



Capturing Business Growth by Accessing the New American Mainstream

The “Growth Market” and the Impact on the Retail Landscape.

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Geoscape[®]

Access the New Mainstream



The New American Mainstream

- Growth Trends
- Background



Hispanic/Asian Acculturation Trends

- How we are acculturating
- Impact on retailers and manufacturers



Application of Data and Insights

- Case study
- Implications



Geoscape **Connect the Dots** Between Opportunity and Performance

- Measure and size the market opportunity through *unique* data, research, and analytics accessible through online platform.
- Create understanding of opportunity within sub-segments of the U.S. Multicultural populations – by acculturation, country of origin, socio-economic levels, geography, and many other key data points.
- Benchmark ethnic consumer presence within trade areas and within client book of business.
- Deep dive into consumer/client attitudes through fielding of primary research.





Who We Serve

KEY DATA PARTNERS



SAMPLE CLIENTS FROM AMONG 200+ MAJOR BRANDS





The Changing Face of America

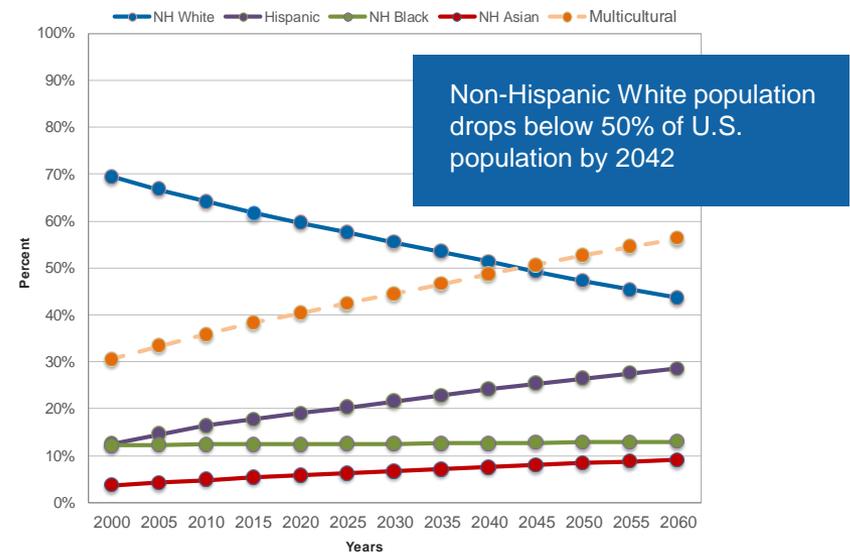
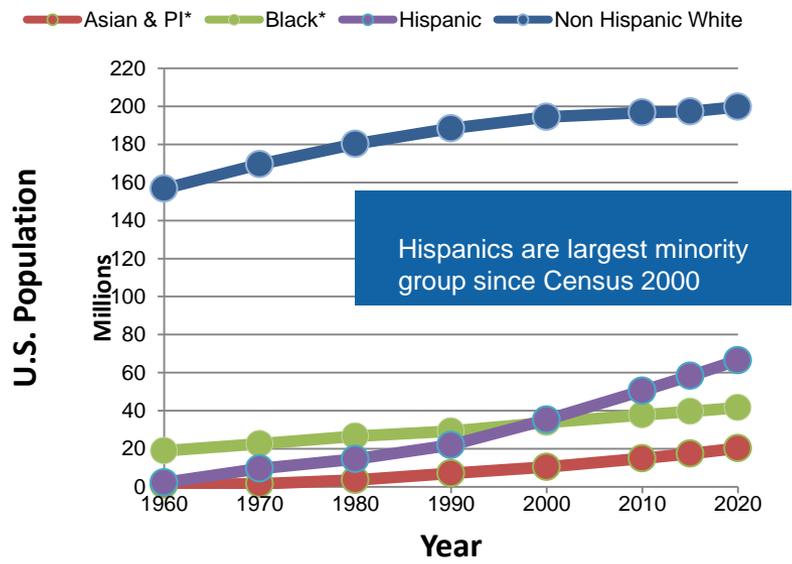
Cultural Diversity





Population Change by Ethnicity/Race

The three largest ethnic groups will be over 128 million with Hispanics representing over half that population.



POPULATION	1960	1970	1980	1990	2000	2010	2015	2020
Asian & PI*	980,337	1,538,721	3,500,439	6,994,034	10,410,556	14,946,700	17,442,207	20,200,576
Black*	18,871,831	22,580,289	26,495,025	29,284,605	33,707,230	37,685,848	39,521,466	41,652,418
Hispanic	2,181,409	9,589,216	14,608,673	21,898,546	35,238,481	50,477,594	58,198,156	66,387,155
Non Hispanic White	156,690,970	169,653,095	180,256,366	188,401,932	194,514,140	196,817,552	197,203,019	199,834,278
Total	179,323,175	203,211,926	226,545,805	248,709,873	281,421,906	308,745,538	321,626,470	337,811,666

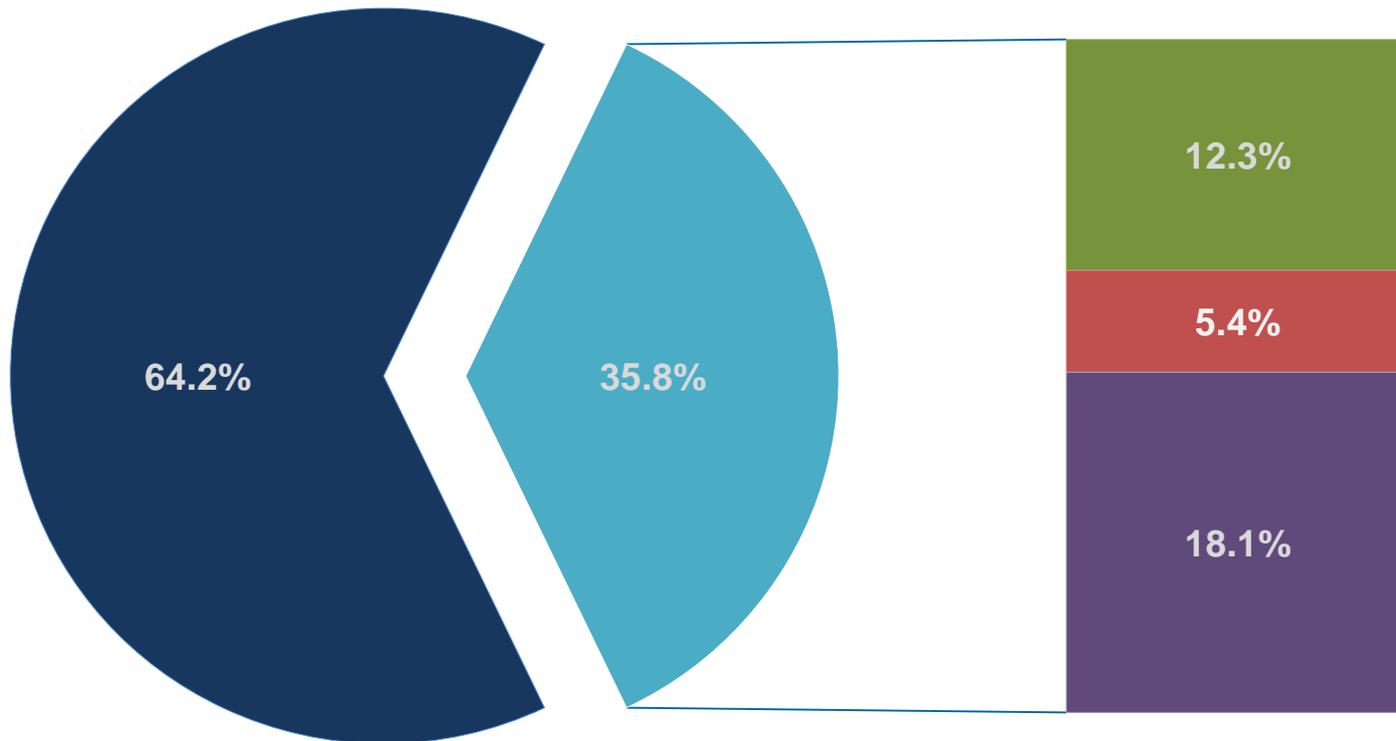
1. “*” Non-Hispanic population part of Asian-Pacific Islander and Black race groups.
2. Population projections 2015 and 2020, Geoscape AMDS 2015 Series.
3. Population projections 2025 to 2060, U.S. Census Bureau, December 2014.



U.S. Population: 2015 by Ethnic Group

Over one-third of America's population is of either Asian/Pacific Islander, Black or Hispanic origin; however, these proportions vary dramatically at the state and metropolitan area levels.

■ Non-Hispanic All Others ■ Non-Hispanic Black ■ Non-Hispanic Asian & Pacific Islander ■ Hispanic

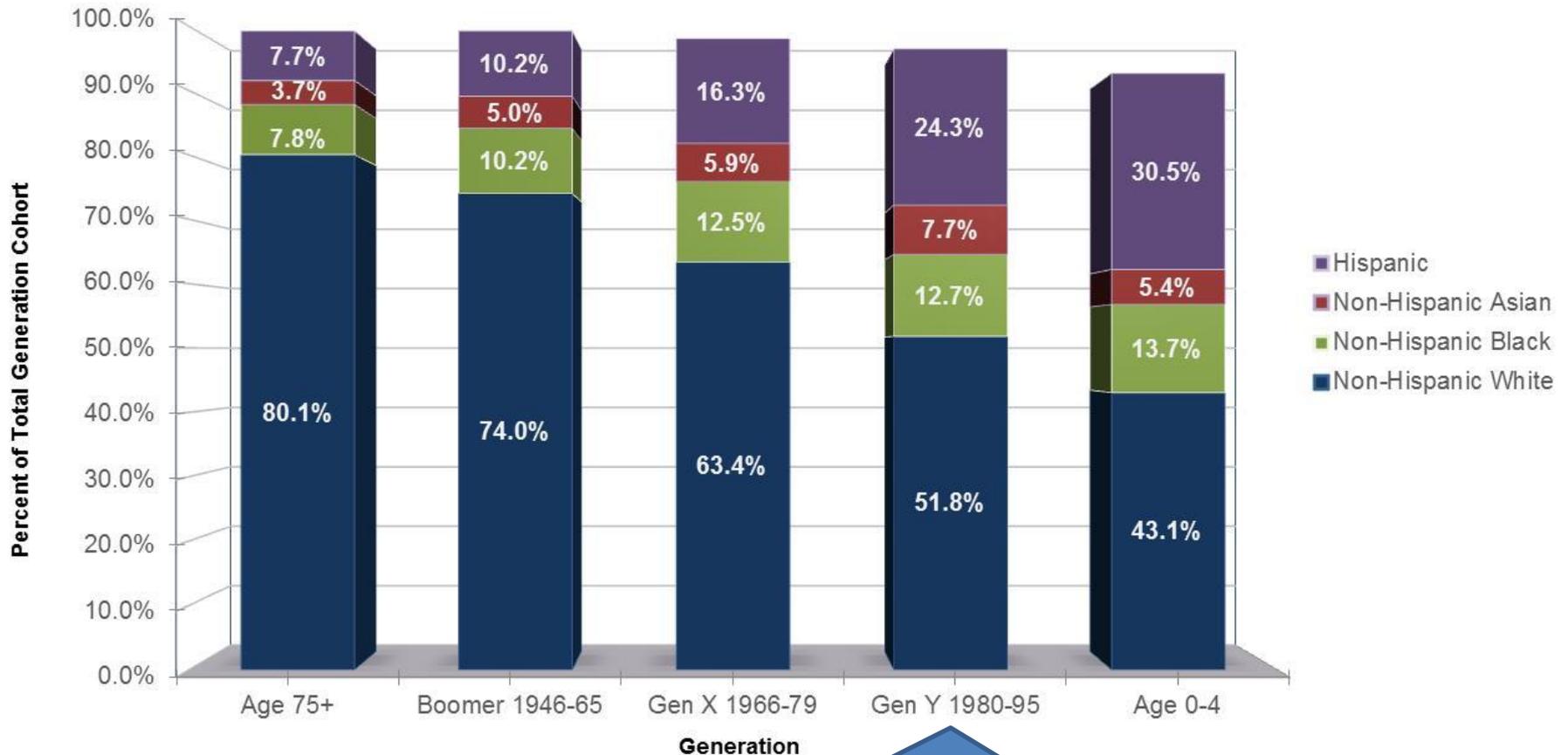


Nearly 58.2 million Hispanics



Generational Population 2020

Younger age groups are made up from a more diverse population and vice versa. This dramatic trend in life stage presence by ethnicity will have deep implications for marketers in the years and decades that follow.

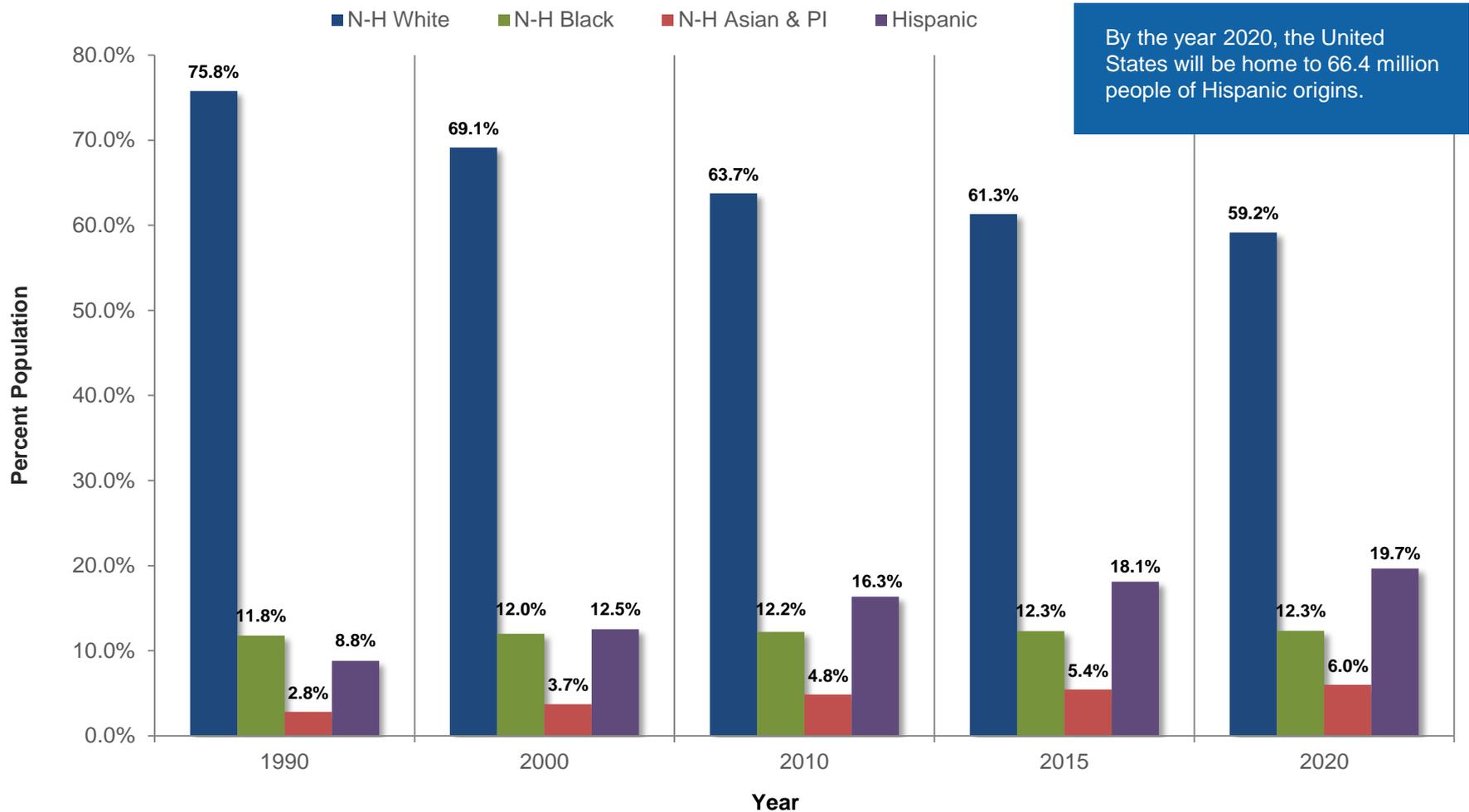


Millennials make up 21.51% of the population: 68 Million people in the U.S.



Growth: 1990 to 2020 by Ethnicity/Race

Hispanics, Blacks, Asians, and Pacific Islanders are becoming a larger part of our nation, while the non-Hispanic White population is a decreasing proportion of the U.S. population.





Which Consumer is Worth More?

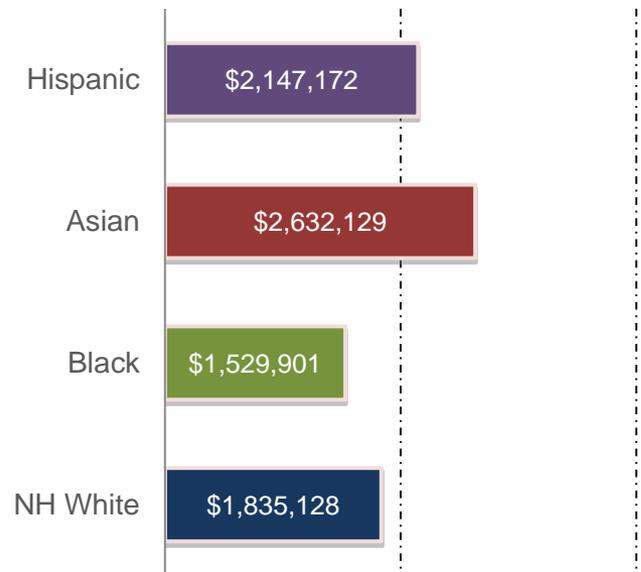
Cumulative Lifetime Spending shows the consumer spending potential that exists for the remaining life of an active average household, a strong indicator for determining the ROI that can be achieved from acquiring a brand-loyal household.

Acquiring a household today and retaining it throughout their lifespan will result in very different cumulative revenue due to age, spending and life expectancy.

Asian households will spend the most, followed by Hispanics. Each sector varies, often the average spending per household also is higher even if income is lower. Differences in lifespan result in compelling outcomes in favor of Hispanic and Asian consumers.

The continued rapid growth in the Hispanic population will result in an aggregate spending worth that has become difficult to ignore—making it more important and strategic for corporations to shift their investment priorities.

Cumulative Life Spending

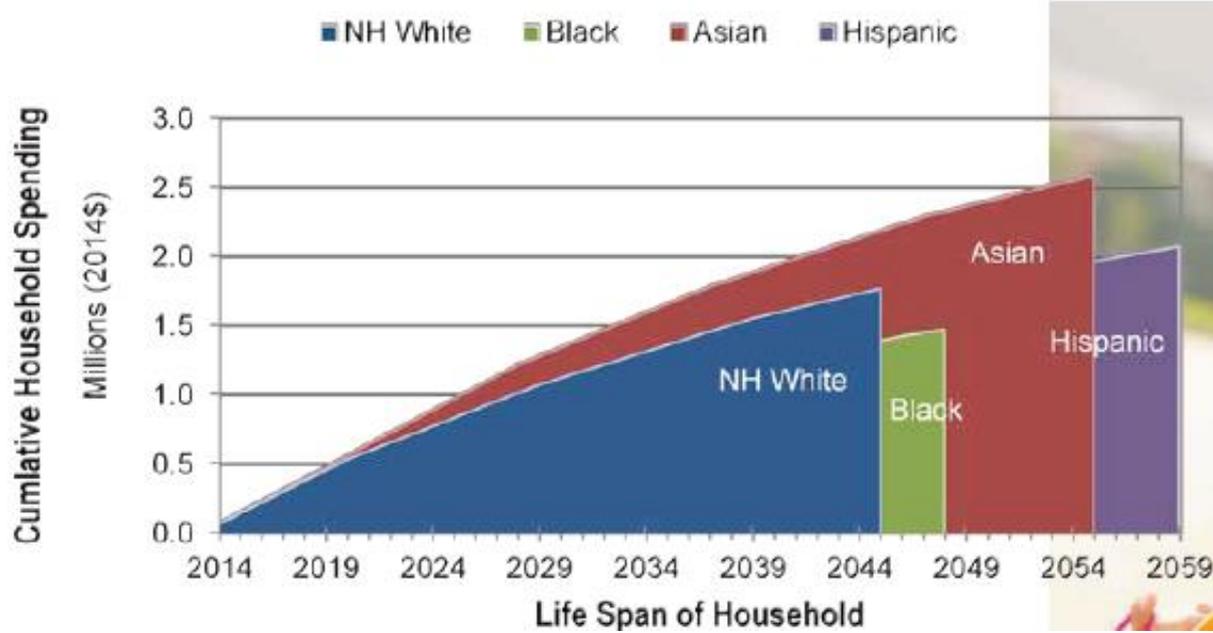


	Median Age	Median Adult Age	Life Expectancy	Span in Years
Hispanic	28.1	37.5	83.2	45.7
Asian	36.2	42.0	83.2	41.2
Black	33.1	42.8	77.0	34.2
Non-Hispanic White	42.8	49.9	81.0	31.1



Which Consumer is Worth More?

Life Span of Today's Households

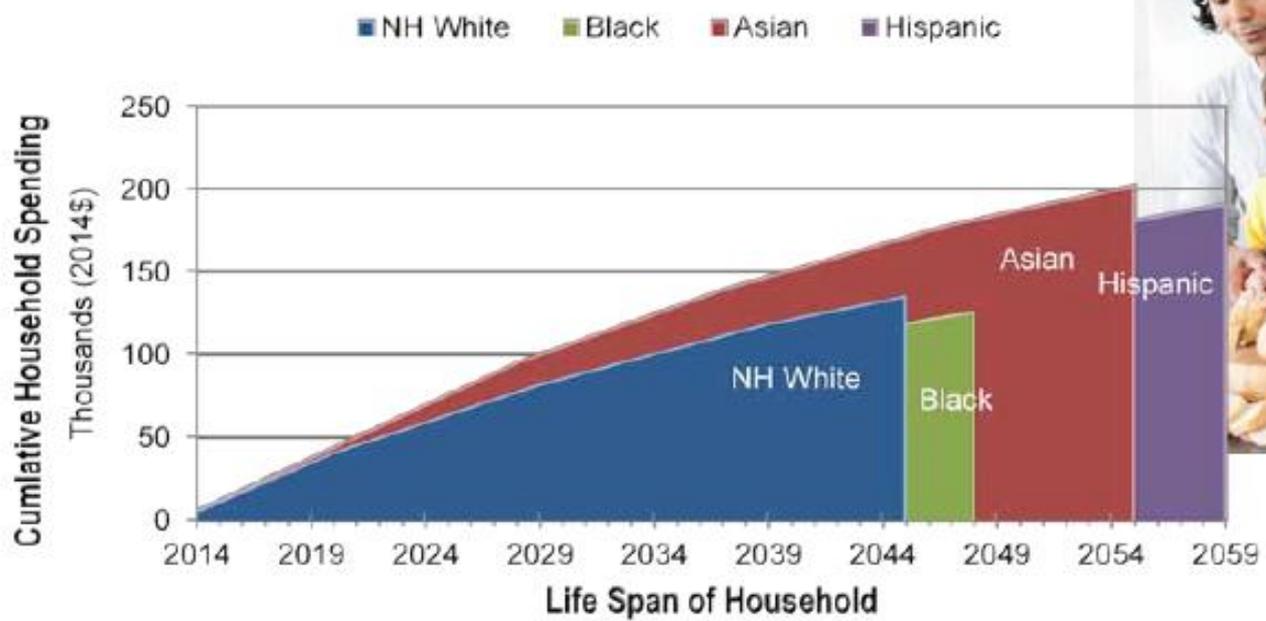


	Median Age	Median Adult Age	Life Expectancy	Span in Years
Hispanic	27.7	37.1	82.8	45.7
Asian	35.4	41.2	82.4	41.2
Black	32.5	42.2	76.4	34.2
Non-Hispanic White	42.1	49.2	80.3	31.1



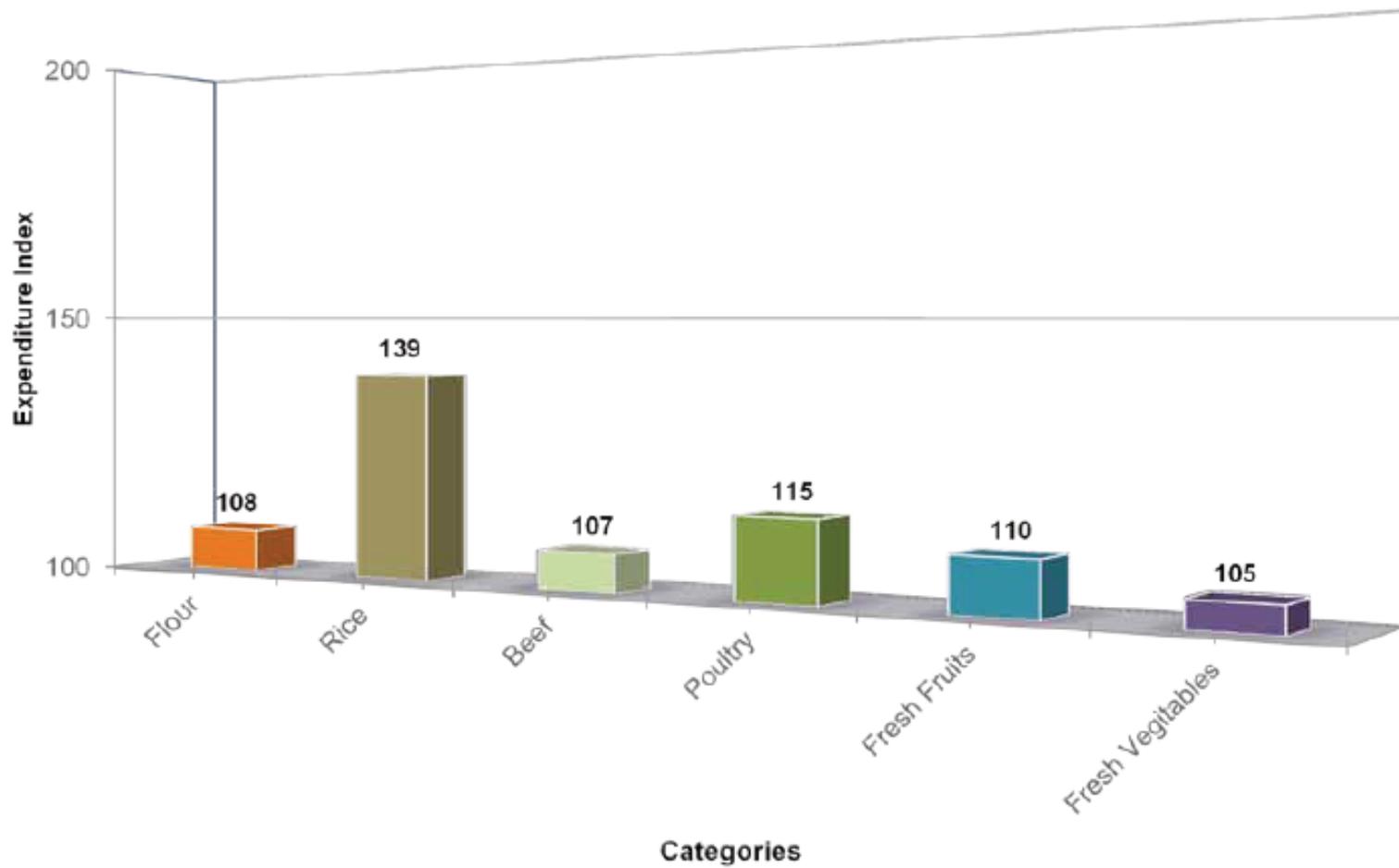
Cumulative Lifetime Spend

Food at Home



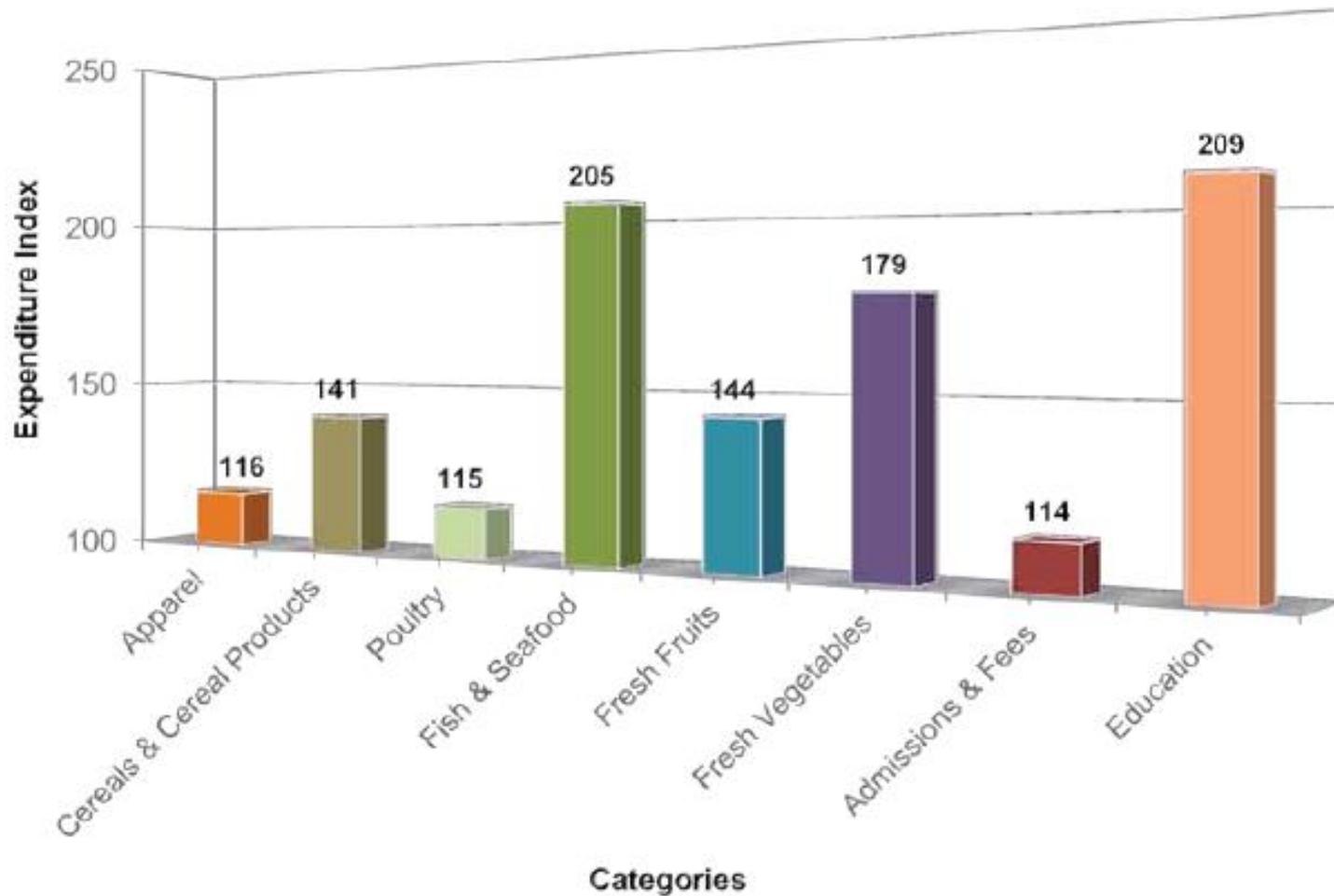


Top Hispanic Spending Categories





Top Asian Spending Categories





Majority Minority Counties 2015

“Minority” groups are the majority population in 372 counties by 2015, which include most of the highly populated areas of the nation.



Multicultural America by County in 1990

Geoscape INTELLIGENCE SYSTEM

Marketscape™ MD

Source: Geoscape, America

Home Account Info My Projects Help Sign Out

MediaTarget™ List Gateway: HomeBase™ List Gateway: BizBase™ BehaviorLink™

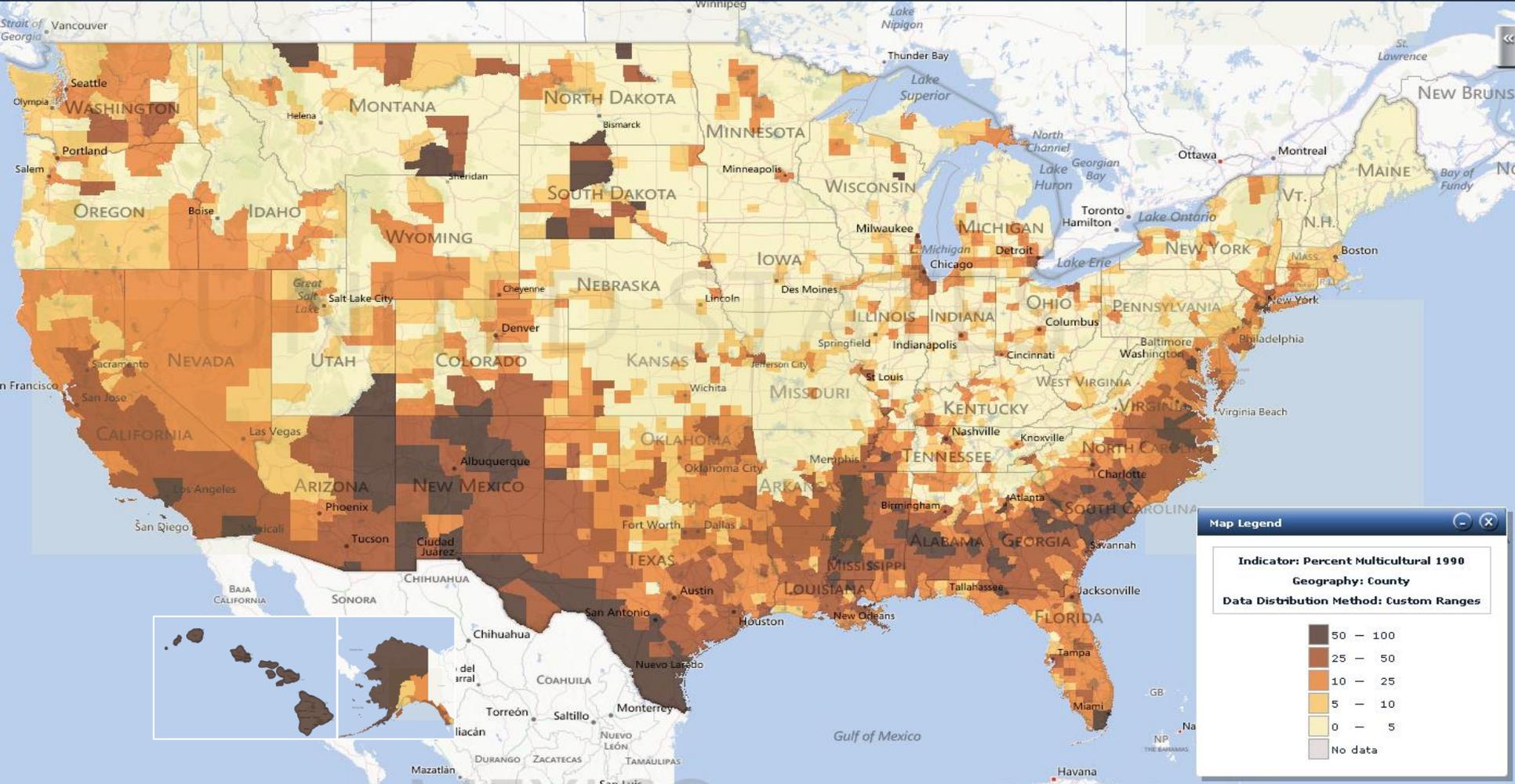
Zoom 5

Home Account Info My Projects Help Sign Out

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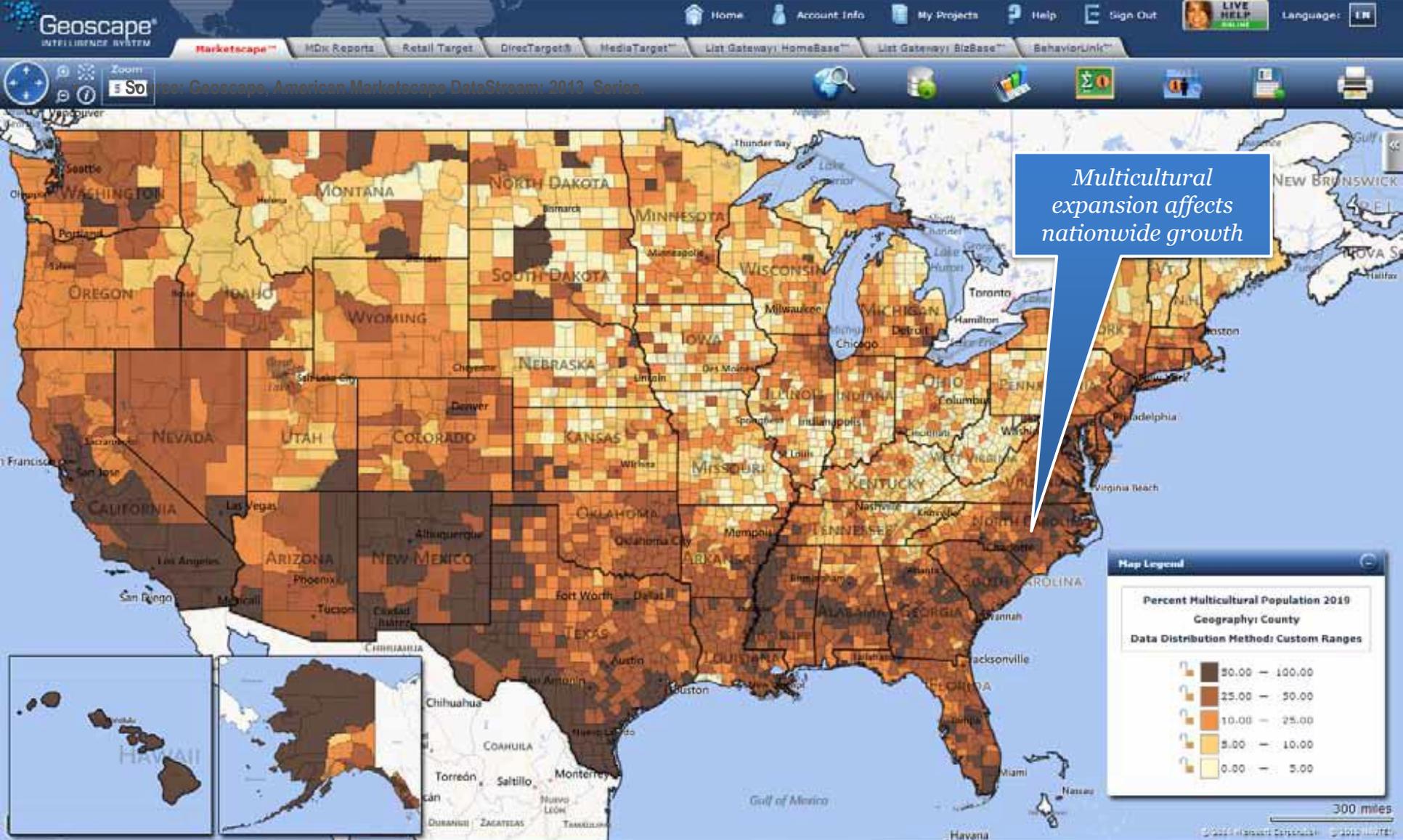
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Excluding non-Hispanic White Population



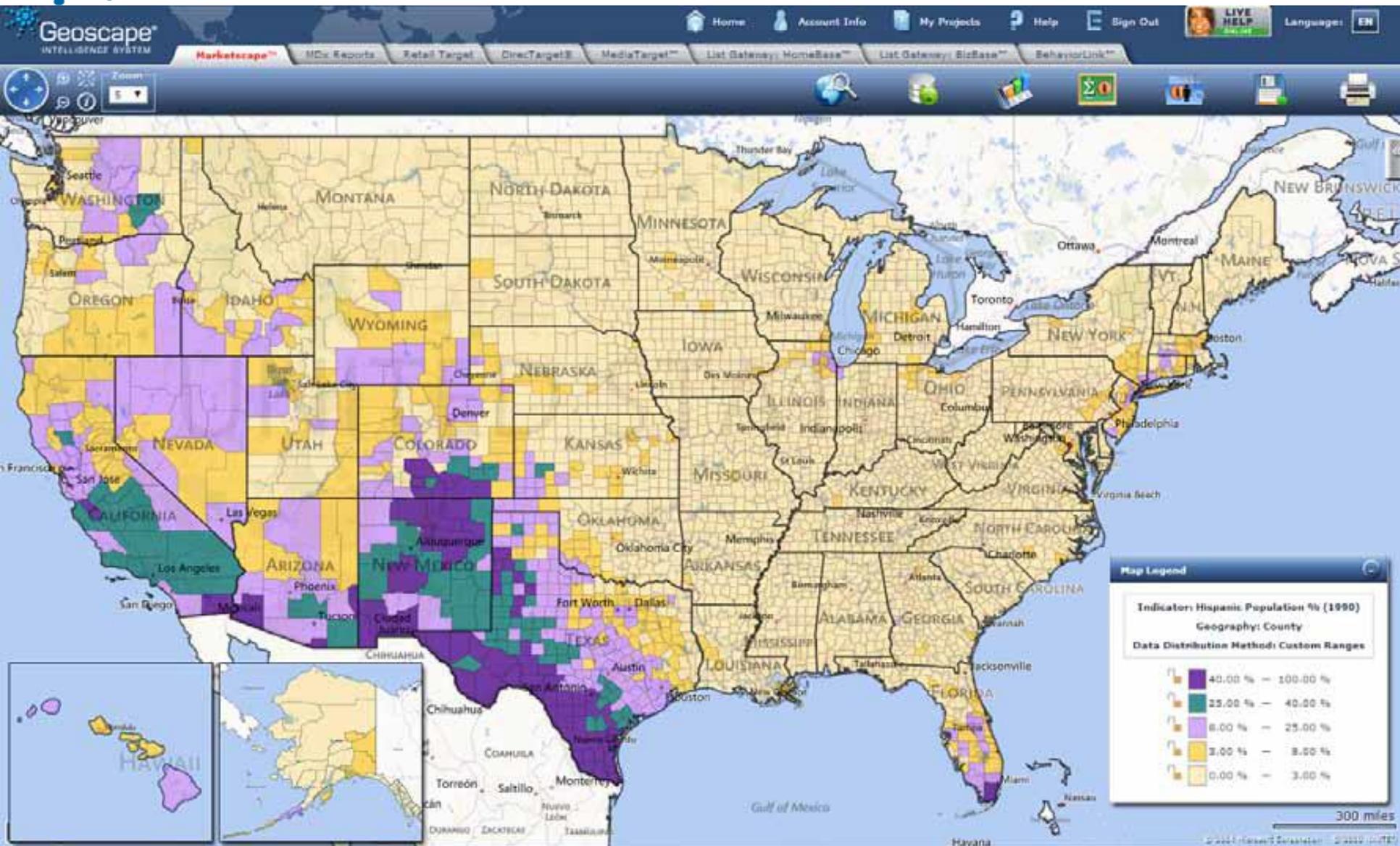


Multicultural America by County in 2019



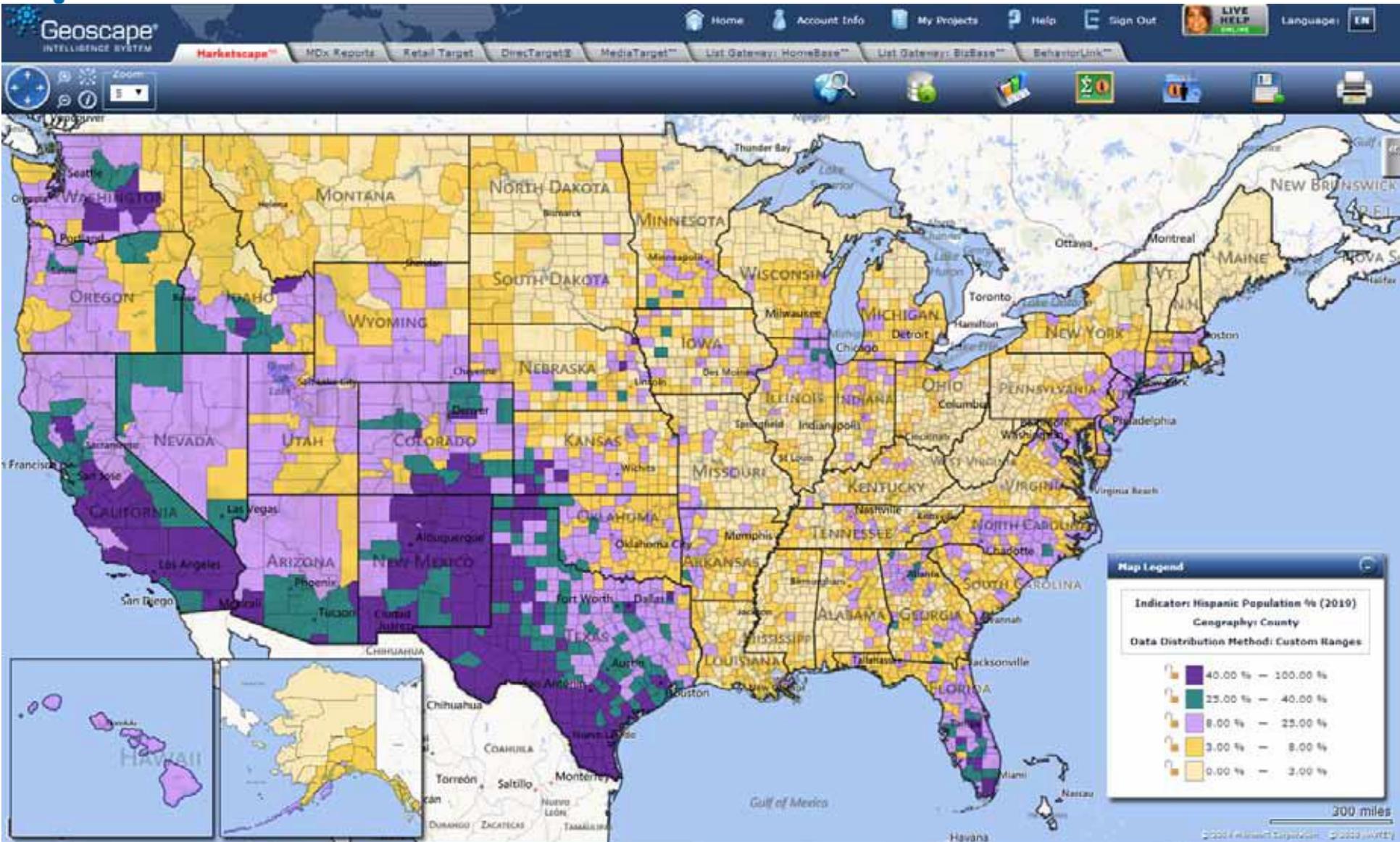


Hispanic Population Concentration: 1990





Hispanic Population Distribution: 2019



Asian American Population 2014



African-American Population 2014





The Changing Face of America

The Impact of Acculturation

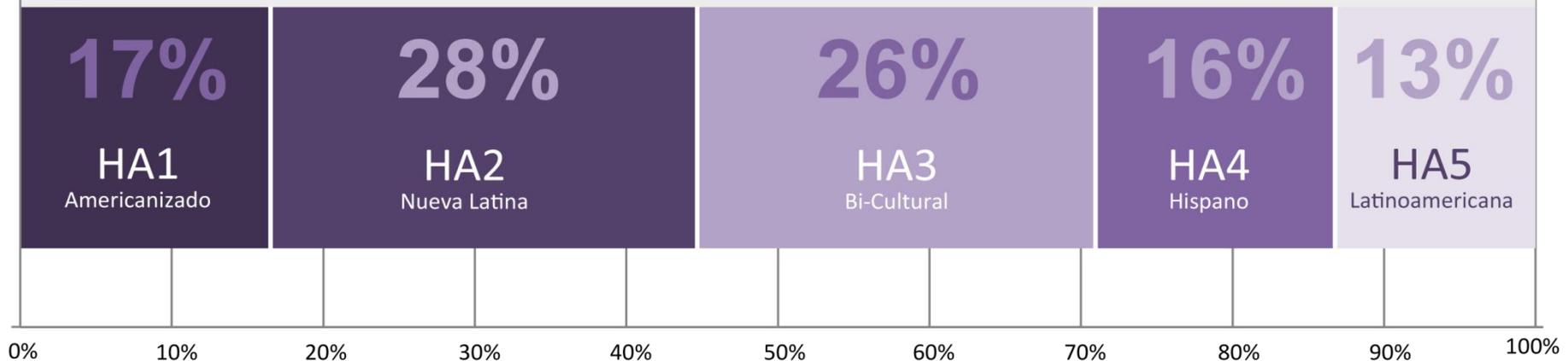


Hispanicity™ CultureCodes®

Immigrants and their offspring embrace a combination of their cultures through language, customs, lifestyle, media usage and other practices. For Hispanics, Geoscape® calls this characteristic Hispanicity™.



- | | |
|---|--|
| <p>HA1 English dominant (nearly no Spanish)
Born in US; 3rd+ generation
Few Hispanic cultural practices</p> | <p>HA4 Spanish preferred (some English)
Immigrant as adult, in U.S. 10+ years
Pre-dominant Hispanic cultural practices</p> |
| <p>HA2 English preferred (some Spanish)
Born in U.S.; 2nd generation
Some Hispanic cultural practices;
often “retro-acculturate”</p> | <p>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.</p> |
| <p>HA3 Bi-Lingual (equal or nearly)
Immigrant as child or young adult
Many Hispanic cultural practices</p> | |



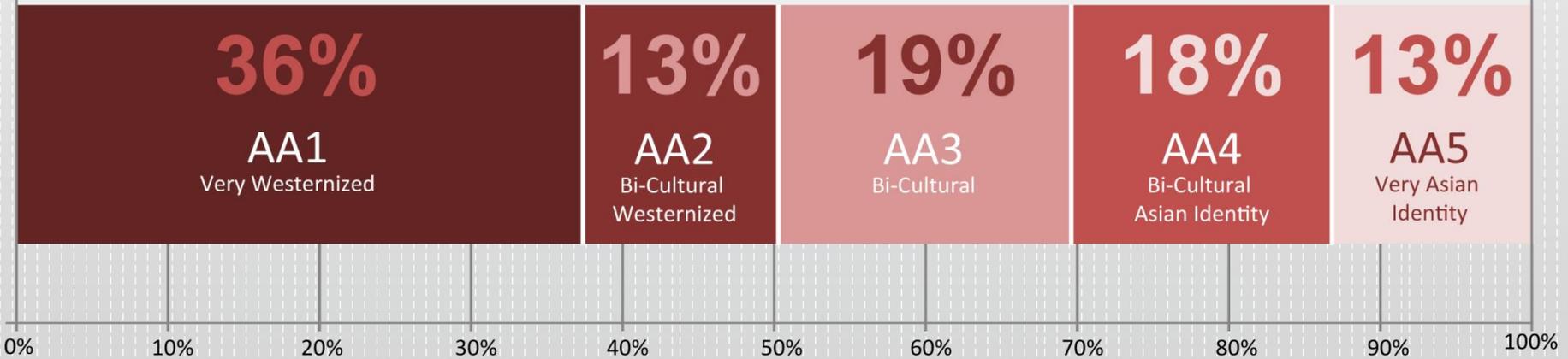
Asianicity™ CultureCodes®



Immigrants and their offspring embrace a combination of their cultures through language, customs, lifestyle, media usage and other practices. For Asians, Geoscape® calls this characteristic Asianicity™.



- 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.





Putting Acculturation Segments to Work

Net Gains

- Quantify how Asians/Hispanics differ by acculturation and apply it to product-specific initiatives.
- Market-wide applications as well as at the retail trade area.
- Combination of self-reported survey data and unique Asianicity/Hispanicity enrichment conducted by Geoscape.
- Results in actionable insights and powerful applications.

Impact on Retailers

- Shopping SKUs
- Need for bilingual employees
- More acculturated Asians/Hispanics more likely to shop at national chains and visits to ethnic chains for specific products (i.e. meats and produce)
- Need for national chains to be more responsive and increase product lines

Impact on Manufacturers

- Brand extensions and new SKUs that address convenience and cross-over flavor profiles
- Customers shopping across types of stores requires increased distribution



Case Study

Application of Data & Insights





Consumer Packaged Goods Case Study

Sizing the Multicultural Opportunity



Situation:

- Seeking to expand sales to multicultural consumer base
- Hispanics and Asians over-index in fresh produce consumption
- Cater to these demographic groups with a new line of “**Turbana Tropicals**”

Objectives:

- Attune markets to the consumer base behind the rise in particular fresh produce sales.
- Demonstrate the revenues that tropical fruits bring.
- Provide access to demographic information surrounding stores.
- Provide app to share demographic data by address or store location

Rank Markets by Opportunity

Opportunity



- Use **Geoscape Intelligence System's** “**RetailTarget**” module to help educate **Turbana's** retail community to grow a core product line.



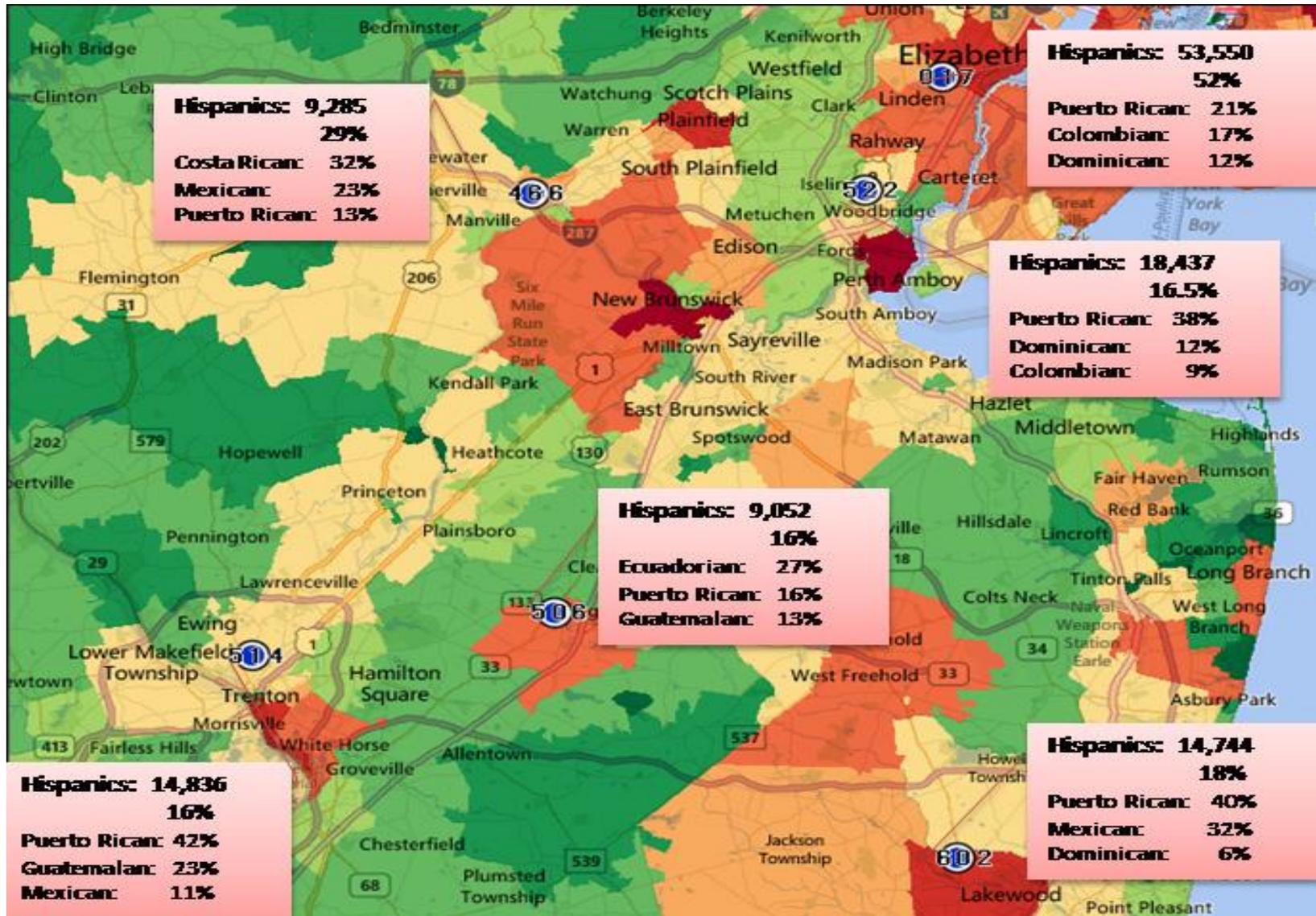
Rank Markets by Opportunity

The Business Issue

- In a highly competitive North American produce market, **Turbana** wanted to gain a competitive advantage by capitalizing on the growing consumption of tropical produce.
- Many of these products were unknown to **Turbana's** community of retailers, despite demand from a variety of ethnic groups surrounding their stores.
- **Turbana** needed to demonstrate the demand for these foods, including which products are especially relevant to each ethnicity, how they are used and when they are especially popular.



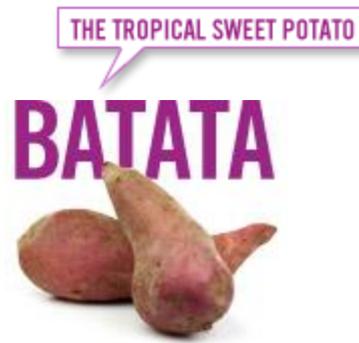
Turbana Individual Store Demographics



Rank Markets by Opportunity

Business Benefits

- Increases sales volumes by targeting products at relevant local demographics
- Refines and streamlines inventory
- Improves retailer relationships by assisting in understanding the makeup of their customers



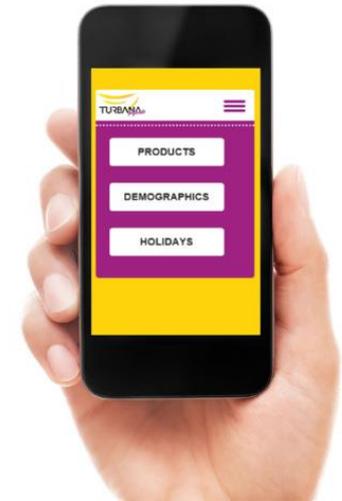
Rank Markets by Opportunity

The Solution

-Using **Geoscape** information platform, **Turbana** equipped their retailers with a greater understanding of the surrounding multicultural population.

-**Turbana** helped their retail clients understand the sophisticated demographic makeup of each store's trade area.

-By helping its customers understand their products' value, **Geoscape's** powerful insights helped **Turbana** grow its produce line by 300%.





In Summary

- **America is increasingly diverse — the growth-majority.**
- **Companies need to engineer (or re-engineer) to serve diverse cultures.**
- **Key differences exist across various dimensions:**
 - Multicultural consumer density.
 - National origin.
 - Values.
 - Perceptions.
 - Acculturation levels.
 - Brand and category development.
 - Media consumption levels.
- **There is good news:**
 - Data and experiences will help you navigate the change — and capture the growth.



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