Understanding & Embracing Multicultural Terminology

Excerpt - Special Presentation for the IDEA Forum

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Zekeera Belton, Vice President of Client Services
Bryan Miller, PhD, Senior Director of Product & Content



Today's Presenters



Zekeera Belton, Vice President of Client Services and Diverse Segment Strategist

Zekeera leads the client services team to work in partnership with Fortune 500 companies, helping them gain a deep understanding of and authentically connect with diverse consumer segments. Her work fosters deep relationships and leverages the full set of Collage capabilities – strategies, insights, analytics, data, peer solutions and commercial collaboration – to plan and craft specific solutions that meet member challenges. She is a subject matter expert with real world know-how and application of national, regional, and grassroots strategies to reach niche markets, i.e., multicultural, women, LGBT, people with disabilities.



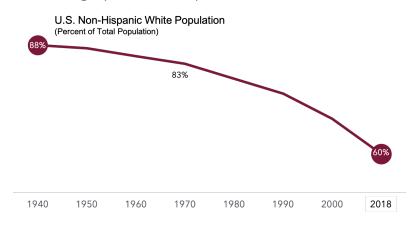
Bryan Miller, PhD, Senior Director of Product & Content

Dr. Miller leads researchers and analysts in executing Collage Group's proprietary studies for 200+ member brands. His work is integral to the release of ~35 studies each year as part of Collage Group's three cultural intelligence platforms: Multicultural, Generations, and LGBTQ+ & Gender. He holds a PhD in philosophy of science and psychology and an MS in applied economics. He has expertise in solving complex challenges and improving performance for mission-driven organizations. An experienced college-level educator, Dr. Miller taught philosophy of science and bioethics courses at universities in the Washington, DC and Baltimore, MD areas.

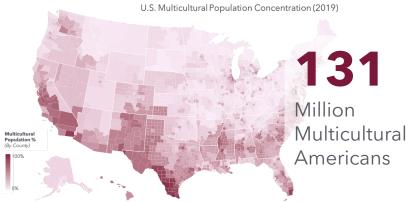


Multicultural Is the Future of America

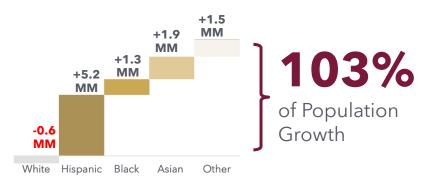
Our demographic landscape is transformed...



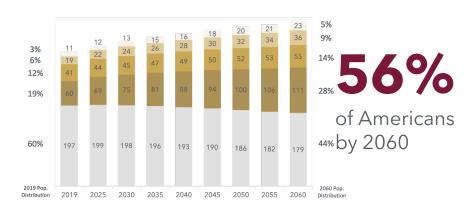
...as 131M multicultural consumers now represent 40%+ of the population.



With multicultural segments driving ALL population growth....



...the future impact is *transformative*





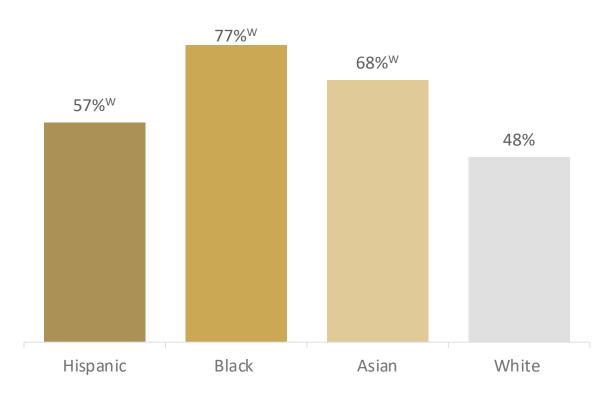
3 Factors that Make It Important and Challenging to Identify the Correct Terminology for Multicultural Americans

- 1. Increasing importance of race and ethnicity to personal identity
- 2. Increasing focus on intersectional identities
- 3. Increasing focus on more inclusive terminology



Racial and Ethnic Identity Have Recently Become More Important for Many Americans

My racial/ethnic identity feels more important now than ever before



This datapoint is relatively stable across Hispanic acculturation groups



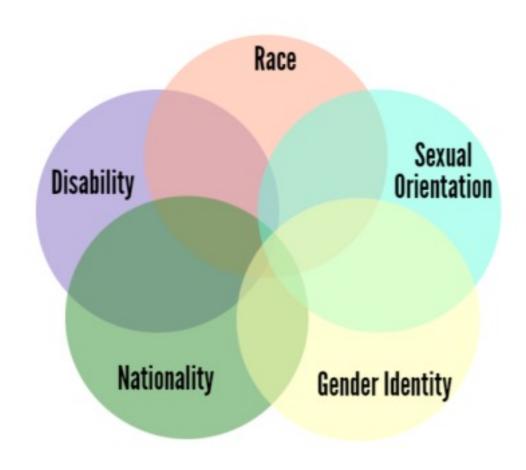
Source: Collage Group Roundtable Survey, October 2020 (18+ population)

1 % agree

W: Statistically significant difference (p > 0.95) from non-Hispanic White respondents



There's an Increasing Focused on Intersectional Identities



2 0 2 0

Kamala Harris Makes History As Vice President-Elect

Harris is the first woman, the first Black person and the first person of Indian descent to be elected to the position.









Many Organizations Have Adopted Modern Terms - Like Latinx or BIPOC- which Claim to Be More Inclusive than Already-Existing Labels









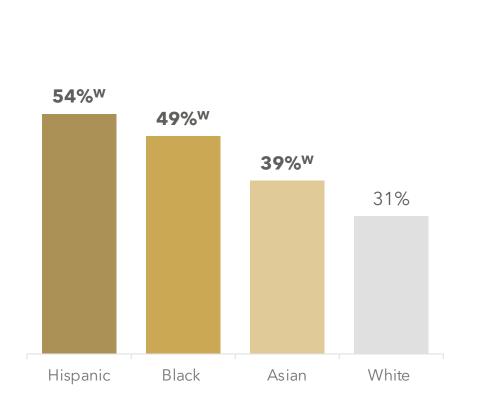




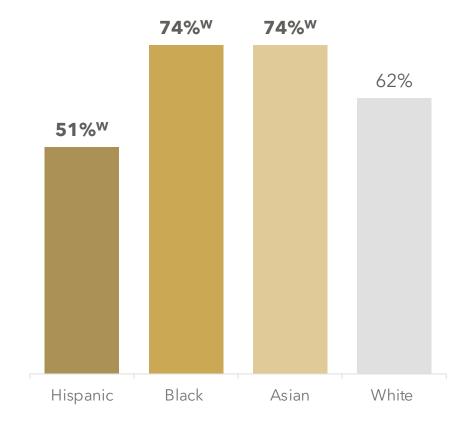


Companies Are Worried about "Getting It Wrong" - for Good Reason

I am **not** satisfied with portrayals of **my** race/ethnicity in advertising



Too many brands haven't "done their research" when incorporating **diversity** in their advertising (races, ethnicities, cultures, etc.)





Source: Collage Group Roundtable Survey, October 2020 (18+ population) % agree

W: Statistically significant difference (p > 0.95) from non-Hispanic White respondents H: Statistically significant difference (p > 0.95) from all other Hispanic acculturation groups



Hispanic Segment Terminology Black Segment Terminology Asian Segment Terminology Cross-Segment Terminology: BIPOC





Hispanic and Latino / Latina Are Often Used as Interchangeable Labels

Is this person of Hispanic, Latino, or Spanish origin?										
	No, not of Hispanic, Latino, or Spanish origin									
	Yes, Mexican, Mexican Am., Chicano									
	Yes, Puerto Rican									
	Yes, Cuban									
	Yes, another Hispanic, Latino, or Spanish origin – <i>Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.</i>									

Keep in mind that "Hispanic" is an **ethnic - and not racial -** identity, with many also identifying as White, Black, or Asian. The U.S. Census asks for "racial identity" in a separate set of questions.



Technically, *Hispanic* and *Latino / Latina* Have Distinct but Widely Overlapping Meanings





Collage Group's Hispanic Acculturation Model Provides a Useful Tool for Segmenting the U.S. Hispanic Population

What's in Collage Group's Hispanic Acculturation Model?

Three segments (Acculturated, Bicultural, Unacculturated), based on:

- 1. Self-perception of "Hispanic" vs. "American" identity
- Language preferences (phone conversations, newspapers / magazines, social media, etc.)

What does Hispanic Acculturation correlate with?

- Recency of individual/family arrival in the U.S.
- Importance of interacting with "in-culture" professionals
- Interest in "in-culture" activities (sports, news, music, food, etc.)
- Preferred labels for self-identification

What doesn't correlate with Hispanic acculturation?

Pride in Hispanic identity / heritage





Latinx and the Tensions between Identity and Language

Awareness of the American Term Has Grown since the Early 2000s, Especially after the 2016 Pulse Nightclub Shooting Targeting Orlando's Hispanic LGBTQ+ Community

What's the issue?

Spanish is a **gendered language**, with grammar rules asserting the priority of masculine over feminine words when either could apply.

What does this mean for Hispanic women?

A group of Hispanic women: Latinas

A group of Hispanic **men: Latinos**

A group of Hispanic **men and women: Latinos**

What does this mean for non-binary Hispanic people?

The gendered *Latino* and *Latina* labels force a traditional gender on individuals that may not identify with such genders. Many non-binary Hispanic people feel like the terms simply do not apply to them.







African American, Black, and Person of Color

Each Term Represents a Different Perspective on Personal Identity and Sense of Shared Community

African American

 Emphasizes the unique experiences of Americans of African descent whose family stories interweave with the history and legacy of American slavery.

Black

- Emphasizes the global cultural heritage shared across many communities of African origin.
- This term is more inclusive with respect to recent immigration from Africa and the Caribbean.

Person of Color

- Emphasizes the experience of being "not white" in modern society.
- In recent decades, this term has evolved to include Hispanic and Asian / Pacific Islander communities.



Understandings of Black identity continue to evolve alongside changing relationships with the past, present, and future



Roughly 10% of the Black Population Is Foreign-born

In 2019, there were

4.5MM Foreign-born Black people living in the U.S.¹

Which accounts for 10% of the total Non-Hispanic Black population

		Place of Birth	Region	Рор	% foreign born pop
$\boldsymbol{\times}$	1.	Jamaica	Caribbean	645,823	14%
	2.	Haiti	Caribbean	593,448	13%
	3.	Nigeria	Africa	263,145	6%
	4.	Ethiopia	Africa	192,197	4%
*	5.	Somalia	Africa	108,167	2%
	6.	Trinidad & Tobago	Caribbean	104,281	2%
*	7.	Ghana	Africa	102,337	2%
	8.	Guyana	South America	76,358	2%
	9.	Kenya	Africa	63,056	1%
*	10.	Liberia	Africa	50,616	1%
	11.	Sudan	Africa	46,669	1%

The Black immigrant population has increased fivefold since 1980², with much of the recent growth from African migration

50%

of the foreign-born Black population are from 11 countries

In 2019, Caribbean countries account for 49% of the total foreign-born Black population, and African countries account for 48%







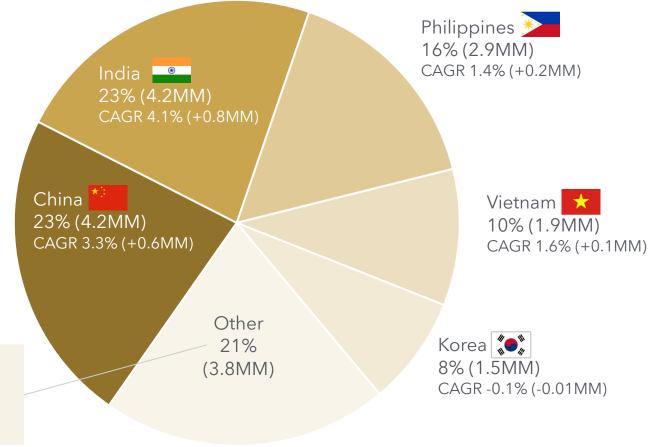
Asian Americans Come from Many Countries with Distinct Histories, Languages, and Cultural Identities

Asian Country of Origin (2019)

Growth Calculated from 2014 to 2019

Chinese and Indian Americans account for **66%** of Asian growth from 2014-2019

"Other" mainly includes people from Bangladesh, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Nepal, Sri Lanka, Pakistan, Taiwan, and Thailand, as well as Hmong Americans and Pacific Islanders





Over the Past Decades, Asian Americans Have Developed New Terminology to Encourage Collective Identity and Action

Asian American

- Emphasizes solidarity among communities from different Asian countries.
- Encourages leaving behind historical differences to address modern issues of racism and inequality.

Asian/Pacific American (APA), Asian/Pacific Islander (API), and Asian Americans & Pacific Islanders (AAPI)

- Expands on the sense of common identity.
- Includes the peoples of Hawaii, Guam, Samoa, and other Pacific Islands









BIPOC: Black, Indigenous, People of Color

Interest in the 2013 Term Peaked in June 2020, with the Onset of the George Floyd Protests

What's the intention?

Expanding on "People of Color" to more explicitly emphasize solidarity between communities struggling against racism.

What's the upside?

The term offers a quick way to reference many communities that have faced institutional and societal injustice because of their race or ethnicity

What's the downside?

Over-reliance on the term can side-step, or over-simplify, conversations about issues facing specific communities.





A Black, Indigenous, & People of Color Movement

Moving forward, BIPOC may end up referring to **organizations and initiatives with specific missions**, rather than individual people



Hispanic and Black Americans Are Most Concerned that *BIPOC* Ignores Important Distinctions between Segments

Which of the following statements best matches how you feel about the term **BIPOC**?

	Total Pop.	Hispanic	Black	Asian	White
It's a good term because it's more inclusive than many other terms	18%	12%*	21%	18%	20%
It's no different from other terms already out there	20%	17%	22%	21%	20%
It's a bad term because it ignores the important differences between these groups of people	24%	29%W	31%W	23%	21%
I don't have any particular feelings about this term	38%	42%	27%W	38%	39%



Source: Collage Group Roundtable Survey, October 2020 (18+ population)
Single-select

^{*} Indicates statistically significant difference (p > 0.95) from all other racial/ethnic segments

W Indicates statistically significant difference (p > 0.95) from Non-Hispanic White respondents

 $^{^{\}rm H}$ Indicates statistically significant difference (p > .95) from all other Hispanic Acculturation segments



THANK YOU Info@CollageGroup.com CollageGroup.com