

**SPECIAL
ISSUE**

CREO
International
integrates
languages,
marketing and
multicultural
design to
create
communication
solutions
for reaching
U.S. ethnic
and
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audiences.



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CLUE

Cultural & Linguistic Understanding of Ethnicity®

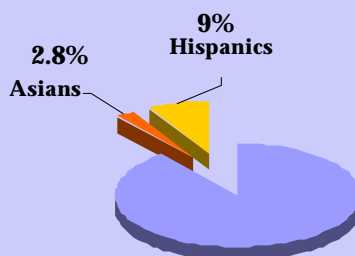
June 2001

Census 2000: ethnic markets update

The recently released Census numbers reveal an explosive population increase among U.S. Hispanics and Asians, with both groups now accounting for **over 16%** of the overall population. Here is a quick review of some of the most relevant statistics:

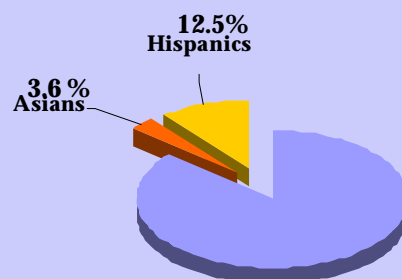
U.S. Ethnic Markets Growth

Census 1990



Total U.S. Population: 248,710,000
U.S. Hispanics: 22,354,000
U.S. Asians: 6,909,000

Census 2000



Total U.S. Population: 281,422,000
U.S. Hispanics: 35,306,000
U.S. Asians: 10,243,000

Top Ten Hispanic Markets

City and State	U.S. Hispanics	% of Total Population
1. New York, NY	2,161,000	27
2. Los Angeles, CA	1,719,000	46.5
3. Chicago, IL	754,000	26
4. Houston, TX	731,000	37.4
5. San Antonio, TX	671,000	58.7
6. Phoenix, AZ	450,000	34.1
7. El Paso, TX	432,000	76.6
8. Dallas, TX	423,000	35.6
9. San Diego, CA	311,000	25.4
10. San Jose, CA	270,000	30.2
Minnesota	143,000	2.9

Top Ten Asian Markets

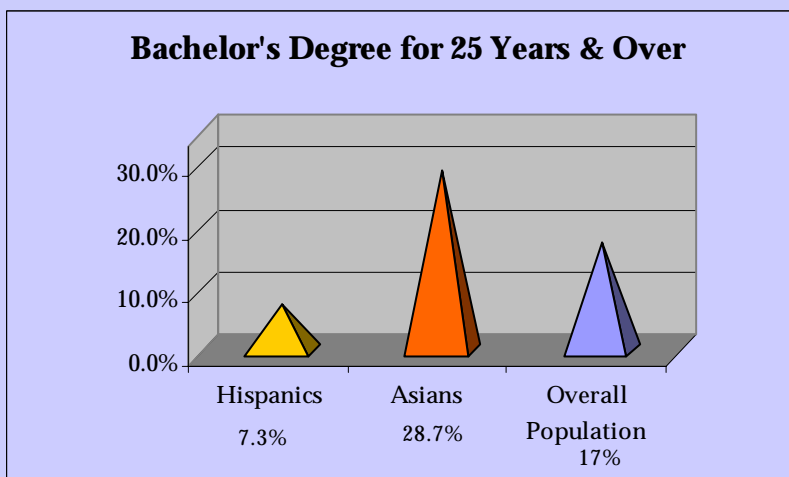
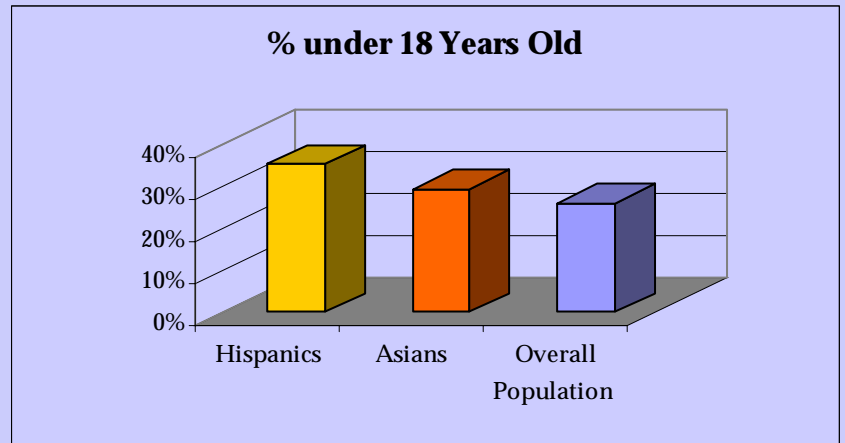
City and State	U.S. Asians	% of Total Population
1. Los Angeles, CA	1,302,000	13.7
2. New York, NY	831,000	9.5
3. Honolulu, HI	563,000	65.2
4. San Francisco, CA	459,000	26.6
5. Oakland, CA	412,000	17.5
6. Orange Co., CA	383,000	13.8
7. San Jose, CA	381,000	22.6
8. Chicago, IL	381,000	4.7
9. Washington D.C.	332,000	6.9
10. San Diego, CA	316,000	11.1
Minnesota	131,000	2.7

For the first time, nearly half of the nation's 100 largest cities are home to more Hispanics, Asians and other ethnic groups than whites. In the 20 fastest growing cities, the Asian population rose 69% and the Hispanic population 72%. In Minnesota, Latinos grew an astonishing 166%.

Education & Age Distribution

Race	Median Age	% under 18
Hispanics	26 yrs.	35%
Asians	N/A	29%
Overall Population	35 yrs.	26%

The relative youthfulness of the Asian and Hispanic population is reflected in their population under age 18 who represent a largely untapped and potentially profitable market.



American Asians are more likely to have a bachelor's degree or higher than U.S. Hispanics and the overall population. As a result, there is a higher concentration of Asians in managerial and professional specialty occupations than other ethnic groups.

With a combined estimated buying power of well over **\$600 billion**, these groups are a powerful force in the U.S. consumer market.

These numbers make it apparent that ethnic marketing can no longer be considered an "optional effort" for most companies. As the term "minority" has become ill suited for these groups, marketers must become comfortable with the idea of **multicultural marketing**: a fairly new and uncharted territory in the American corporate landscape.

Effectively targeting and reaching these ethnic groups must become integral goals of any company marketing effort. This is not an easy task given the relative lack of data and the widespread misconceptions about these markets' buying power and behaviors. Additional Census data to be released later this year will offer a clearer picture of these ethnic groups. However, Census data confirms the notion that these groups can no longer be ignored. For organizations, the rewards for effectively marketing to U.S. Hispanics and Asians will substantially outweigh any effort.

In our next issue of CLUE: *Doing Business in Asia – Business Practices and Etiquette*

CLUE Newsletter

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Sources: G. Kermouch "An almost-invisible \$1 trillion market" *BusinessWeek*, June 11, 2001 U.S. Census Bureau. E. Schmitt "Whites in Minority in Largest Cities, the Census Shows" *The New York Times* 4/30/01.