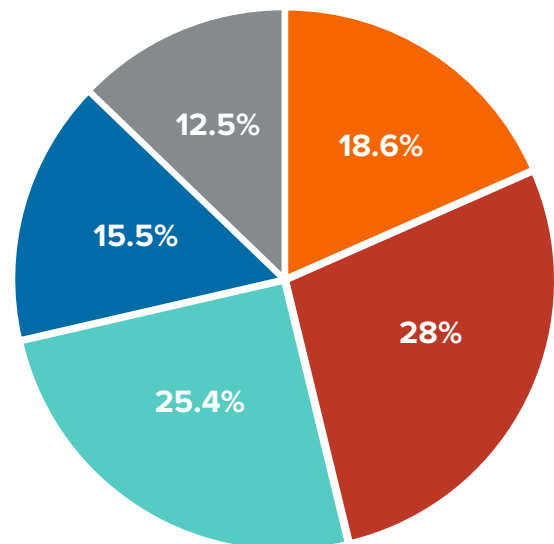
Tendencies:

- Least educated
- Migrant laborer
- Shop at Hispanic Grocery
- Least internet use

Country Of Origin: Puerto Rico in the U.S.



Country Of Origin: Mexico in the U.S.



■ Americanizado (HA1) ■ Nueva Latina (HA2) ■ AmBi-Cultural (HA3) ■ Hispano (HA4) ■ Latinoamericana (HA5)

Source: Geoscape® Hispanicity™ 2019

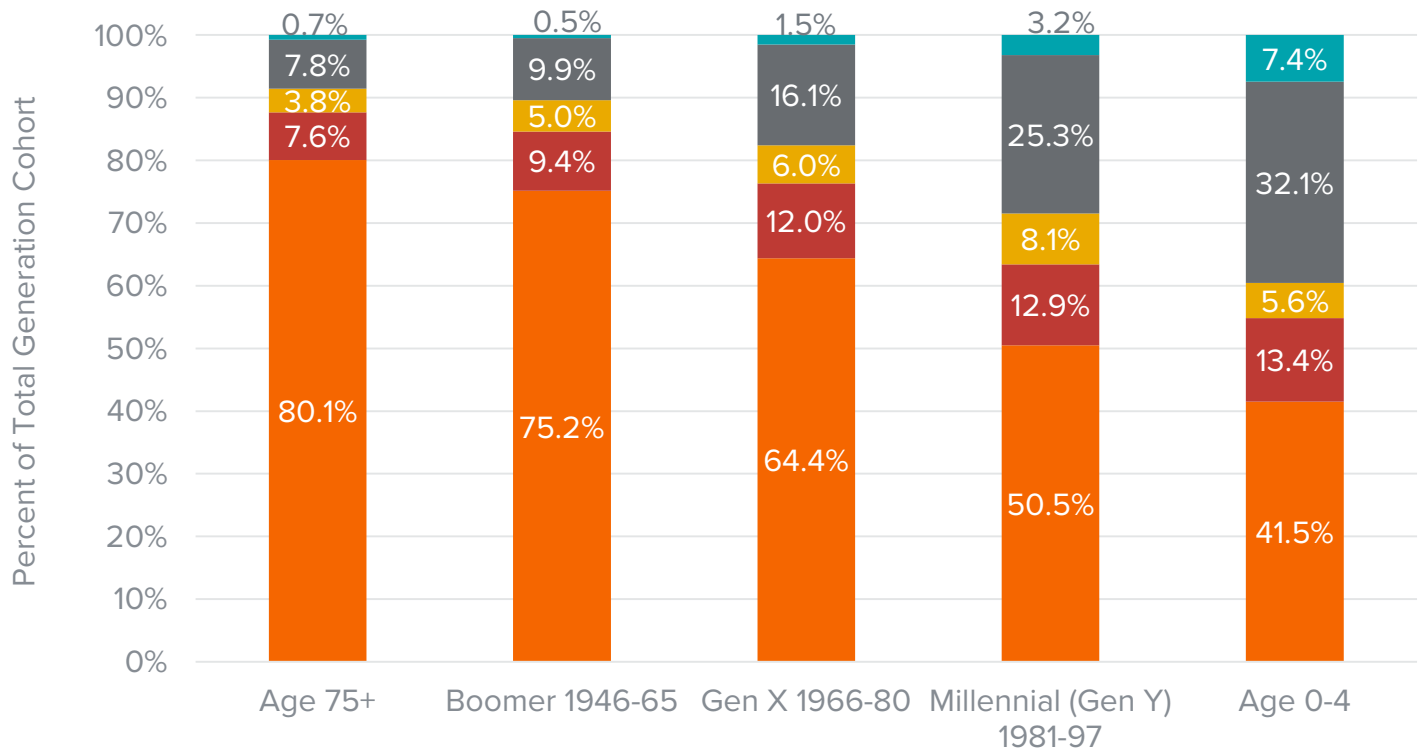
By 2024, **49.5%**
of the U.S. the millennial
population will be multicultural.



Younger age groups are made up from a more diverse population while older age groups tend to be less diverse. This dramatic trend in ethnicity by generation will have deep implications for marketers in the years and decades to come.

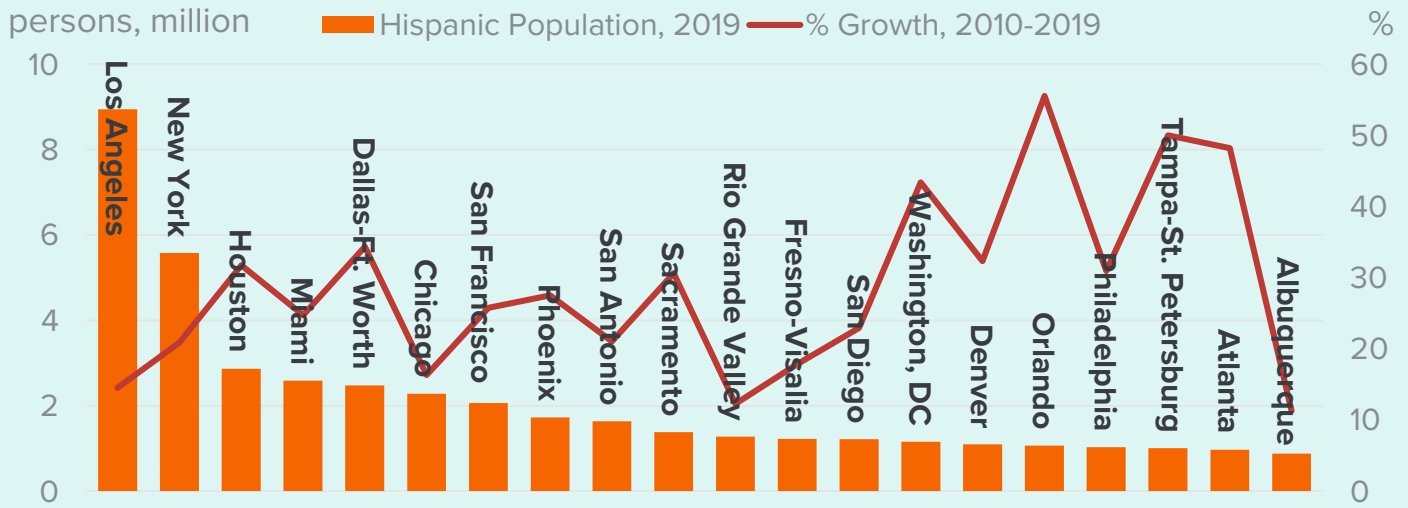
Generational Population 2024 - Nationwide

- Non-Hispanic Other
- Hispanic
- Non-Hispanic Asian
- Non-Hispanic Black
- Non-Hispanic White

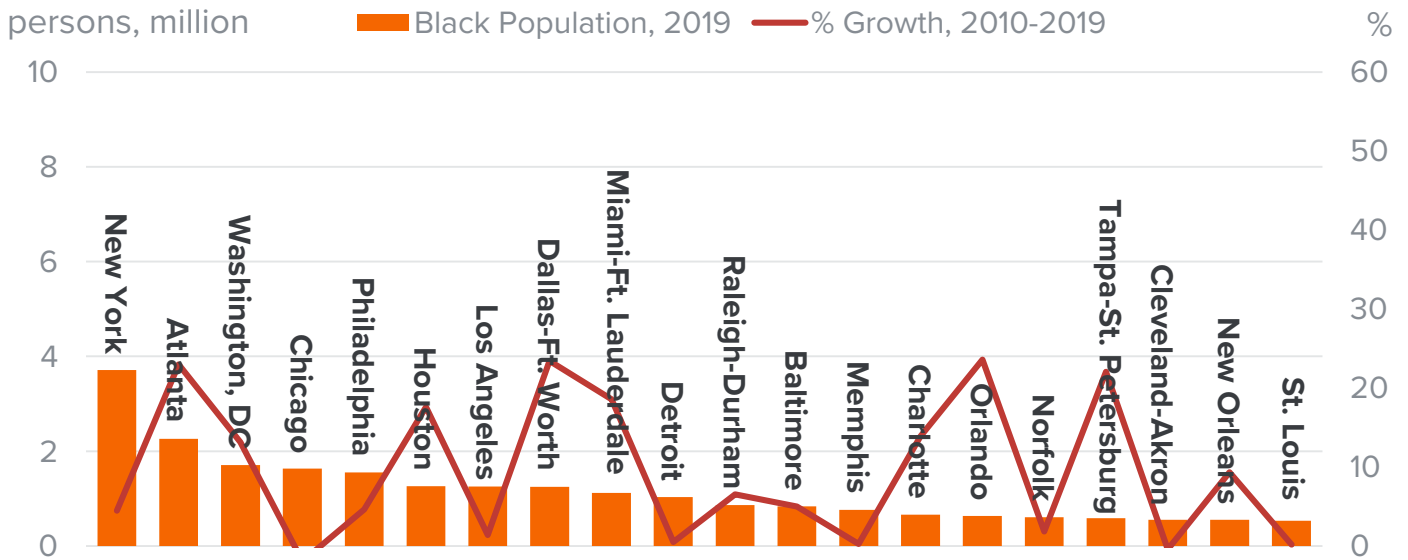


Source: U.S. Census Bureau for 1990-2010 and Geoscape AMDS Projections for 2019-2024.

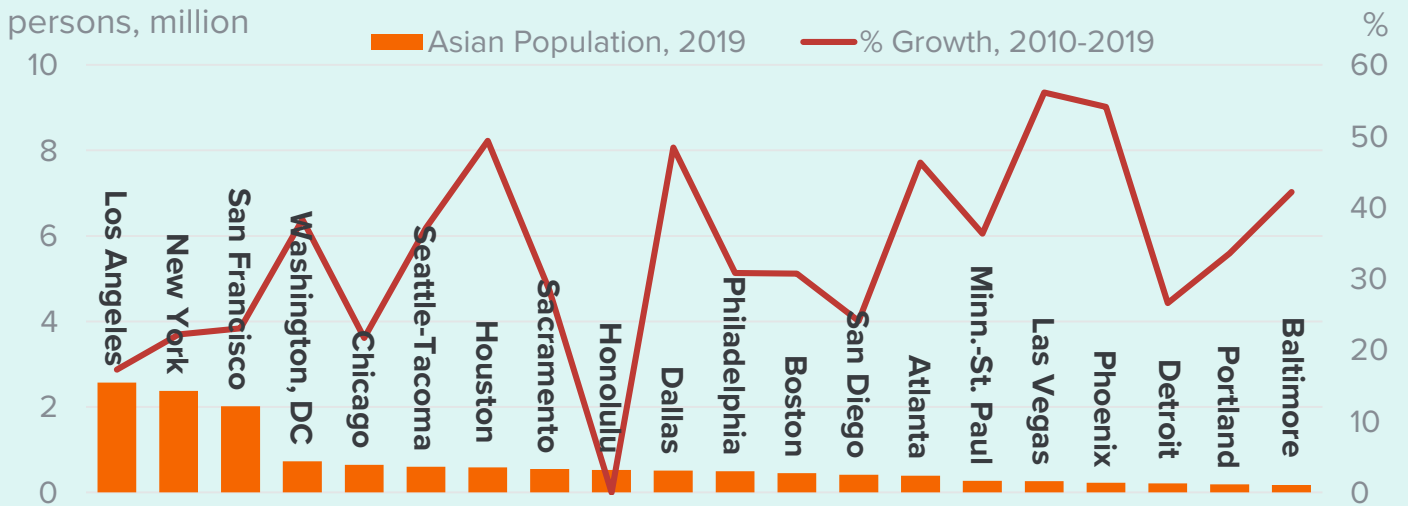
Top 20 DMAs By Hispanic Count vs. Growth, 2010-2019



Top 20 DMAs By Black Count vs. Growth, 2010-2019



Top 20 DMAs By Asian Count vs. Growth, 2010-2019



Source: Geoscape® AMDS 2019

About Claritas

Claritas helps companies find customers. Not just any customers—their best customers. We provide the tools and data to define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert Analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.

Targeting the New American Mainstream

To capture growth opportunities within multicultural groups, you must first understand them: their likes, dislikes, preferences, behaviors, etc. This picture of who they are allows you to create personas and tailor messages and promotions specific to your targets' wants and needs for better engagement. Marketers who partner with multicultural experts, like Claritas, to leverage their deep understanding of multicultural segments, and using tools such as Geoscape CultureCodes across local, national and digital markets for smarter targeting, smarter planning and smarter buying will drive bigger profits for their business.

Multicultural Insights to Shape a Smarter Plan

Data from Geoscape American MarketScape Datastream (AMDS) can be applied to a wide variety of situations and challenges using computerized applications, such as the online Geoscape Intelligence System (GIS). Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database mining & modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry specific intelligence applications
- Sales potential and forecasting
- Consumer segmentation and targeting
- Customer relationship management
- Investment Valuation
- Budget Allocation
- Staffing
- In-store experience management
- Retail shelf-space planning

To learn more about how to find your next multicultural consumer, visit www.claritas.com or call **888-211-9353**.