

USING DATA TO BETTER UNDERSTAND THE MULTICULTURAL CONSUMER



David F. Mesas
Director of Sales
1 (888) 211-9353
www.geoscape.com

DAVID MESAS

DIRECTOR OF SALES



WHAT TO EXPECT?

- **THREE STATS**
- **BENCHMARK**
- **OPTIMIZE**
- **TAP INTO THE GROWTH**

65+ SENIORS: 20%



MILLENNIALS: 42%



BABIES & TODDLERS 47%





J
O
H

J
O
N

J
O
R
J
U
R

K
A
R

MAY
03

APR
03

JAN
03

SEP
9

JAN
04

SZK

SZK

BOK

BOK

KEK

MAY
03

JAN
04

K
E
E
D

K
E
L

K
E
L

K
E
L





HOW ARE YOU DOING?

FANTASTIC!

GREAT

VERY GOOD

GOOD

FAIR



BENCHMARK



ASSESSMENT GENERATION RESPECT SELL ADVANTAGE MODERN RESEARCH INDUSTRY LEADER TEAM ACTIVITY TEACH WIN EXAMPLE REASON PROCESS PRODUCT MARKET CAREER JOB GREAT CREATIVE NETWORK IMPROVEMENT FEMALE COMMUNICATION WORLD STAFF PERFECT ACCOUNT STRUCTURE SERVICES MANAGEMENT PROFIT CLIENTS RELATIONS START OK EMPLOYMENT TRUST AVAILABLE PARTNERSHIP BENCHMARK BEST MASTER MANAGE CAPITAL SOCIAL GROWTH MASTER MANAGE CAPITAL HUMANISM PLAN VISION OK SALE TRANSFORMATION CHARACTER FOCUS SUPPORT DATA OK PROFIT LIFE CONSUMER OK SUPPORT SALE SKILLS SUPPORT COMPANY DIFFERENT EMPLOYMENT COMPANY

PROFESIONAL EMPLOYMENT INVESTMENT PARTNERSHIP SALE NETWORK BRAIN REJECT TECHNOLOGY VALUE MO... ZATION INNOVATION SKILL OK AD MARKET INTERNET FACTORY TECH PEOPLE DECISION TRUST SKILL COMPANY EGY TECH IF MANAGER LEARN CAREER SOLUTION FACT TEAM CONCEPT TEAM TECH COMPANY RECAST CONCEPT VISOR JOB STAFF APPLICATION LEARN INFORMATION TEAM JOB PEOPLE DECISION IDEA IDEA COMPANY FUTURE PHARM... TALENT SOUR... ASSESSMENT OK TALENT INNOVATION EMPLOYMENT GROUP SALE FORECAST MEDIA POWER FACTORY COMPUTER BASIC TRANSA... PRODUCTION INDIVIDUAL GENERAL FORECAST MEDIA POWER FACTORY STRATEGY TEA... LEADER BEST BUY OFFICE TRAINING DEPARTMENT MEDIA POWER FACTORY MONEY CV ANALYSIS INFO... ON PEOPLE SALE TECHNOLOGY MARKETING COMPETENCES PEOPLE COMPUTER COMMERCE ANALYSIS INFO... NIZATION MISSION WEBSITE GREAT BENEFIT RISK OK CONCEPT OK INTERNET NET... PART... NCE... NEW RELATION GREAT OPERATION AGENT MALE VALUE FUTURE DATA STAFF... OWN PROCESS LEARNING EXPERIENCE FE BRAND ORGANIZATION OK INTERNET NET... TALENT INNOVATION GREAT RESPONSE FE BRAND ORGANIZATION OK INTERNET NET... TALENT INNOVATION GREAT ENVIRONMENT RISK CAREER FUTURE DATA STAFF... PROSPECT LABOR STOCK RESPECT POLICY WIN PRODUCT RISK CAREER FUTURE DATA STAFF... CV TRADE EMPOWER OWN... EFFECTIVE COMPUTER MOVEMENT PERSONAL EMPower FEMALE PROGRESS... INDUSTRIAL... INDUSTRY... RISK LEVEL GENERATION IMPORTANT OK INVESTMENT INTERNATIONAL CREDIT TECHNOLOGY ONLINE PROSPECT LABOR STOCK RESPECT EDUCATION LIVING INTERACTION MOVEMENT PERSONAL EMPower FEMALE PROGRESS... INDUSTRIAL... INDUSTRY... RISK LEVEL GENERATION IMPORTANT OK INVESTMENT INTERNATIONAL CREDIT TECHNOLOGY ONLINE PROSPECT LABOR STOCK RESPECT COMMUNITY LIVING INTERACTION MOVEMENT PERSONAL EMPower FEMALE PROGRESS... INDUSTRIAL... INDUSTRY... RISK LEVEL GENERATION IMPORTANT OK INVESTMENT INTERNATIONAL CREDIT TECHNOLOGY ONLINE PROSPECT LABOR STOCK RESPECT DEVELOPMENT LIVING INTERACTION MOVEMENT PERSONAL EMPower FEMALE PROGRESS... INDUSTRIAL... INDUSTRY... RISK LEVEL GENERATION IMPORTANT OK INVESTMENT INTERNATIONAL CREDIT TECHNOLOGY ONLINE PROSPECT LABOR STOCK RESPECT



analytics

reporting

data

dashboard

metrics

tools

BUSINESS INTELLIGENCE

tech

department

predictive

modeling

process

strategy

analytics

reporting

data

dashboard

metrics

tools

BUSINESS INTELLIGENCE

tech

department

predictive

modeling

process

strategy

	1	2	3	4	5	6	7	8	9	10	11	12
Tees	172	316	509	702	895	1088	1281	1474	1667	1860	2053	2246
Tees	227	347	516	728	981	1285	1640	2045	2500	2905	3360	3765
Mitch	4	4	③	4	5	6	4	5	5	4	5	4
Jones	5	4	5	3	5	5	3	4	6	4	5	4
Brown	6	5	7	3	5	6	②	4	5	3	4	4
Mitchell	③	4	5	②	5	7	3	5	3	4	4	3
Row	4	4	4	5	3	4	5	3	4	5	3	4
Number	11	7	3	15	11	1	9	13	5			



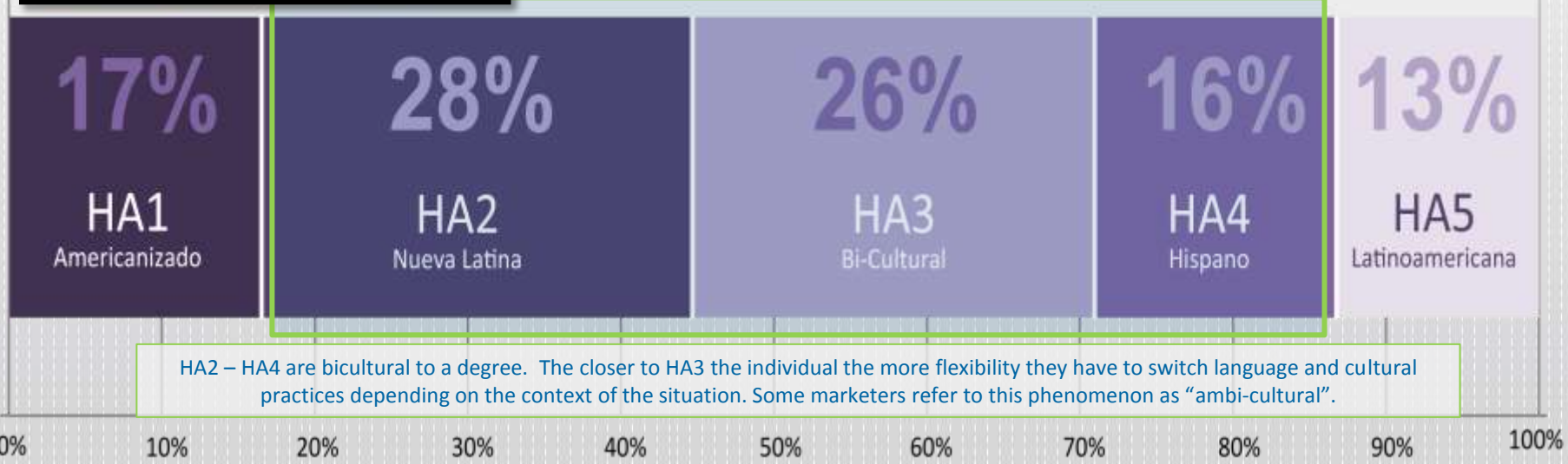
HISPANICITY™



Hispanic Population— National Percentages



- HA1** English dominant (nearly no Spanish)
Born in US; 3rd+ generation
Few Hispanic cultural practices
- HA2** English preferred (some Spanish)
Born in U.S.; 2nd generation
Some Hispanic cultural practices;
often “retro-acculturate”
- HA3** Bi-Lingual (equal or nearly)
Immigrant as child or young adult
Many Hispanic cultural practices
- HA4** Spanish preferred (some English)
Immigrant as adult, in U.S. 10+ years
Pre-dominant Hispanic cultural practices
- HA5** Spanish dominant (nearly no English)
Recent immigrant as adult
(less than 10 years ago)
Primarily Hispanic cultural practices
Identify with home country more so than U.S.



HA2 – HA4 are bicultural to a degree. The closer to HA3 the individual the more flexibility they have to switch language and cultural practices depending on the context of the situation. Some marketers refer to this phenomenon as “ambi-cultural”.

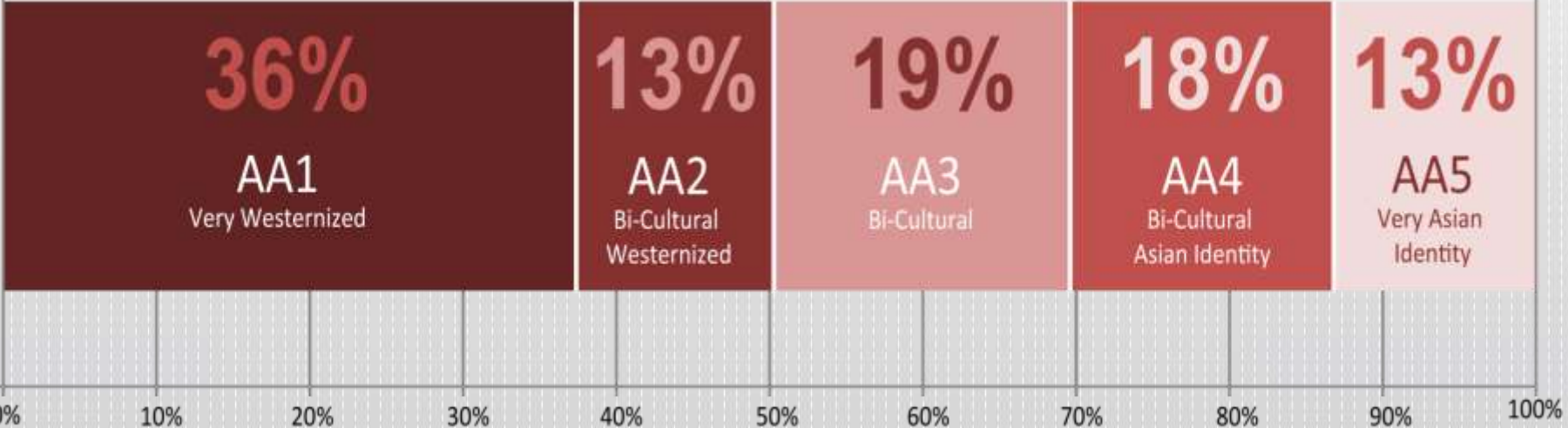
ASIANICITY™



Asian Population– National Percentages



- AA1** English dominant
Born in U.S.; 3rd+ generation
Few Asian cultural practices
- AA2** English preferred (some home language)
Born in U.S.; 2nd generation
Some Asian cultural practices; some "retro-acculturate"
- AA3** Bi-Lingual (equal or nearly)
Immigrant as child or young adult
Many Asian cultural practices
- AA4** Asian language preferred (some English)
Immigrant as adult, in U.S. 10+ years
Pre-dominant Asian cultural practices
- AA5** Asian language dominant (nearly no English)
Recent immigrant as adult (less than 10 years ago)
Primarily Asian cultural practices
Identify with home country more so than U.S.



AFRICAN AMERICAN CultureCodes™

African-American Households – National Percentages



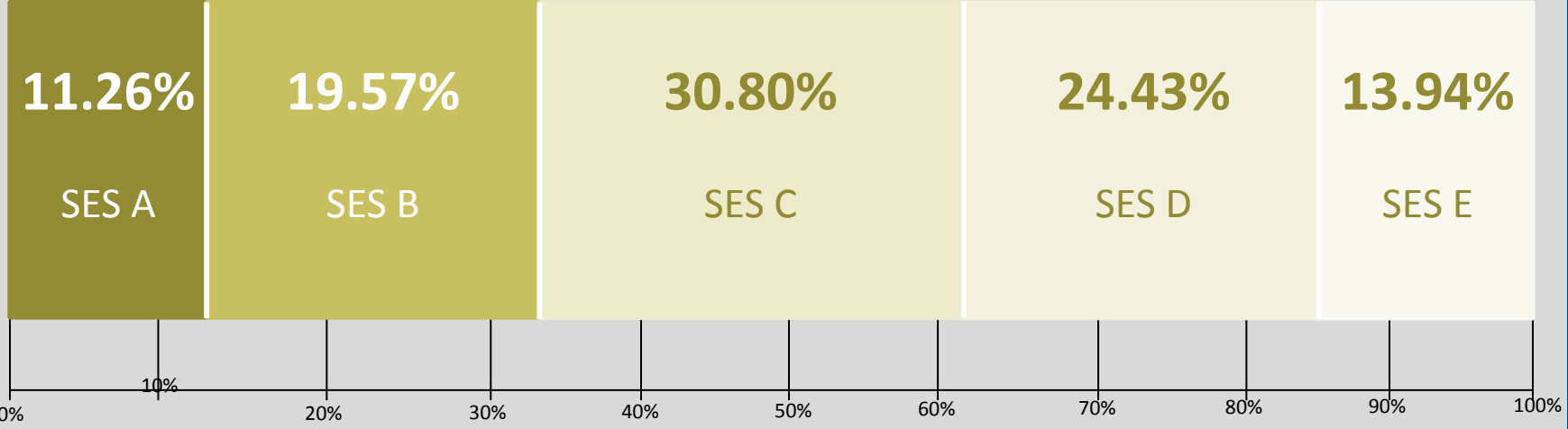
SES A: Households with over \$85,000 annual income, 4 year college or graduate degree, owned housing, professional occupations.

SES B: Households generally between \$50,000 and \$120,000 annual income, some college or higher education, owned housing, professional or skilled occupation.

SES C: Households usually between \$30,000 and \$75,000 annual income, high school graduate to some college, skilled labor or service worker.

SES D: Households typically between \$15,000 and \$35,000 annual income, high school or lower education, rented housing, service or labor worker.

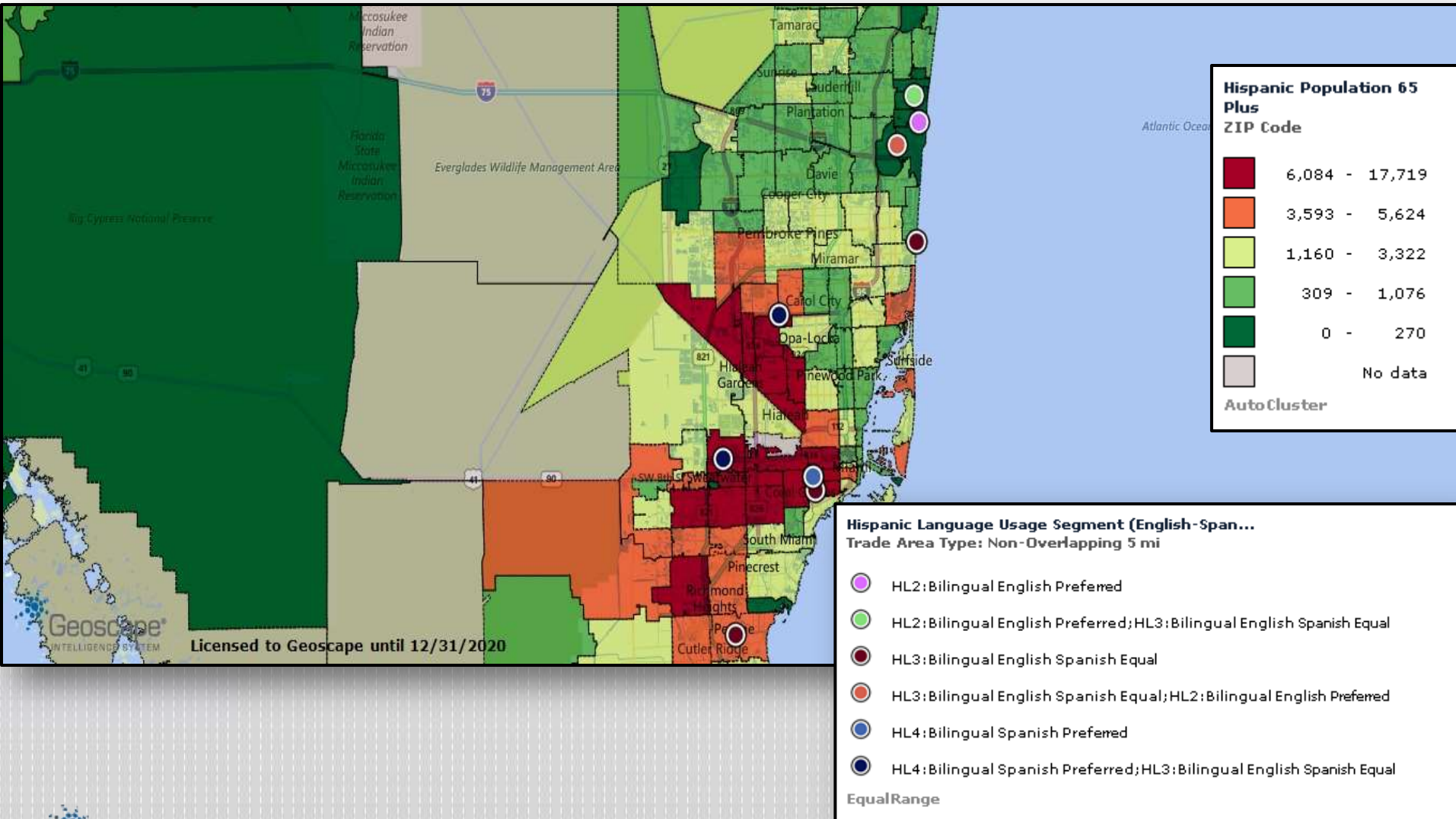
SES E: Households most often below \$20,000 annual income; less than high school education; rented housing, labor or service worker or unemployed.



OPTIMIZE PROVIDER NETWORK



ANTICIPATE LANGUAGE NEEDS

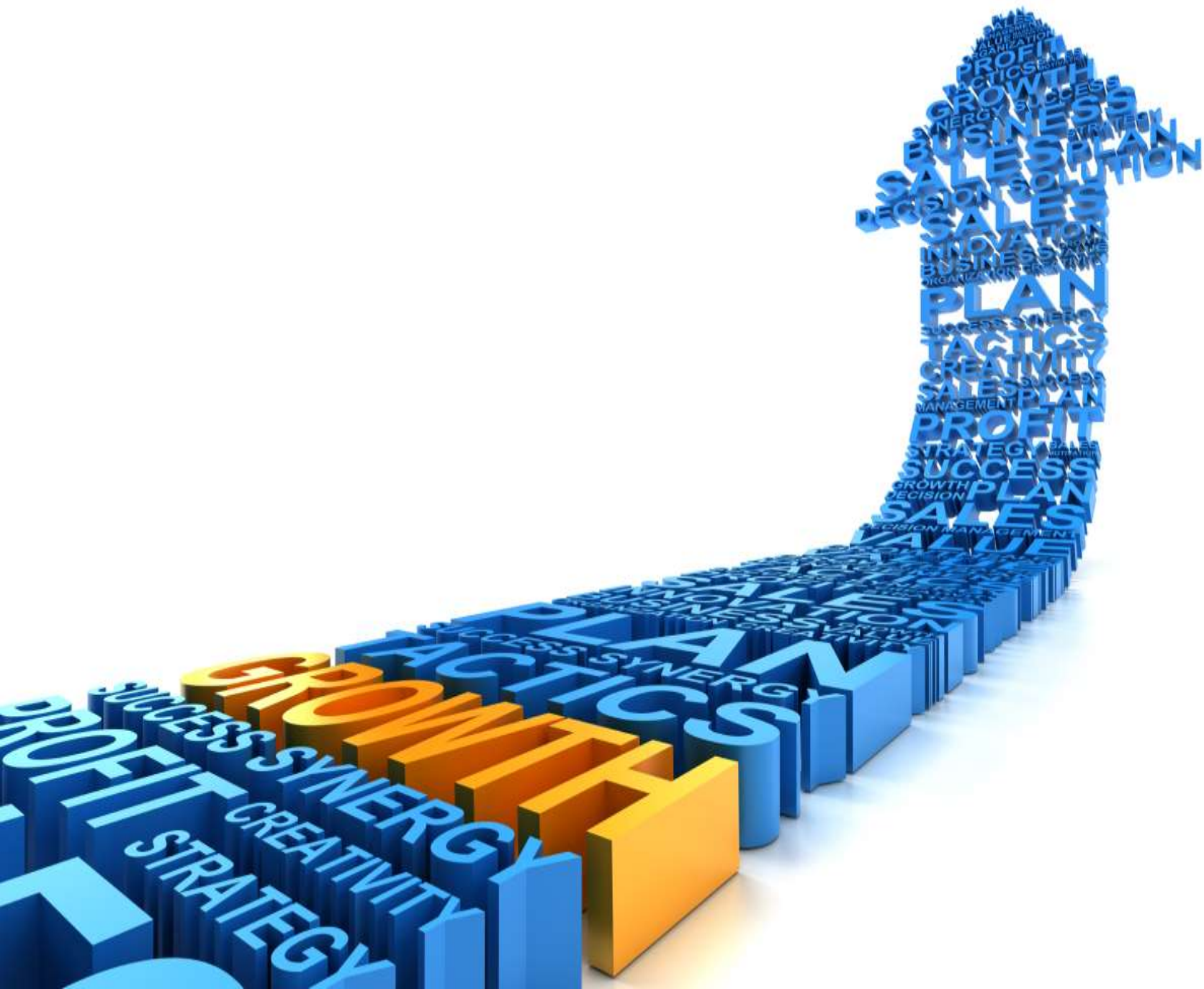




MARIBEL MESAS



- **Bilingual SLP**
- **Rehab Director**
- **90% Spanish Speaking**
- **95% Bilingual Staff**



RECAP

- **YOUNGER = MULTICULTURAL**
- **BENCHMARKING IS KEY!**
- **OPTIMIZE NETWORK.**
- **GO FOR THE GROWTH!**

USING DATA TO BETTER UNDERSTAND THE MULTICULTURAL CONSUMER



David F. Mesas
Director of Sales
1 (888) 211-9353
www.geoscape.com