

Profiting From Diversity
By David McLaren, Ph.D.

Diversity Marketing Quiz

What do you know about marketing to the fastest-growing consumer group in America? Take this quiz and learn about the most effective ways to reach Hispanics, African Americans, Asians, and others.

1. As of 2002, what percent of Americans were minorities?

10% 25% 33% 50%

2. As of 2038, what percent of Americans are projected to be minorities?

10% 25% 33% 50%

3. As of 1997, what percent of U.S. marketing dollars was spent for advertising directly to ethnic Americans:

1% 5% 10% 25%

4. Which group is most likely to respond to direct mail marketing?

Whites Hispanics African Americans Asians

5. Which group has the highest family income?

Whites Hispanics African Americans Asians

6. Which group has the highest per capita income?

Asian Indians Hispanics African Americans Chinese

7. The group that is most likely to apply for a home loan online is:

Whites Hispanics African Americans Asians

8. Which group spends the most annually on food?

Whites Hispanics African Americans Asians

9. The group that claims to be most proud of their ethnic heritage and wants to see it reflected in ads is:

Whites Hispanics African Americans Asians

10. The group most likely to respond positively to cause-related programs is:

Whites Hispanics African Americans Asians

11. Which group spends the most annually on alcoholic beverages?

Whites Hispanics African American Asians

12. Which group spends the least annually on personal insurance and pensions?

Whites Hispanics African Americans Asians

13. Which group has the largest percentage of connections to the internet?

Whites Hispanics African Americans Asians

14. The group that is most highly targeted by marketers in the U.S. today is:

Asians Hispanics African Americans Middle Easterners

15. What percent of Asians speak English-only?

6% 12% 24% 36%

16. What percent of Asians claim to speak English "very well"?

60% 70% 80% 90%

17. What percent of Hispanics in the U.S. claim to speak Spanish "all the time"?

24% 36% 59% 74%

18. The group that owns the most independent businesses in America is:

Whites Mexicans Koreans Russians

19. Which group would be most effectively reached with radio advertising?

Asian Indians Hispanics African Americans Asians

20. Which group would be most effectively reached with newspaper advertising?

Asian Indians Hispanics African Americans Asians

21. Which group would be most effectively reached with personal demonstrations?

Asian Indians Hispanics African Americans Asians

22. What percent of Hispanics regularly watch Spanish language programs?

15% 25% 35% 50%

23. What percent of all American urban households have at least one person in the household who is fluent in a language other than English?

29% 39% 49% 59%

24. What percent of Hispanic urban households have at least one person in the household who is fluent in a language other than English?

50% 70% 80% 90%

25. What percent of multilingual viewers are interested in watching broadcast or cable TV channels from their home country in their home language?

23% 36% 47% 52%

Add your score: _____

- 23- 25 = You are a multicultural marketing expert!
- 20-23 = You have very good knowledge about multicultural marketing
- 18-20 = You know more than average about multicultural marketing
- 16-18 = You have average knowledge about multicultural marketing
- 0-15 = Consult a multicultural marketing agency before advertising**

For more info contact

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