



Ethnic Data, Analysis Segmentation

for

Multicultural Initiatives


DMAW/EF's Professor's Institute

January 6, 2009

Peg North

The *EthnicCenter*

Customer Intelligence & Targeting



The Perfect Wave Begs For The Perfect Suit
Our Summer Swim Collection Begs You To Create It

All of our suits are designed to be mixed-and-matched if that's your style, or just plain mixed. This season, we have countless ways for you to find the perfect suit.

[Shop Mix & Match ▶](#)

The *EthnicCenter*

ETHNICITY IN AMERICA

The *EthniCenter*



America is a country of multiple heritages.

Each group choosing, often, to maintain and preserve their unique values and heritage.

Their preferences and family values are shaped by their culture, social structure and political climate.

Melting Pot or Salad Bowl?

Often it is said, America is a melting pot of many different cultures.

Try mixing six different cheeses in a melting pot. Then try to define the different taste values of each. Very difficult to do. Same applies to identifying the different cultures in our nation.

Better marketing approach is to see the diversity in America as a mixed salad. Each different ingredient (ethnicity) can be identified.

This method, if used properly applies to the many ethnicities and different cultures in our nation and each can be identified.

Ethnic Marketing - Why Now?

- Ethnic malls growing. Up 10% each of last 2 years.
- Immigrants are more likely to be entrepreneurs than the general population.
- Ethnic groups are multi-channel responsive. They read their mail, postal, email and newspapers.
- Market is less “crowded”. Eager to engage, now.
- They are optimistic, resilient and value conscious.
- Exceptionally responsive: 2 - 500X
- They spend, were not as leveraged and are viral.
- Big, diverse, young and growing – Hispanics.

What is Ethnicity?

- Ethnicity is the group an individual identifies with, or have membership in, such as a particular racial or cultural group.
- Many ethnic and religious groups in the US maintain a strong cultural identity.
- An individual's ethnicity is not always related to ones "Country of Origin."

Deepak Banerjee may have been born in England and then came to the United States, but his ethnicity is Indian and his religion is Hindu.

Segmentation Methodologies

4 different approaches used for Ethnic Segmentation

- Census Data rolled into a 5 digit zip enhancement product
- Self Reported and Subscription data
- Surname reference tables used for enhancement.
- Multi Layered Approach that uses First Names, Middle Names and Surnames combined with expert system rules and geo reference analytics = Ethnic Technologies

Census Data at 5 digit zip Level

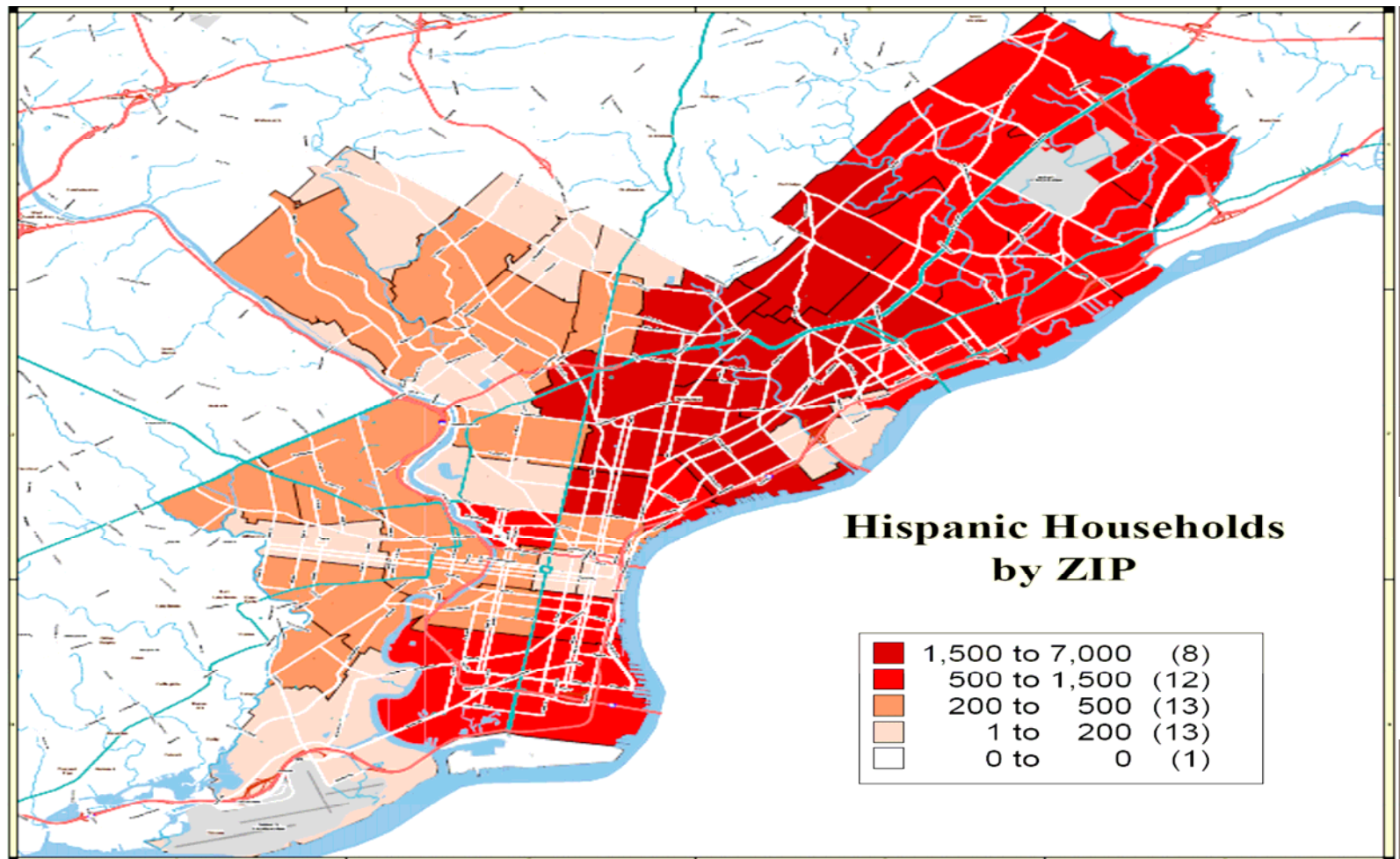
Disadvantages

- Inaccurate and dated Census Information
- Not all records in code are the classified Ethnicity
- Dae Il Bok, living in a 95 percent African American neighborhood, is still 100 percent Korean.

Advantages

- Large numbers and blanket coverage.

Philly – Hispanics by Zip



Harlem NYC Population



E-Tech Mapping

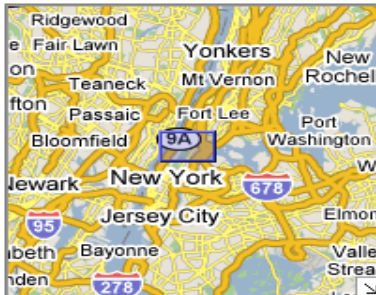
Powered by MicroBuild™ Household Data

104 SAINT NICHOLAS AVE
NEW YORK, NY

Latitude: 40.80270

Longitude: -73.952383

Sq Miles: 3.11



Ethnicity

Language Spoken Households

Household Summary

Ethnic Category	HH 2000	Pct of Total	HH Current	Pct of Total	Change
+ White	19,086	22%	25,154	28%	6,068
+ Asian	3,095	4%	4,207	5%	1,112
Black	35,740	41%	36,980	41%	1,240
Hispanic	25,258	29%	22,910	26%	-2,348
American Indian	224	0%	82	0%	-142
Hawaiian	22	0%	17	0%	-5
Two Or More	1,712	2%	206	0%	-1,506
Other	3,104	4%	0	0%	-3,104
Total	88,241	100%	89,556	100%	1,315

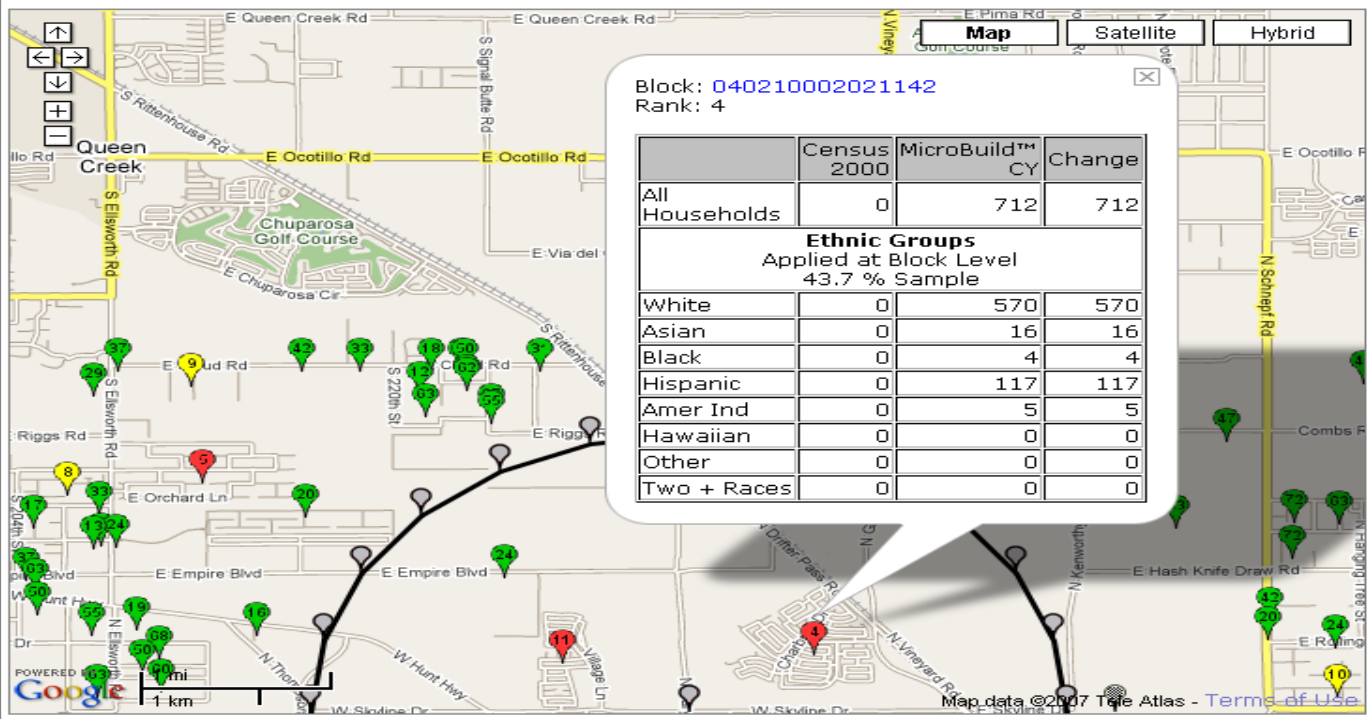
Household Population Summary

Queen Creek, AZ Block Group



Define Candidate Site

5 transactions



Address:
ex: 101 Main St., Little Rock, AR
OR 101 Main St., 72202

 Radius: Miles

Measure (Area)	Year 2000	MicroBuild™ Current Year	Change
Households (Polygon)	65	3,475	3,410
Households Seasonal (Polygon)	7	382	375
Population (Polygon)	235	9,668	9,433

[Census Block Ethnicity](#)
 All blocks in window.

[Demographic Report](#)

Chapel Hill Block Group

Define Candidate Site

10 transactions



Block: 370370201006001
Rank: 3

	Census 2000	MicroBuild™ CY	Change
All Households	588	1,085	497
Ethnic Groups Applied at Block Level 100 % Sample			
White	415	767	352
Asian	11	30	19
Black	115	147	32
Hispanic	38	139	101
Amer Ind	1	0	-1
Hawaiian	0	0	0
Other	4	0	-4
Two + Races	4	2	-2

Address:
ex: 101 Main St., Little Rock, AR
OR 101 Main St., 72202
27517

Radius: 3 Miles

Measure (Area)	Year 2000	MicroBuild™ Current Year	Change
Households (Polygon)	3,764	4,905	1,141
Households Seasonal (Polygon)	67	83	16
Population (Polygon)	8,507	11,238	2,731

Census Block Ethnicity
Top 10% of blocks

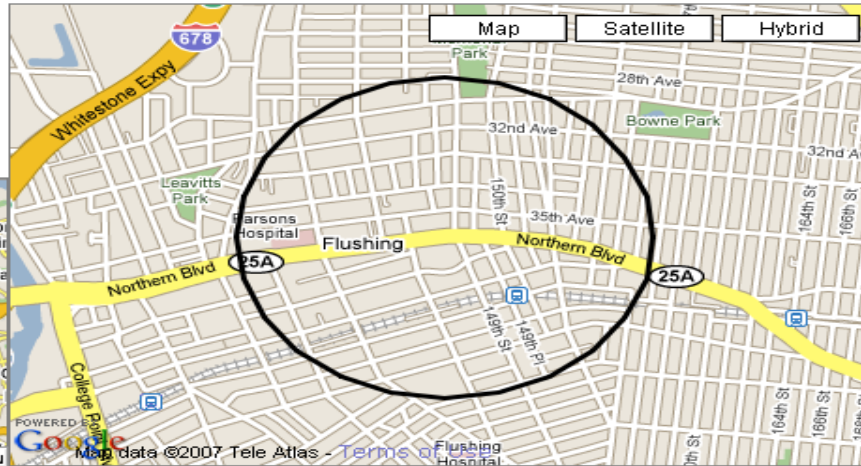
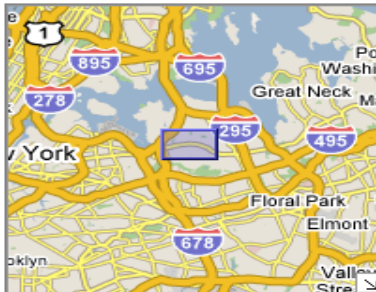
Demographic Report



Flushing Queens Population

14854 NORTHERN BLVD
FLUSHING, NY

Latitude: 40.7653
Longitude: -73.8179
Sq Miles: 0.78



Ethnicity

Language Spoken Households

Household Summary

Ethnic Category	HH 2000	Pct of Total	HH Current	Pct of Total	Change
+ White	3,984	26%	4,254	28%	270
+ Asian	7,194	48%	7,986	53%	792
Black	577	4%	340	2%	-237
Hispanic	2,735	18%	2,336	16%	-399
American Indian	14	0%	1	0%	-13
Hawaiian	5	0%	9	0%	4
Two Or More	293	2%	61	0%	-232
Other	262	2%	0	0%	-262
Total	15,064	100%	14,987	100%	-77

Household Population Summary

Hispanic Detail

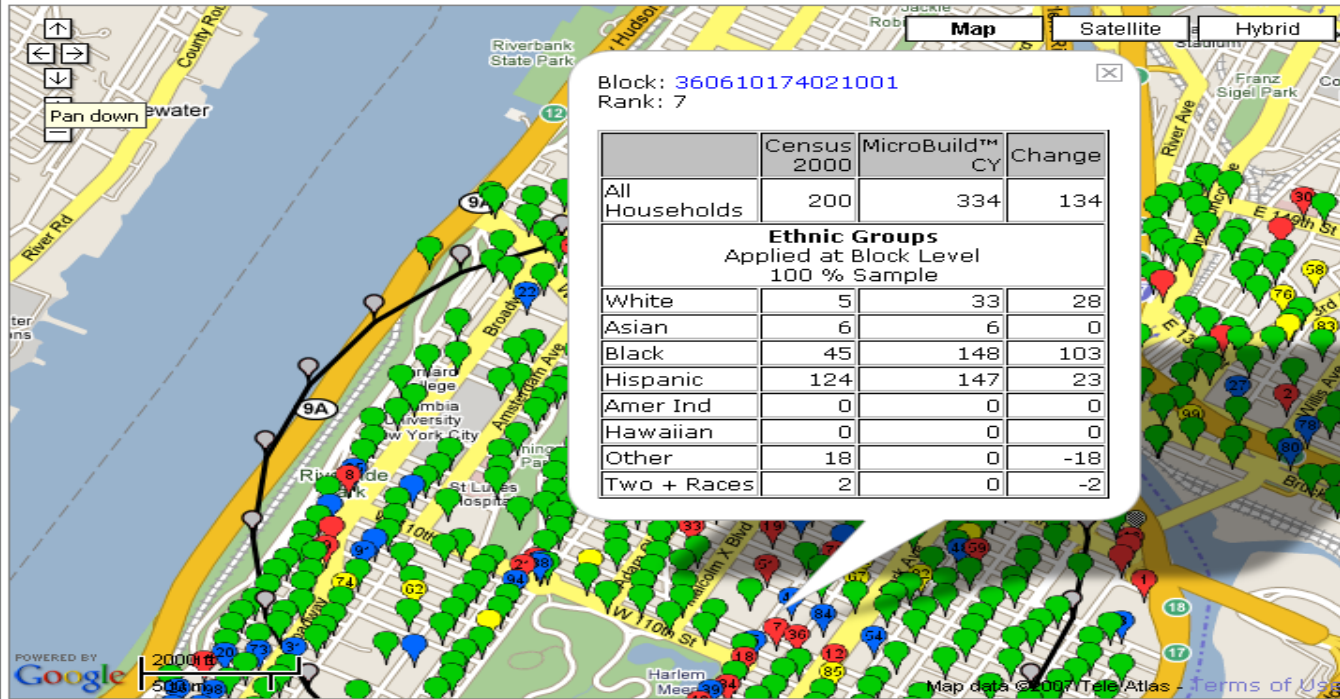
Asian Detail

Harlem NYC Block Group



Define Candidate Site

61 transactions



Address:

ex: 101 Main St., Little Rock, AR
OR 101 Main St., 72202

10026

Radius: Miles

Measure (Area)	Year 2000	MicroBuild™ Current Year	Change
Households (Polygon)	88,241	89,556	1,315
Households Seasonal (Polygon)	359	370	11
Population (Polygon)	205,500	209,285	3,785

Census Block Ethnicity

Top 10% of blocks

Demographic Report

The EthnicCenter

Self Reported and Subscription Data

Disadvantages

- File sizes tend to be very small.
- Not all subscribers are the ethnicity of the publication.

Advantages

- Most accurate of the four approaches
- Most responsive of the four approaches

Surname Tables

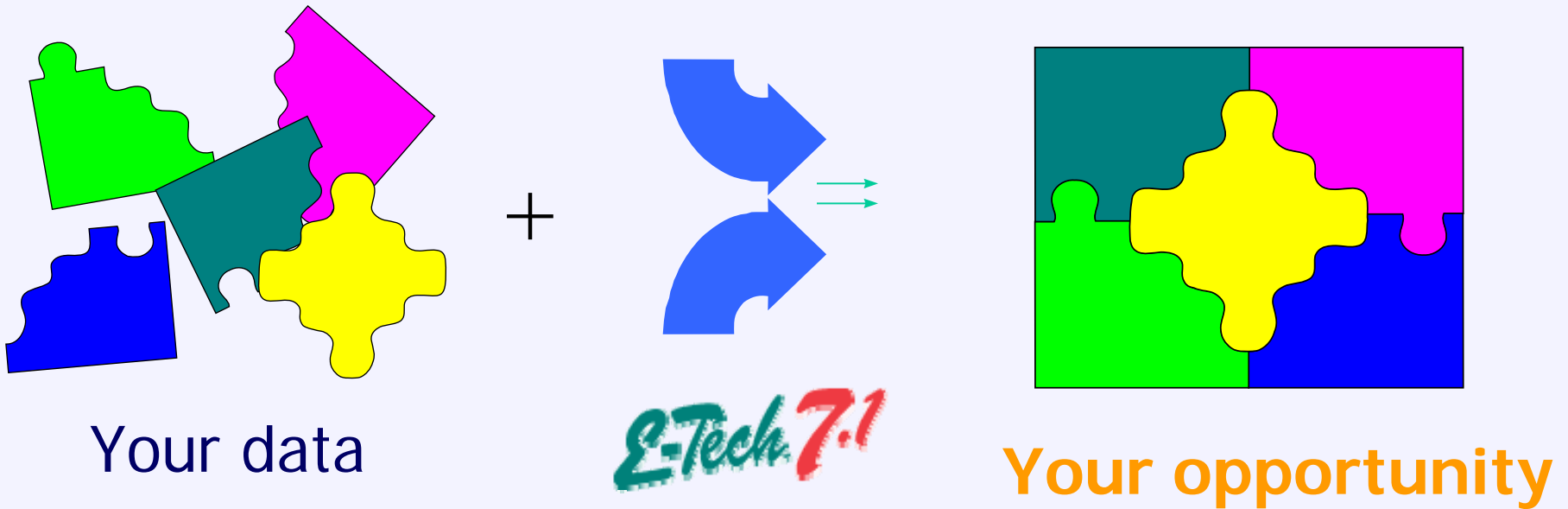
Disadvantages

- An out-of-date approach with low accuracy
- A surname alone does not tell enough about an individual's ethnicity.
- Marisol Kowalski is not Polish. Nugen O'Brien is not Irish.

Advantages

- None over the other approaches

E-Tech's 7.1 enables identification of the Ethnicity, Religion and Language Preference of any individual on any database.



Multi Layered Approach

Disadvantages

- Conservative Approach for African Americans.

Advantages

- Higher Accuracy and Highest Match rates.
- Pinpoint ethnicities in any geo area; whether inner city or suburban America.
- Can Identify the individuals Language Preference.
- A complete solution

Customer Identity

- What languages other than English do your customers/prospects speak?
- What are the household demographics of your customers/prospects and how do they compare to other ethnic groups and your customers overall?
- What countries of origin are most frequently represented among your African American customers?
- How many Asian countries of origin are represented in your customer base?

Market Identity

- What languages do my sales and customer service staff need to speak to attract new customers and where do they need to be located?
- Where are the best markets within ethnic communities for my products and services?
- What are the household demographics for each of the top 10 African American or Asian markets in the US?
- Should I have downloadable forms on my Web site in Cantonese, Korean, Malay, and Vietnamese to increase new applications and response accuracy?

Language Preference

- Issues arise around the right message reaching the wrong audience or reaching the right audience in the wrong language.
- Language preference of audience is critical.
- Target audiences think in (and speak) a preferred language.
- Each mail piece, email, website, landing page, call-center script and SMS mobile needs to be considered in the “thinking language”.

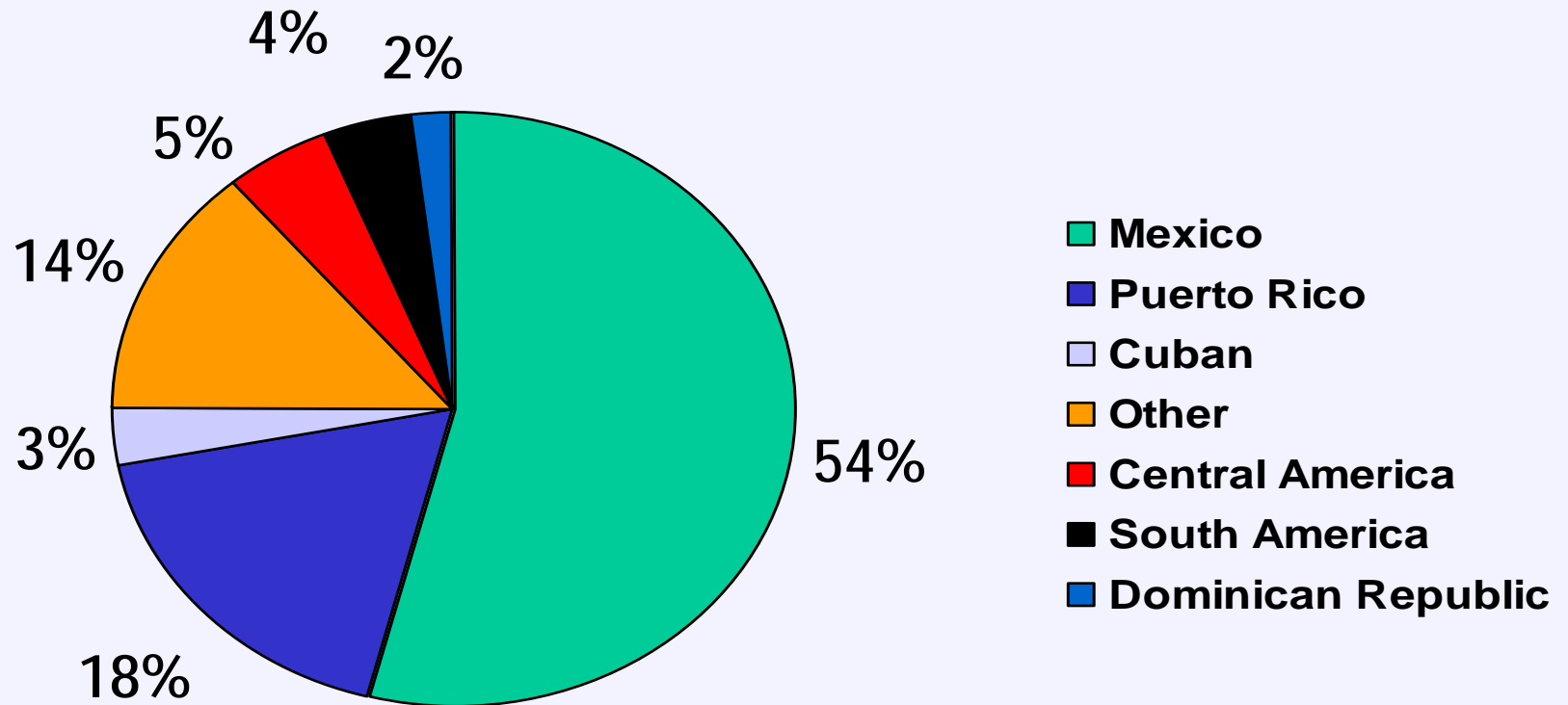
Hispanic Marketing

There are no Hispanics in Latin America. They are either Colombian, Venezuelan, Mexican, etc. In America, we lump people from Latin American and Spanish heritage under the Hispanic umbrella classification.

Hispanic is not a race, although many Hispanics do exhibit mixed race characteristics and in an effort to classify them into race categories some have mistakenly used the term as a race in the marketing nomenclature.

Hispanic is not a race, it is an ethnic classification.

Origin of the US Hispanic Population



Appreciate The Groups Within

There is little in common among many of the ethnic sub-groups. Even language can drastically vary. Marketing mistakes have occurred from the assumption that all Hispanics are alike.

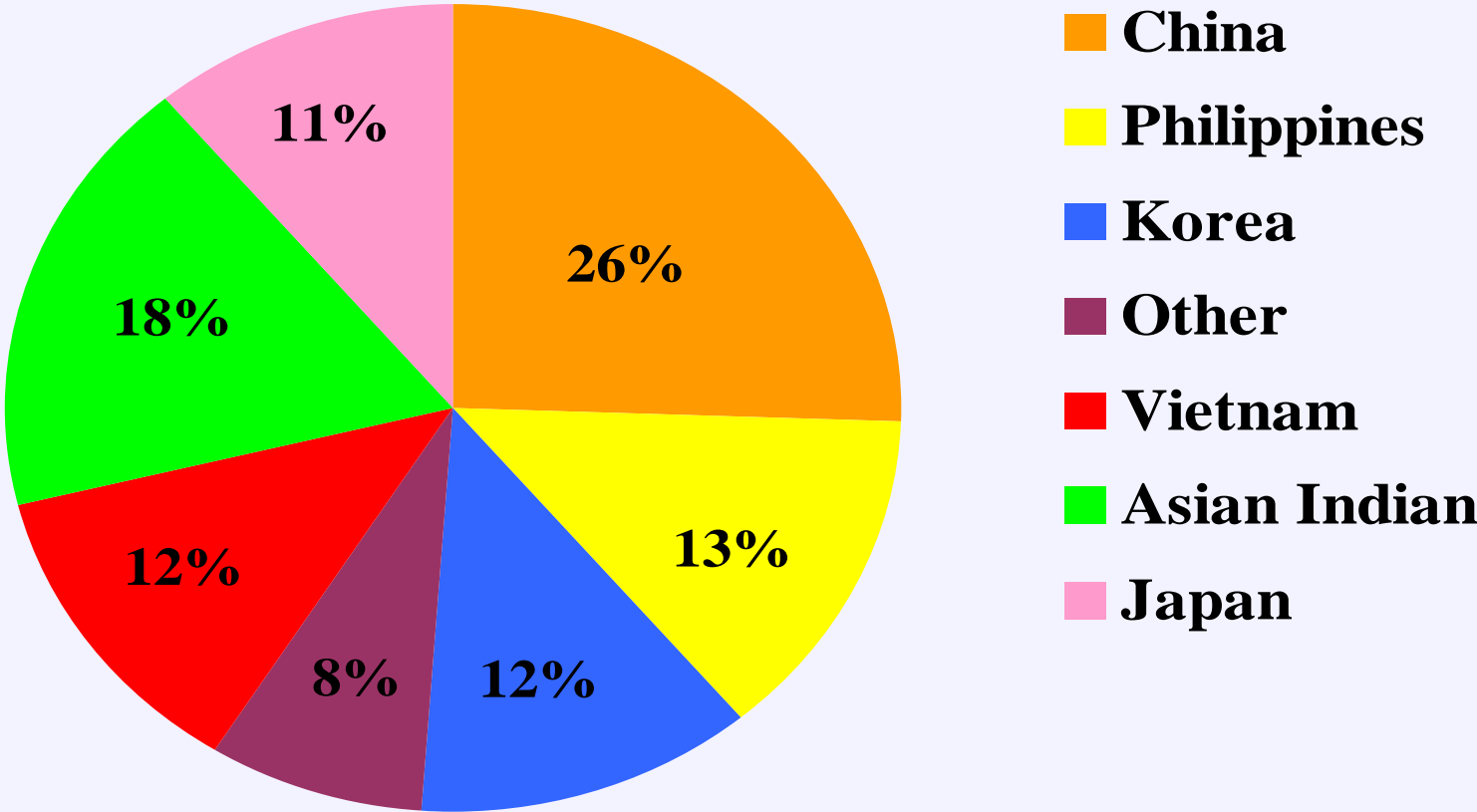
Some think the cultural traits of an individual from Mexico are similar to that of one from Cuba.

Mexican culture is different from the rest of Latin America.

Asian Marketing

- Important segment and active - American of Asian decent.
- It is all about knowing the consumer.
- Challenge in reaching Asian Americans: their purchase decisions maybe similar to the broader population, but their niche interests and values are becoming harder to peg, as they fuse Western and Asian influences.

Asian American Countries of Origin



Japanese and Chinese Examples

Aihiko Doiguchi

Yoshiro Ito

Daizo Fujihara

James Gohara *

Gotaro Hachimori

Wei Min

Cindy Lin

Zhong Ah-Wong

S. Ah-Siu

Sam Lee *

Korean and Vietnamese Examples

Kevin Lee *

K. Daesun

Boemseok Bae

James Park (Americanized with Fam name last and Multiethnic)

Ae-Kyong Baek

Anh Au-Duong

Ann Binh

Bach Chieu

N. Dangthi

Bong Van Trinh

Indian and Sikh Examples

Deepak Banerjee
Devindra Desai
Gopendra Acharya
Bharat Baljit
Vin Bhagwat
Devarsh Goswami

K. Singh Dhatt (Singh as middle name)
Livleen Singh (some are dropping last name, leaving
Singh last), but not all Singhs are Sikh)
P. Kaur Bhador (Kaur as Middle Name)
Abinaash S, Grewal
Amandeep S. Dhaliwal

Polish and Russian Examples

Walter Mackiewicz

Marek Godowski

Judy Baranowska

Bogumil Chalupiec

Albert Cheren (Americanized-shortened)

Ivan Barankov

Alexander Cekovsky

Galyna Dedoyin

Yelena Agashkova

George Agranoff (Americanized)

Arabic and Turkish Examples

Mohammed Abdel-Fattah
Abou Al-Abbas
T. Ben Saleh
Abdel Cheikh
Ebrahim Dawoud

Bekir Akdeniz
Cemil Andiroglu
Cengiz Bey
Demit Celikci
Jack Ildeniz

African American and Tribal Examples

Kineisha Williams

Tyneice Jones

Kevin Lee*

Kawana Wilson

Shaquille O'Neal *

Ngozi Chukwudebe (Ibo)

Chukwudi Ekechukwu (Ibo)

Chibuike Ifeanyi (Ibo)

Ogunwale Adebayo (Yoruba)

Awusa Akinbolo (Yoruba)

Almasihu Bandaogu (Hausa)

Hispanic and Filipino Examples

Marisol Kowalski
Robert Gonzalez
Natividad Concepcion
James Ochoa-Martin
Juan Reyes

Juan Reyes (Spanish Name borrowed)

Matalino Goquingco

Romeo Gojuangco

Liwinag Ibabao

Caridad Kapangpangan (Hispanic non-unique first name with
Tagalog last name)

Appreciate Diversity

- Become familiar with the target culture.
- Acknowledge the wide variety of groups within the Hispanic and Asian communities.
- Accept that within the same cultural group there are differences.
- Country of Origin may not necessarily be the same as ethnic origin.
- Assimilation index can be valuable.
- Test and re-test.
- 900 pound “Latino influence” in American culture.

Hispanic/Latino – Fast Facts

- Living a connected and spontaneous life is a fundamental Hispanic value and desire.
- Connecting on-line 2X as fast as general market, 1MM new yearly.
- New growing middle class is Super Connected - 88% of household with an income of \$50,000 + are online.
- Early adopters and young - 31 million mobile users. Age 15, over 60% have a mobile phone; by age 17 - 80% are mobile.
- Communication, entertainment and learning device 24/7
- 14 hours a day on mobile. Multiple devices.
- Almost half of the mobile users are CPO (cord cutters).

- Hispanic men are “shopaholics”; 53% of Hispanics make a purchase at least once a month on line.
- 40% of Hispanics age 18-34 enjoy Spanish content.
- Thrive on “bite sized” entertainment, sports, fashion, retail, travel, financial, health, technology and automotive.
- Viral marketing- a key to successful marketing; leverage this and consumer language preference select

•Sources: Univision E-Commerce, Simmons, Ipsos, Pew, Media Post, Nielsen, WSJ, NY Times, Mmetrics, and Telephia

Modeling vs Predictive

Modeling Data



1 Million
Consumers



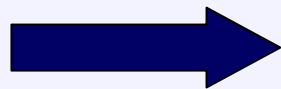
Modeling



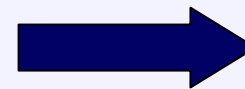
250 Million Model

Predictive Individual Data

250 Million
Model



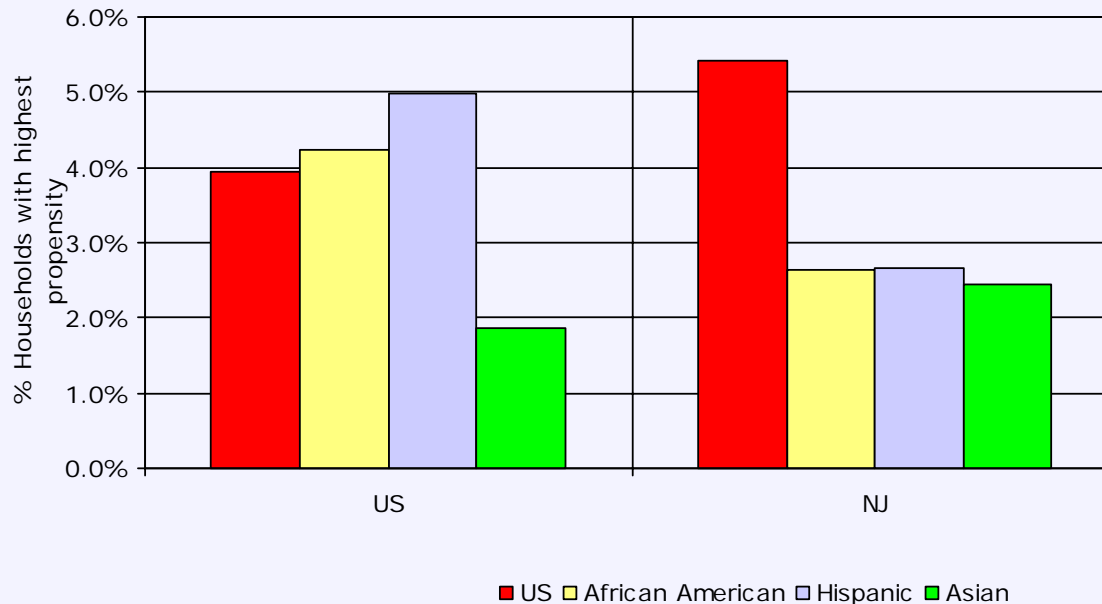
**E-Tech
Encoding**



Actual Individual
Population

Segmentation: Health insurer switching and ethnicity

Propensity to Switch Health Insurer contrasts US and NJ norms overall and across the major ethnic groups



Households with the highest propensity to switch their current health insurer:

NJ ranks above US norm

Ethnic groups trend below NJ for highest propensity to switch and below US level

NJ Asian households do show slightly higher level than all US Asian households

Predictive Behavioral Segmentations

Financial Behavior and Intent	Investments
Obtain Financial Products via Direct Mail	Invest in Stock Mutual Funds Not Currently Held
Switch Primary Financial Relationship	Invest in Bond Mutual Funds Not Currently Held
Use Multiple Financial Relationships	Invest in Money Market Deposit Accounts
Attend Financial Seminars	Invest in Money Markets Accounts \geq \$10,000
Use Fee-based Financial Advice	Invest in 529 Plans (college savings)
Insurance	Invest in Annuities
Switch Auto Insurer	Credit
Buy Life Insurance (all types)	Apply for a New Credit Card
Buy Term Life Insurance	Borrow via Home Equity Line of Credit
Health Insurance	Financial Assets
Buy Disability Insurance	Net Worth \geq \$1,000,000
Buy Individual Health Insurance	Investable Assets \geq \$500,000
Switch Individual Health Insurer	
Buy Supplemental Health Insurance	
Buy Long Term Care Insurance	

Broad applications, performance, and value

	Performance	Value
Strategy	<p>Identifies current Total Available Market on product and behavior-specific basis</p> <p>Provides universal metrics for analysis, tactical execution, and program evaluation</p>	<p>Metrics based on behavior of consumers currently in the market and interacting with financial firms</p> <p>Direct, behavior-based metrics</p> <p>Speed and simplicity</p>
Loyalty / Cross Sell	<p>Identifies more cross sell potential</p> <p>Identifies loyalty opportunity</p> <p>Identifies loyalty exposure</p>	<p>Virtually 100% file coverage</p> <p>Benchmarked to the current buyer/intender</p> <p>Augments performance of internally developed solutions</p>
Acquisition	<p>Improved response performance</p> <p>More qualified prospects</p> <p>Reduced list fatigue</p> <p>Improved ROI</p> <p>Competitive advantage</p>	<p>Near “custom model” performance for the current buyer:</p> <ul style="list-style-type: none"> •Today •CPM pricing or annual license

E-TECH APPLICATIONS FOR

- NFP – Religion and ethnicity
 - Donors, Investors, Mail order Buyers
- Political party activity
- Data Warehousing & CRM
 - Models, profiles, analytics, enhancements
- Financial, Retail, Entertainment, Restaurants, Services
 - Geographic and sales territory optimization
- Clinical Trials
 - Patient Recruitment for clinical studies
- Research
 - Best customer profiles
 - Prospecting
 - New product introduction

Case Studies and Analytics

- African American avid golfers
- Investors, Mail order buyers, Donors
- Asian upscale; generation Y
- Ethnic fashion trend setters
- Business owners at home address
- SMS Mobile – Hispanic, Asian, African American
- Swahili speakers
- Diabetes interest: Hispanic, Asian, African American

Question and Answers

More on Multicultural Marketing, data cards and to receive our newsletter visit our website at:

<http://www.EthnicTechnologies.com/>

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The *EthniCenter*

We Know Who
They Are...

Version

7.2

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