

# Coming to Our Census!

Tae Chong

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# Tae Chong

Director of Multicultural Markets and Strategies for the  
Maine State Chamber of Commerce


Owner of FOB, Fresh Out of the Box Thinking, LLC

First Asian elected to the Portland City Council and  
the first Asian elected to the Portland School  
Committee.

Education, MBA and the immigrant experience

Storyteller, published and performed, in Boston and  
Portland





The world as  
we know it is  
changing.

Open to new  
ideas, new  
people, and new  
possibilities.

The future of  
business rests on  
authentic  
connections.

## Emotional Intelligence

To be aware of oneself and others.

To handle interpersonal  
relationships judiciously and  
empathically.

Know the trends to understand who we are as a nation.

UNITED STATES	2000	2010	2020
White	69.1	63.7	57.8
Black	12.1	12.2	12.1
American Indian Alaska Native	0.07	0.07	0.07
Asian	3.6	4.7	5.9
Two races Multiracial	2.4	2.9	10.2
Hispanic	12.5	16.3	18.7

2020 US Census

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2020 US Census

Maine follows  
the  
population  
trends of the  
country.

Maine	1,313,000	1,362,000
	2010	2020
White	94.40%	90.80%
Black	1.10%	1.80%
American Indian Alaska Native	0.60%	0.50%
Asian	1.00%	1.20%
Two races Multiracial	1.40%	3.90%
Other race	0.10%	0.30%
Hispanic	1.30%	2.00%

# Total Population & Total People of Color Population per US Census by Year

Total Population	1990	2000	2010	2019	2024
Maine	1,231,719	1,277,072	1,327,568	1,339,170	1,348,254
New Hampshire	1,112,384	1,239,882	1,316,700	1,352,000	1,376,483

People of Color	1990	2000	2010	2019	2024
Maine	24,308	44,423	75,876	98,599	113,616
New Hampshire	30,155	60,961	105,535	145,096	172,146

People of Color %	1990	2000	2010	2019	2024
Maine	1.97%	3.48%	5.72%	7.36%	8.43%
New Hampshire	2.71%	4.92%	8.02%	10.73%	12.51%



# The People of Color Population accounts for all population growth in Maine for the past 30 years.

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<b>Maine 1990 - 2019</b>	<b>Without People of Color</b>	<b>With People of Color</b>
Population change	0.72%	9%
<b>New Hampshire 1990 - 2019</b>	<b>Without People of Color</b>	<b>With People of Color</b>
Population change	8.50%	21.54%

# Projected Growth of People of Color Population In Northern New England

## Maine 2024

Total Population Change	9.46%
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People of Color Change	327.00%
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## New Hampshire 2024

Total Population Change	23.74%
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People of Color Change	361.34%
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What are the demographic trends in your region?

Maine	1,313,000	1,362,000
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# A Multicultural America

Marriages	White	Black	Asian	Latino	Other
Same Race	94.2	89.9	72.6	71.6	25.8
Intermarried	5.8	10.2	27.2	28.4	74.2

*Making of Multiracial (2007)* by Kimberly McClain DaCosta

# A Multicultural America

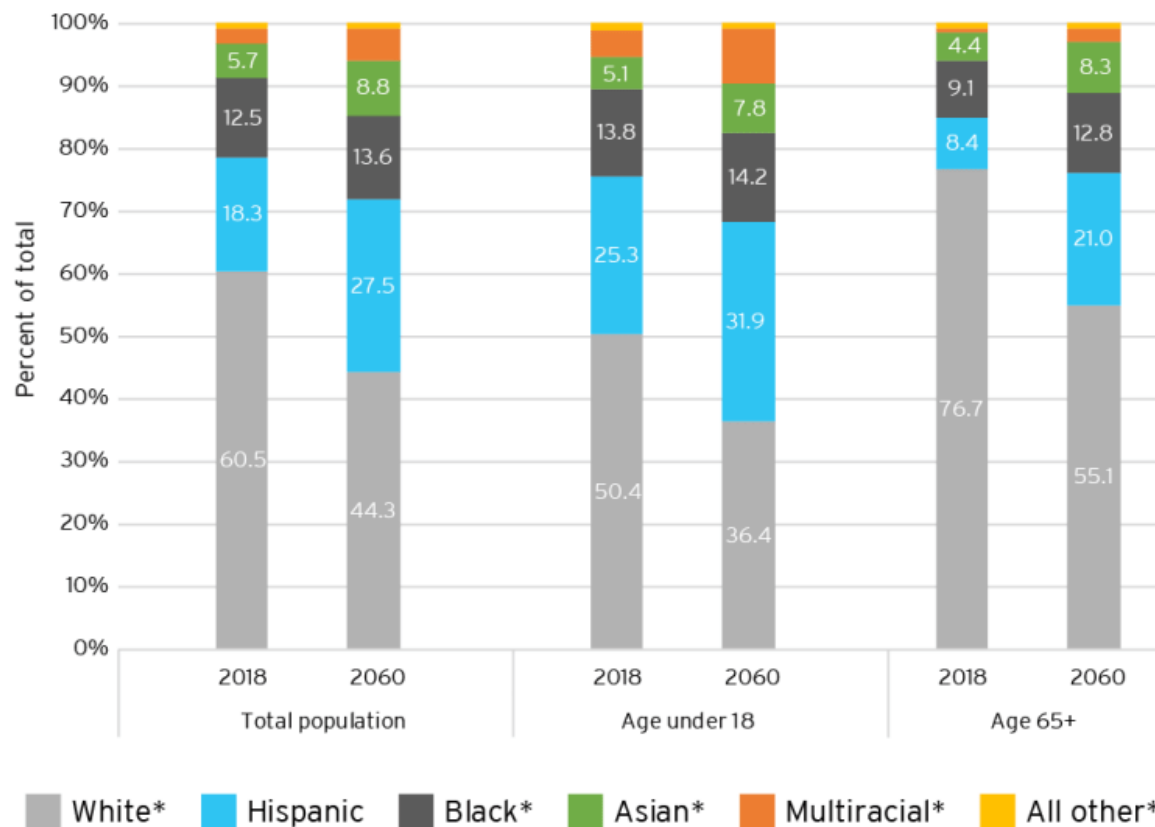
Partner of Race	White	Black	Asian	Latino	Other
White	-	69.1	86.8	90	88.4
Black	11	-	4.8	5.3	3.2
Asian	20.7	7.2	-	3	1.3
Latino	55.2	20.7	7.6	-	7.2
Other	13.1	3	0.8	1.7	-

*Making of Multiracial (2007)* by Kimberly McClain DaCosta

The future is  
no longer  
mono-culture.

FIGURE 4

U.S. race-ethnic profiles, 2018 and 2060



\* Non-Hispanic members of race

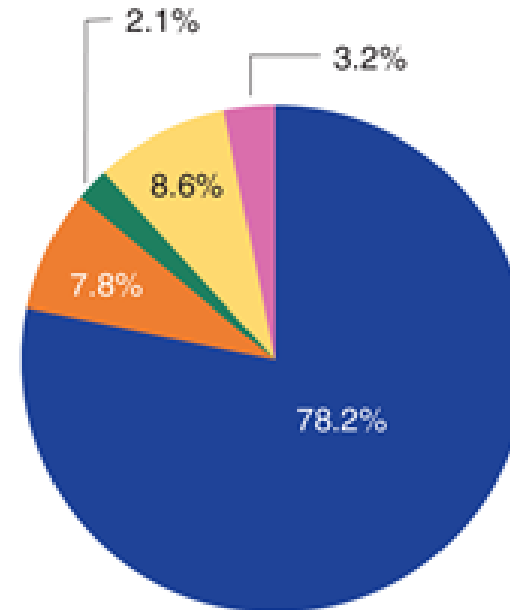
Source: William H Frey analysis of U.S. Census population projections released March 13, 2018 and revised September 6, 2018

**B** Metropolitan Policy Program  
at BROOKINGS

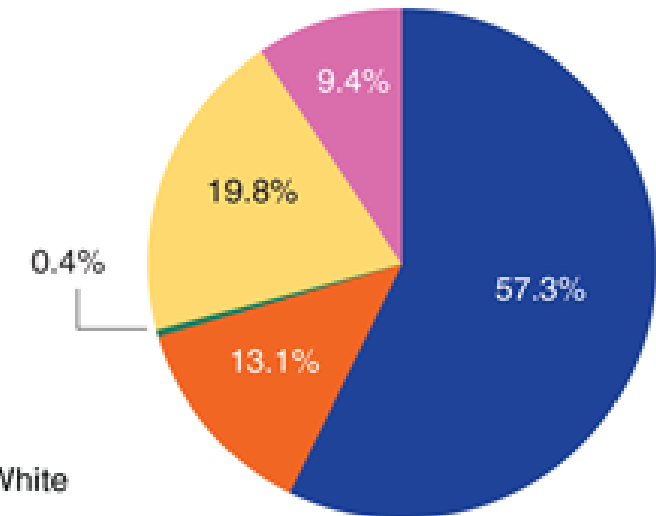
**Racial and ethnic minorities made up about 22% of the rural population in 2018, compared to 43% in urban areas.**

**Percent of rural (nonmetro) and urban (metro) populations by race/ethnicity, 2018**

Rural population shares, 2018



Urban population shares, 2018

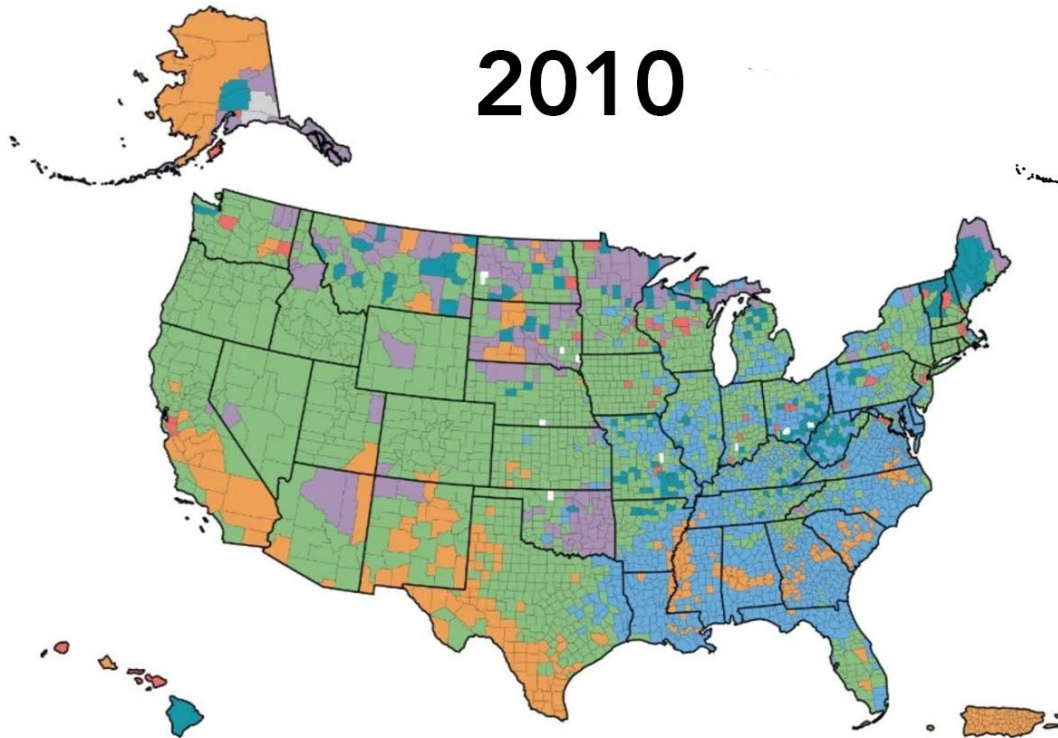


- White
- Black
- American Indian
- Hispanic
- Other

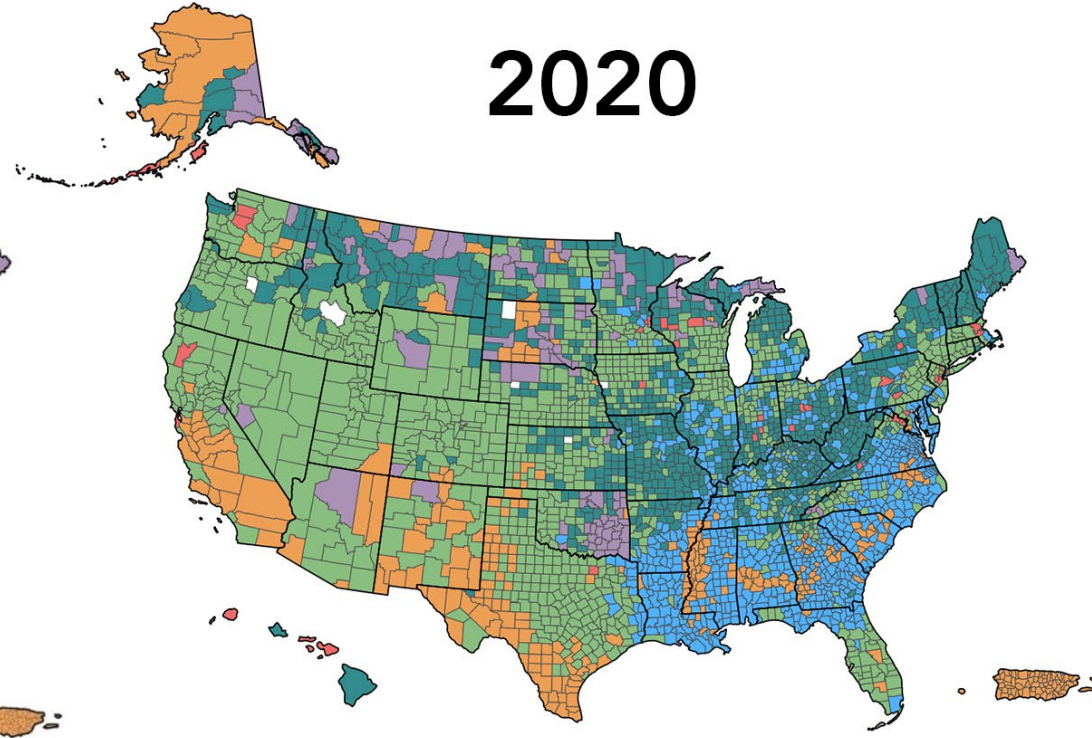
Notes: Statistics for Whites, Blacks, and American Indians include only non-Hispanic residents. Residents included in the Hispanic category may be of any race. Groups with relatively few residents (Asians, Pacific Islanders, and those reporting multiple races) are combined into a single "Other" category.

Source: USDA, Economic Research Service using data from the U.S. Department of Commerce, Bureau of the Census, Population Estimates Program.

2010



2020

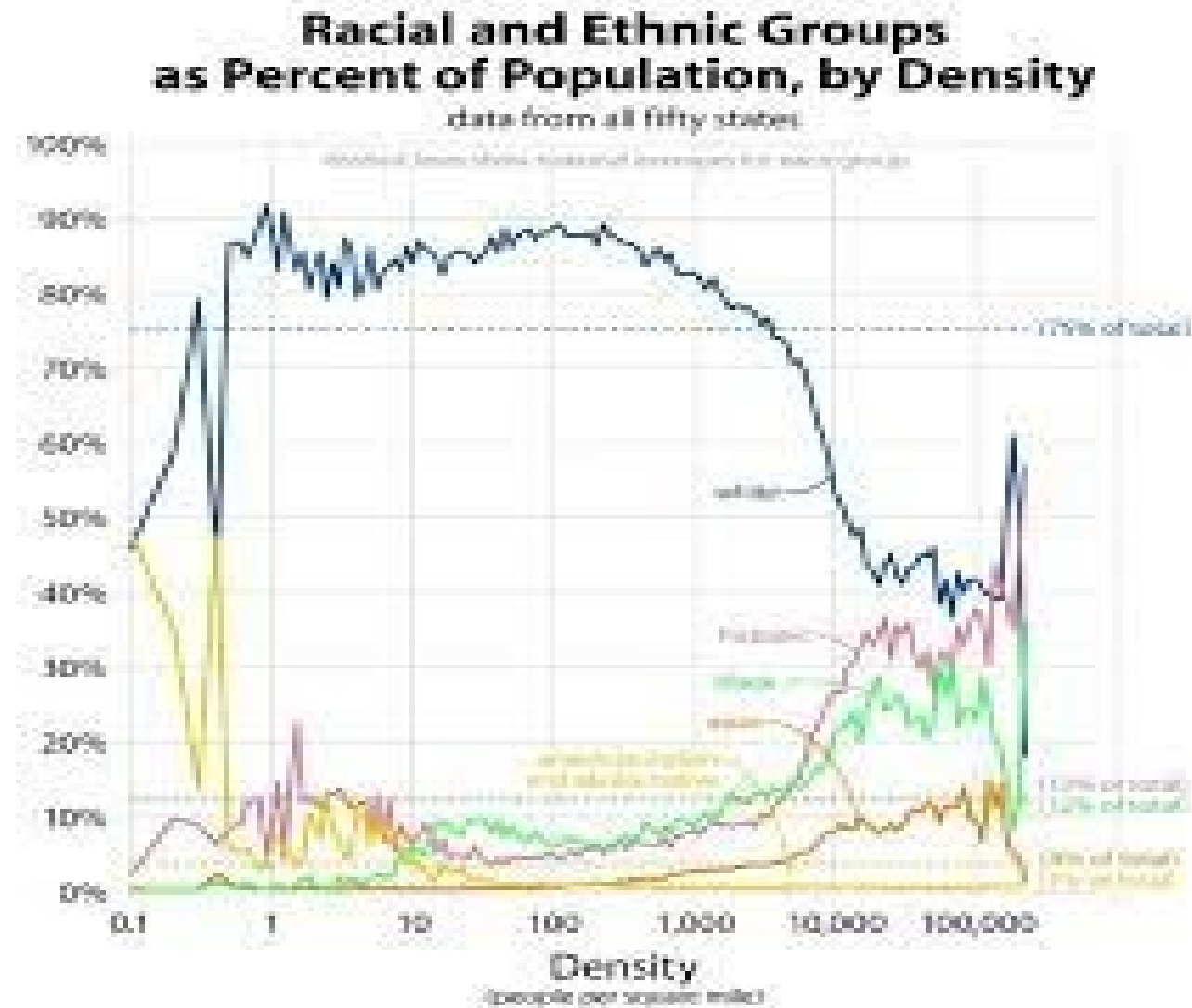


- Race or Ethnicity Group**
- White alone, non-Hispanic
  - Black or African American alone, non-Hispanic
  - American Indian and Alaska Native alone, non-Hispanic
  - Asian alone, non-Hispanic
  - Some Other Race alone, non-Hispanic
  - Two or More Races, non-Hispanic
  - Hispanic or Latino, of any race
  - No single group was the second-most prevalent
  - New Census Area formed in 2020



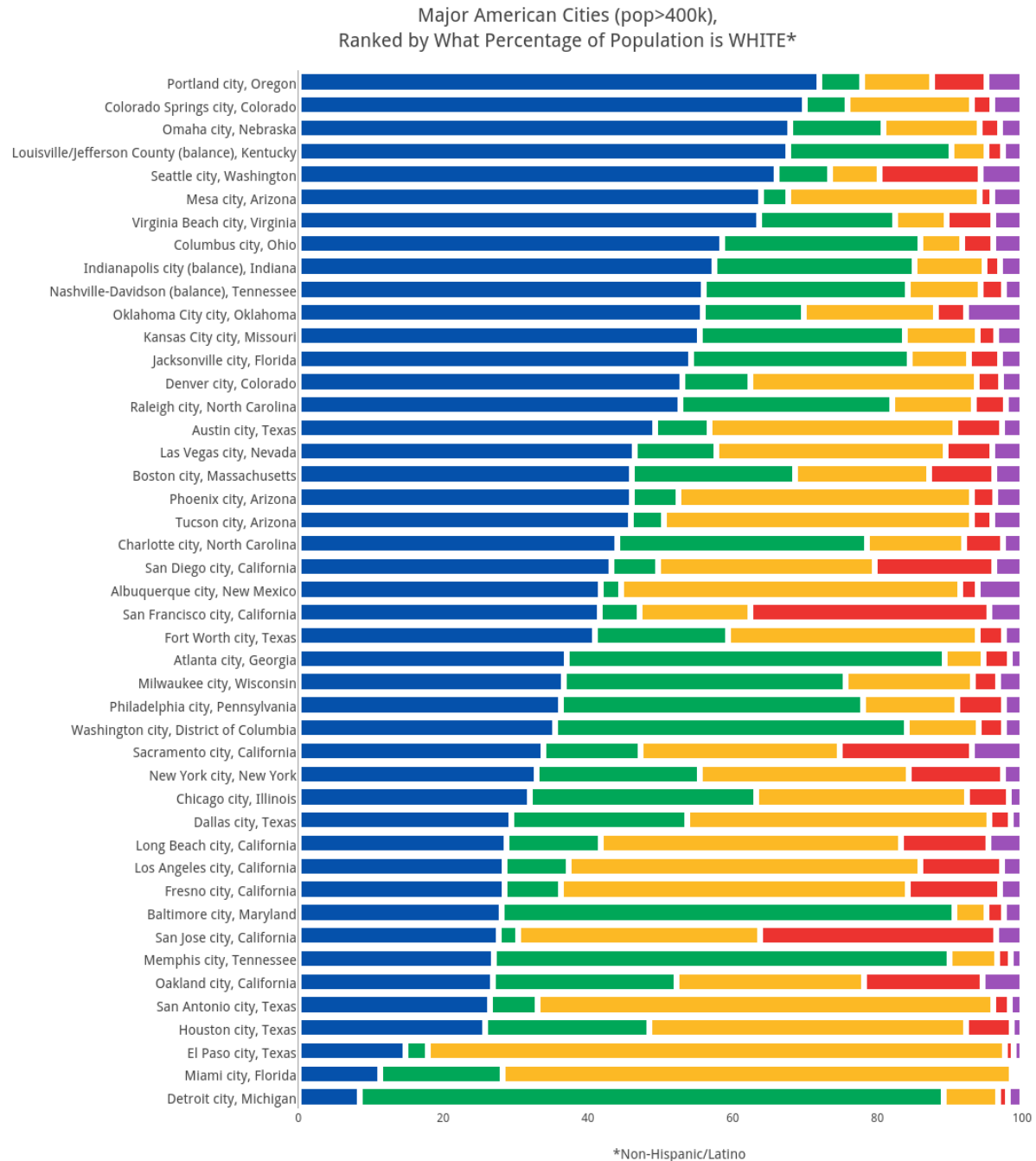
# Census: We are becoming more multicultural.

- Towns over 10,000 are becoming more diverse.
- Cities over 100,000 are among the most diverse communities in the nation.
- Rural America is primarily White and Indigenous.



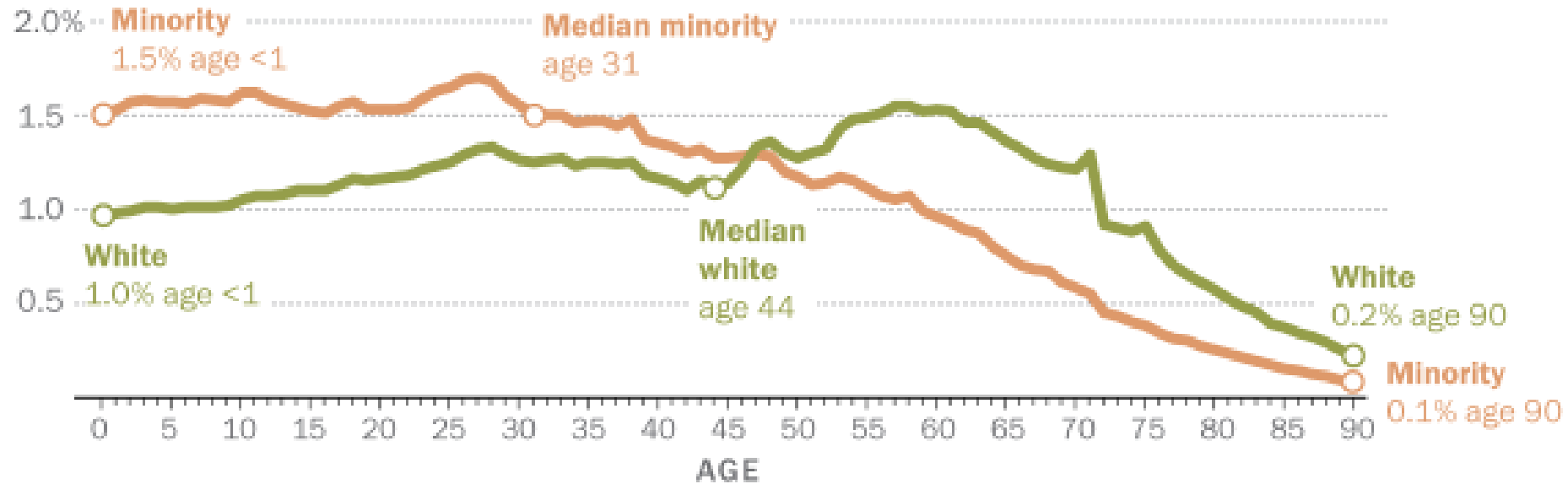
# Census: We are becoming more multicultural.

- Detroit and Miami are among the most diverse cities in the US.
- 32 cities with a population greater than 400,000 people: a racial minority majority.



## U.S. racial and ethnic minorities tend to be younger than whites

*% of racial/ethnic minorities and whites of each age, 2018*

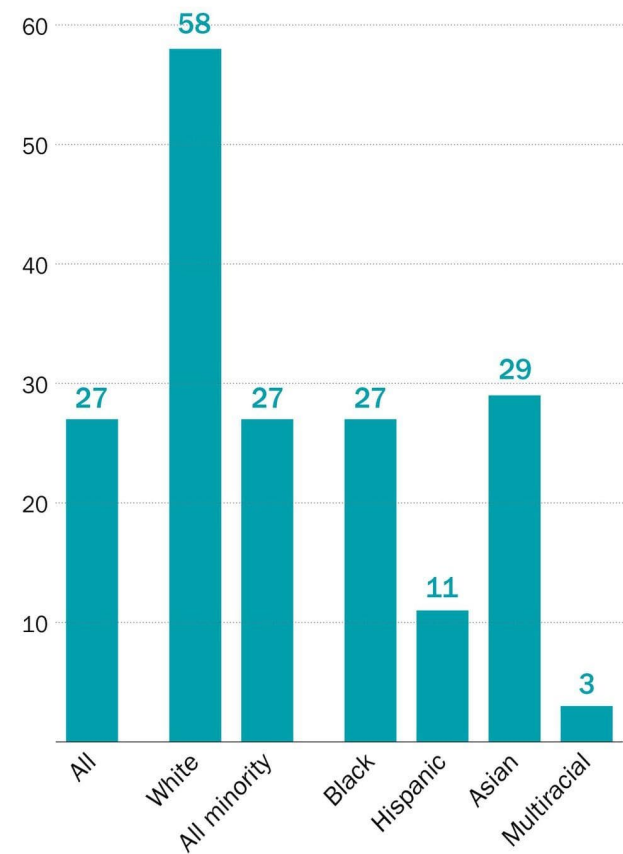


Source: U.S. Census Bureau population estimates as of July 1, 2018.

Pew Research Center 

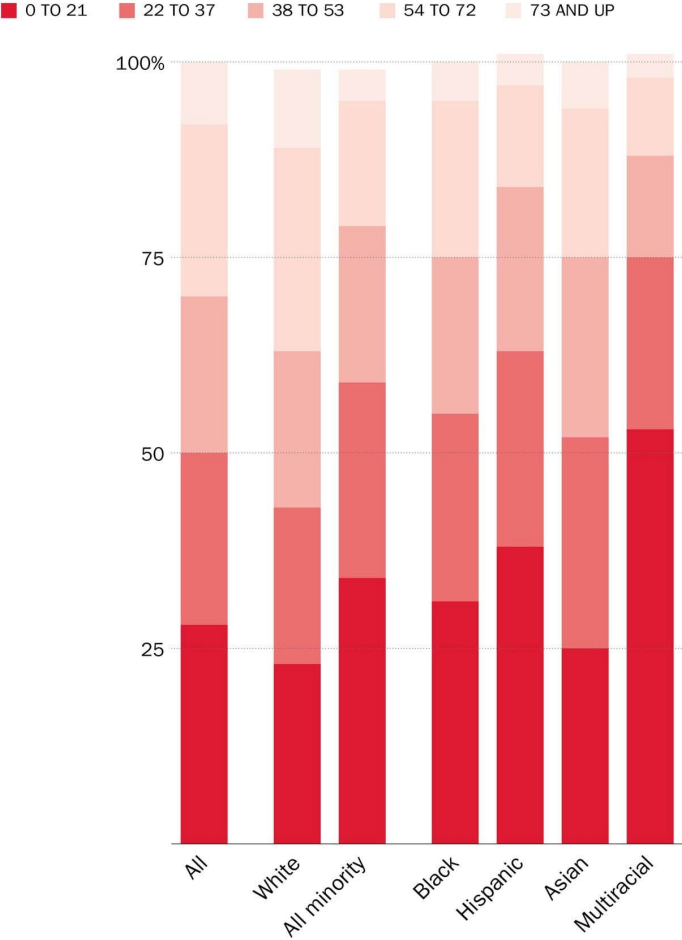
# Most common age by race and ethnicity

Pew Research Center analysis of Census Bureau data. "White" refers to non-Hispanic whites.



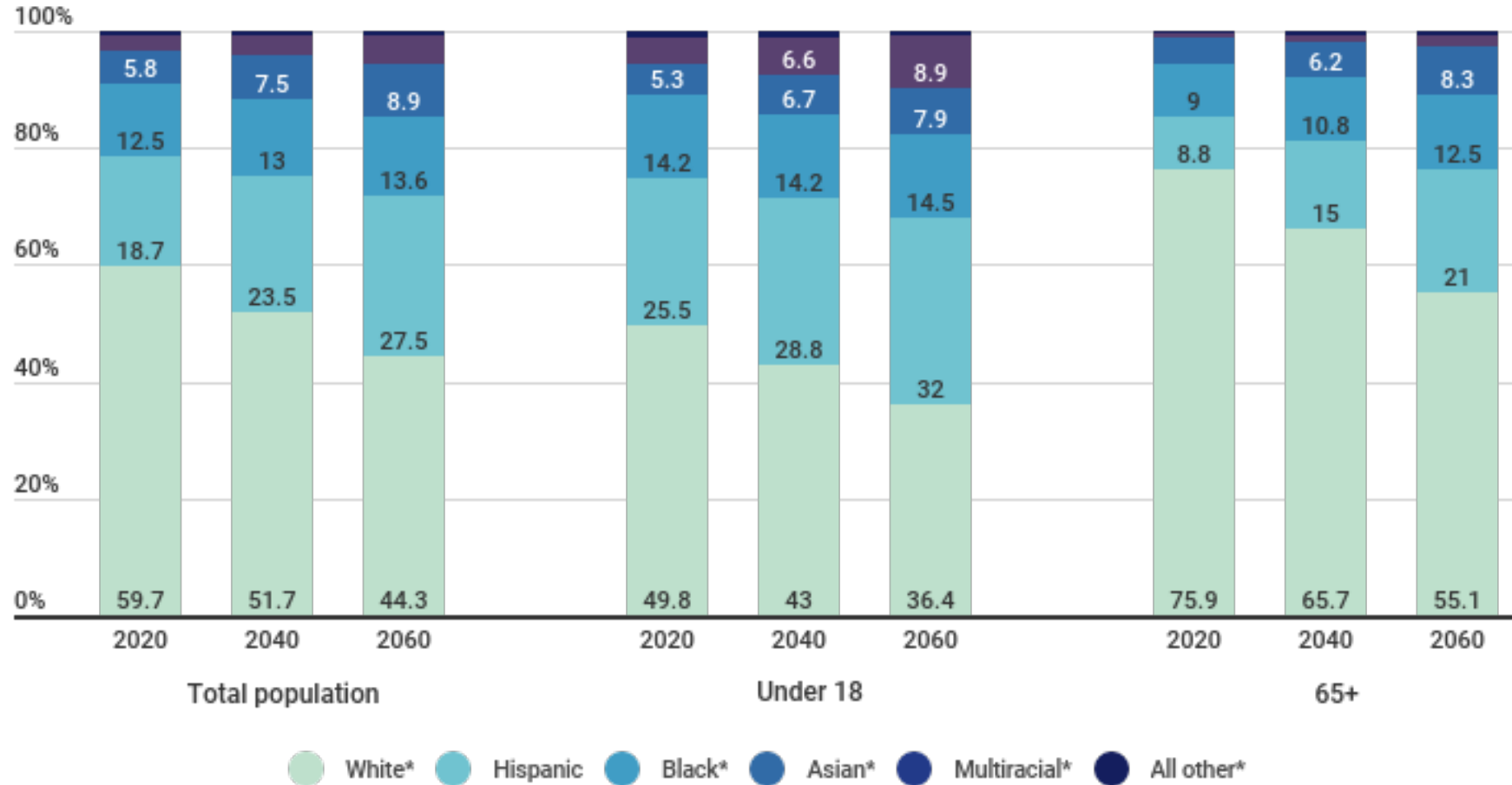
# Distribution of ages by race and ethnicity

Pew Research Center analysis of Census Bureau data. "White" refers to non-Hispanic whites.



# The U.S. will become 'minority white' by 2045

## Population share



\*Non-Hispanic population

Source: U.S. Census Bureau's Population Projections



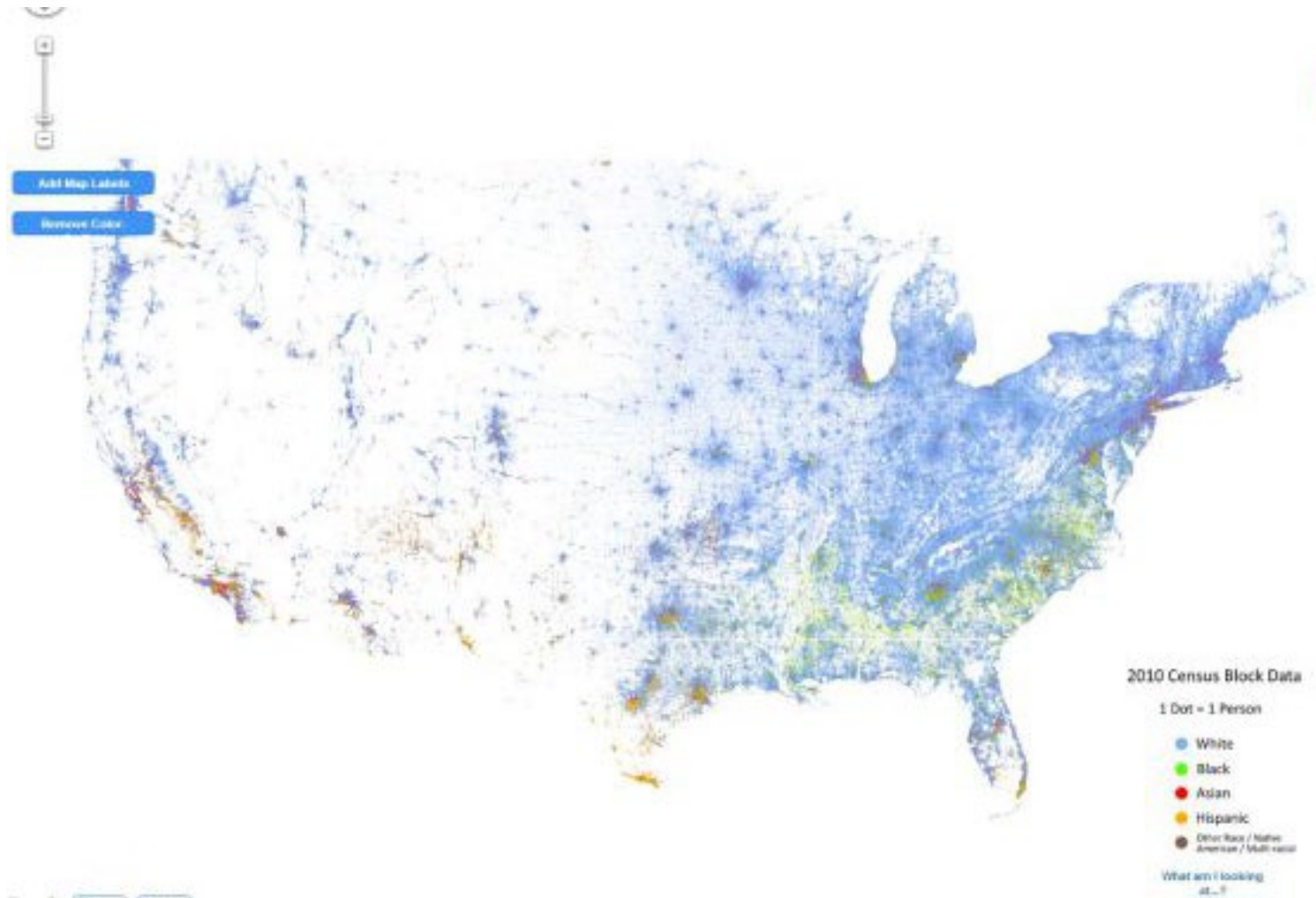
Great, the  
country is  
diversifying.  
We have  
achieved  
equity.

Our work is done.

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# Racial Dot Maps

*University of Virginia, 2010*



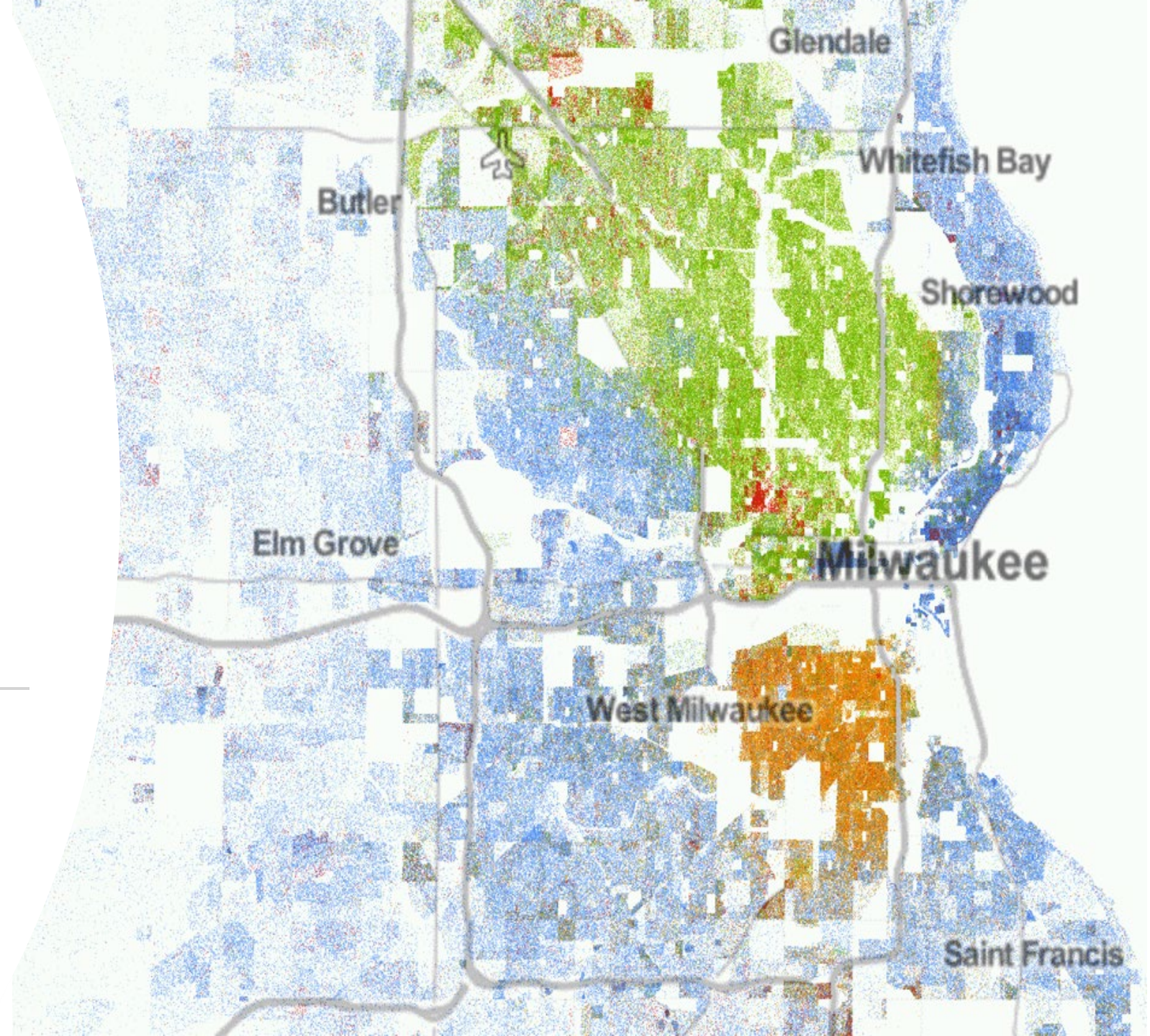






# Milwaukee

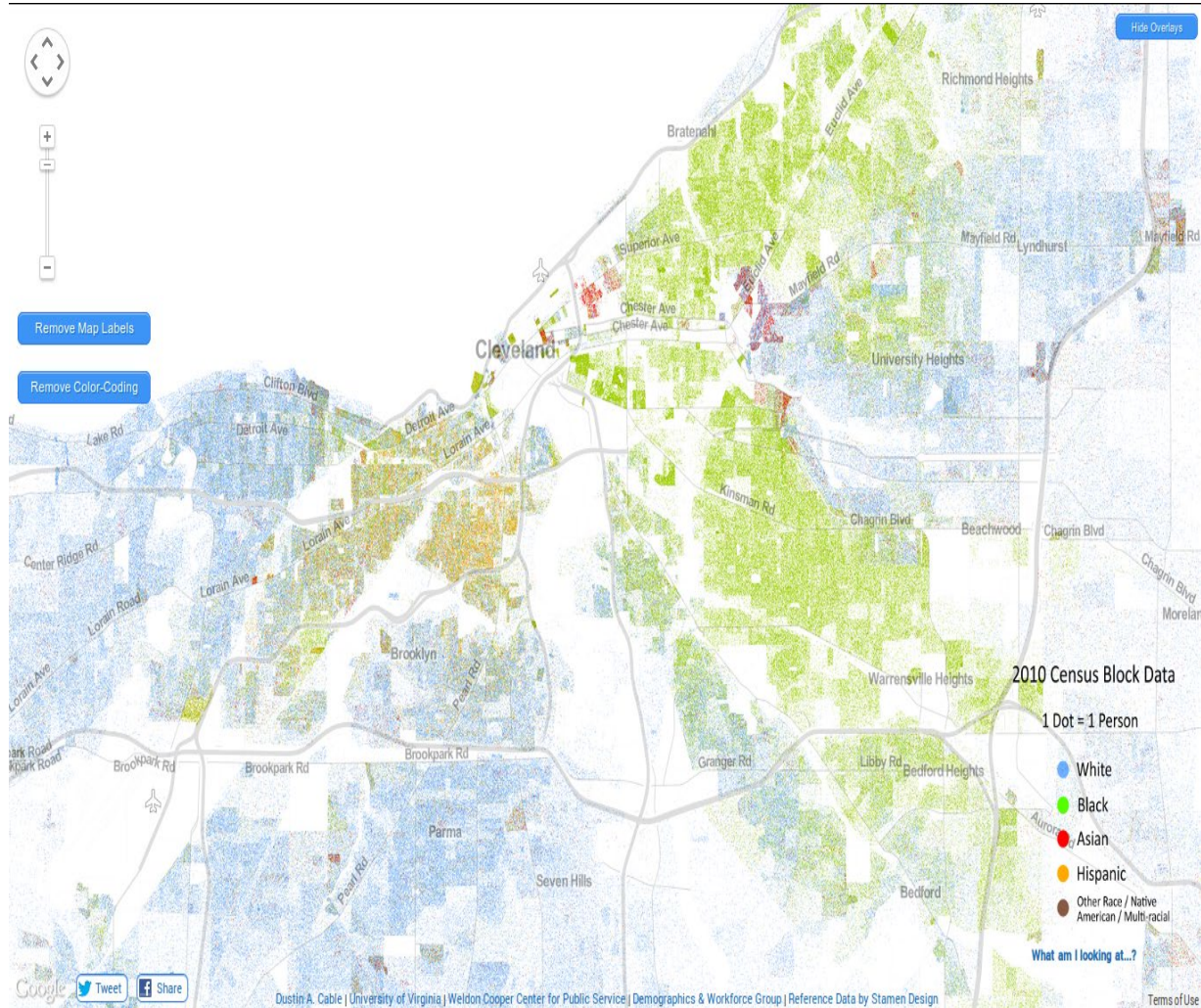
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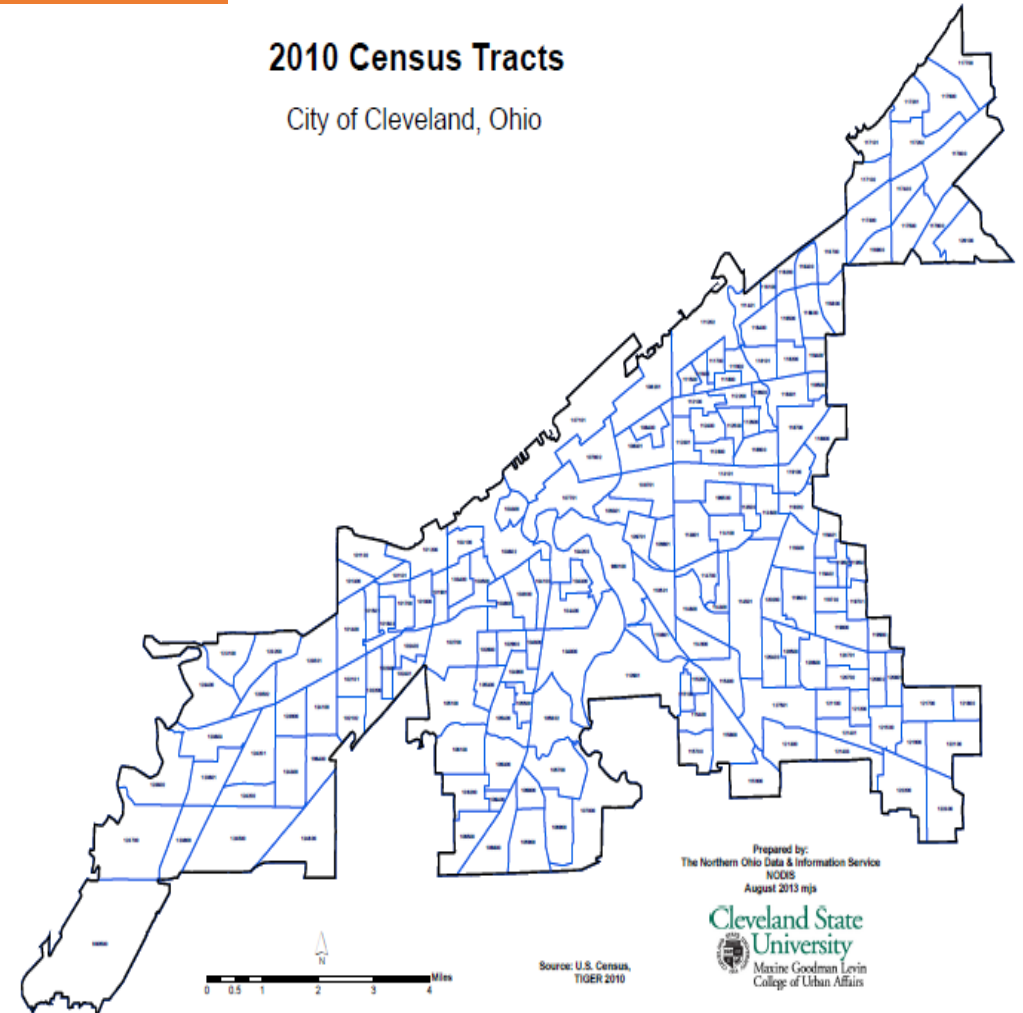


# Cleveland



## 2010 Census Tracts

City of Cleveland, Ohio





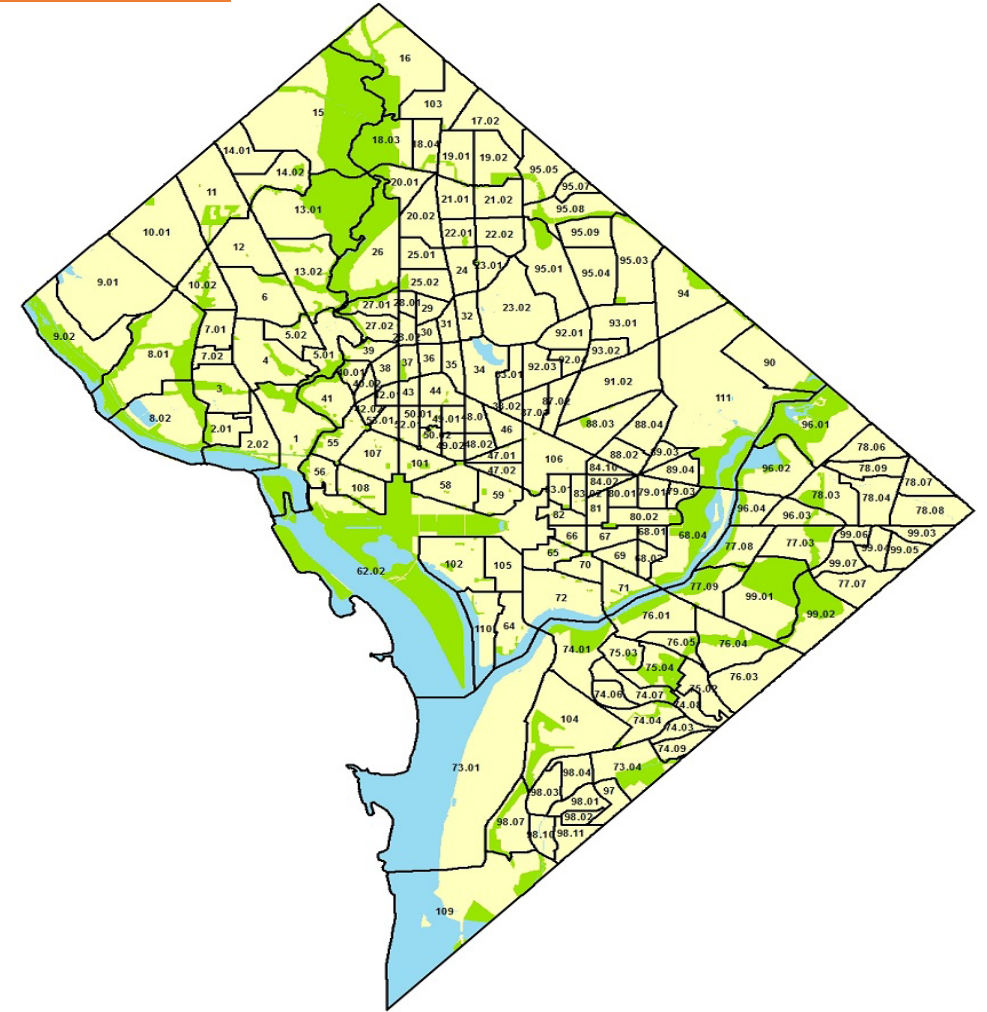
# Washington, D.C.

## WASHINGTON, DC RACIAL FIGURE GROUND

Building footprints of Washington, Arlington, and Alexandria colored by predominant race by block:

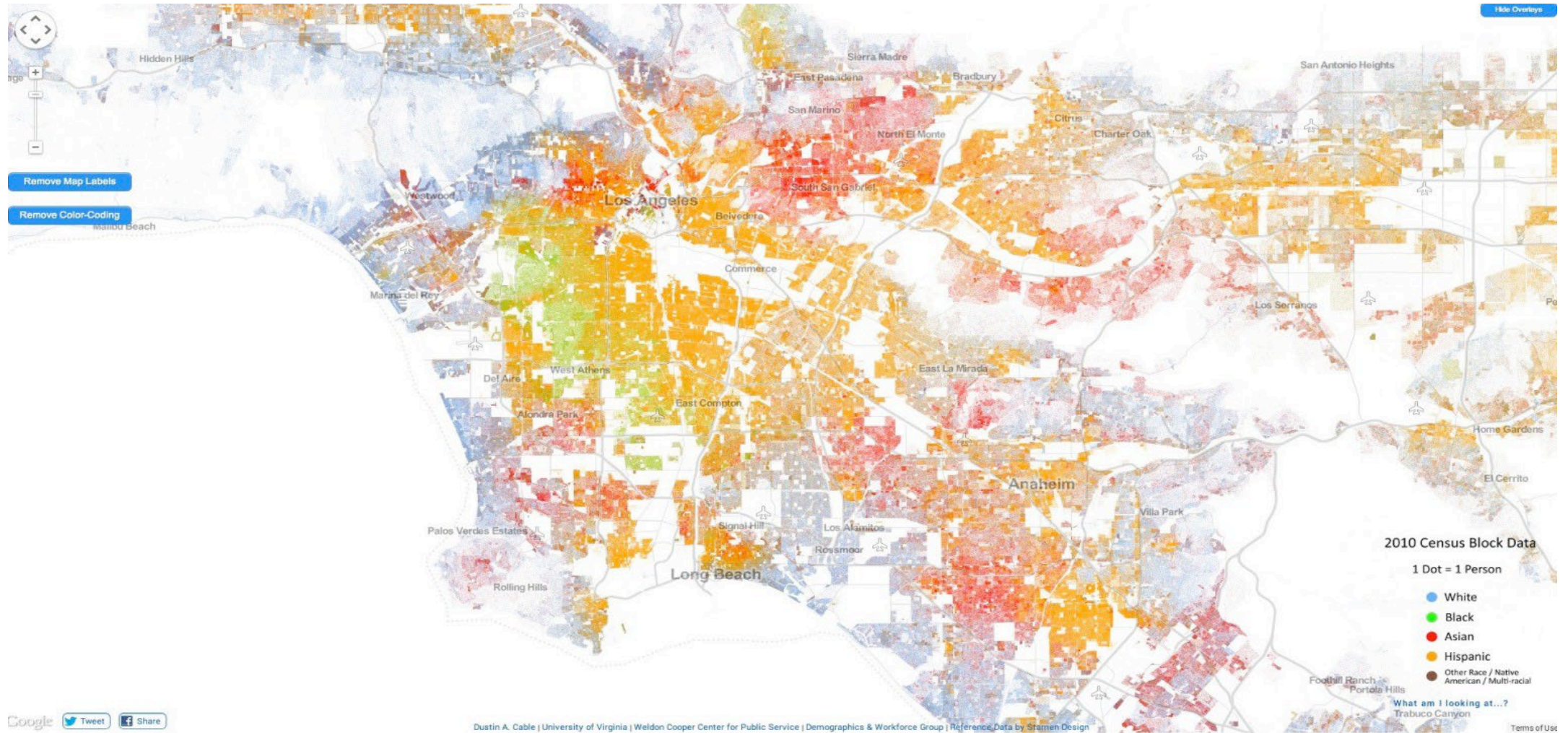
- White
- Black
- Hispanic
- Asian

Map by kentongo.com,  
@kentongo  
sources: U.S. Census Bureau, District  
of Columbia, County of Arlington,  
City of Alexandria, Population counts  
by block of voting age population.

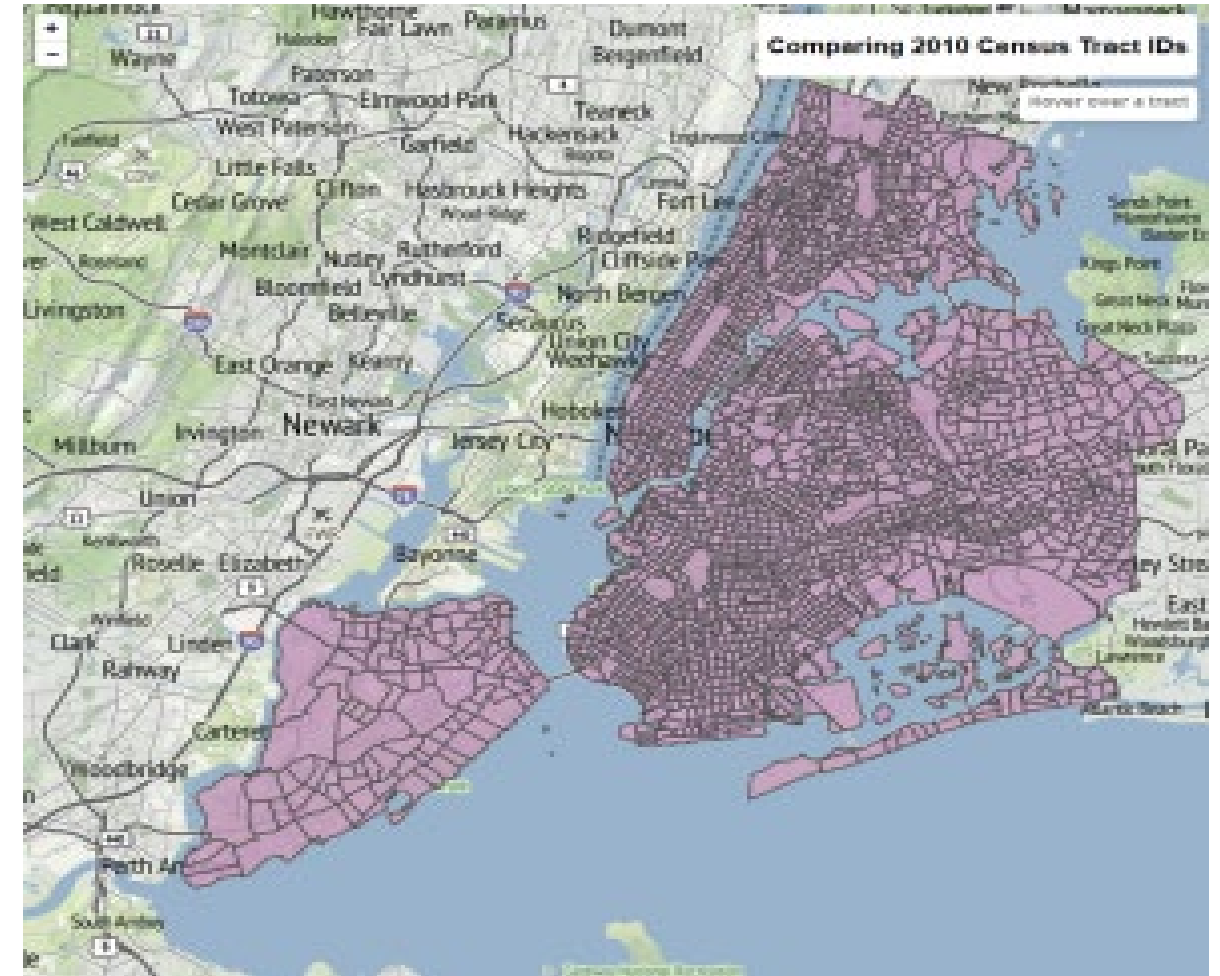
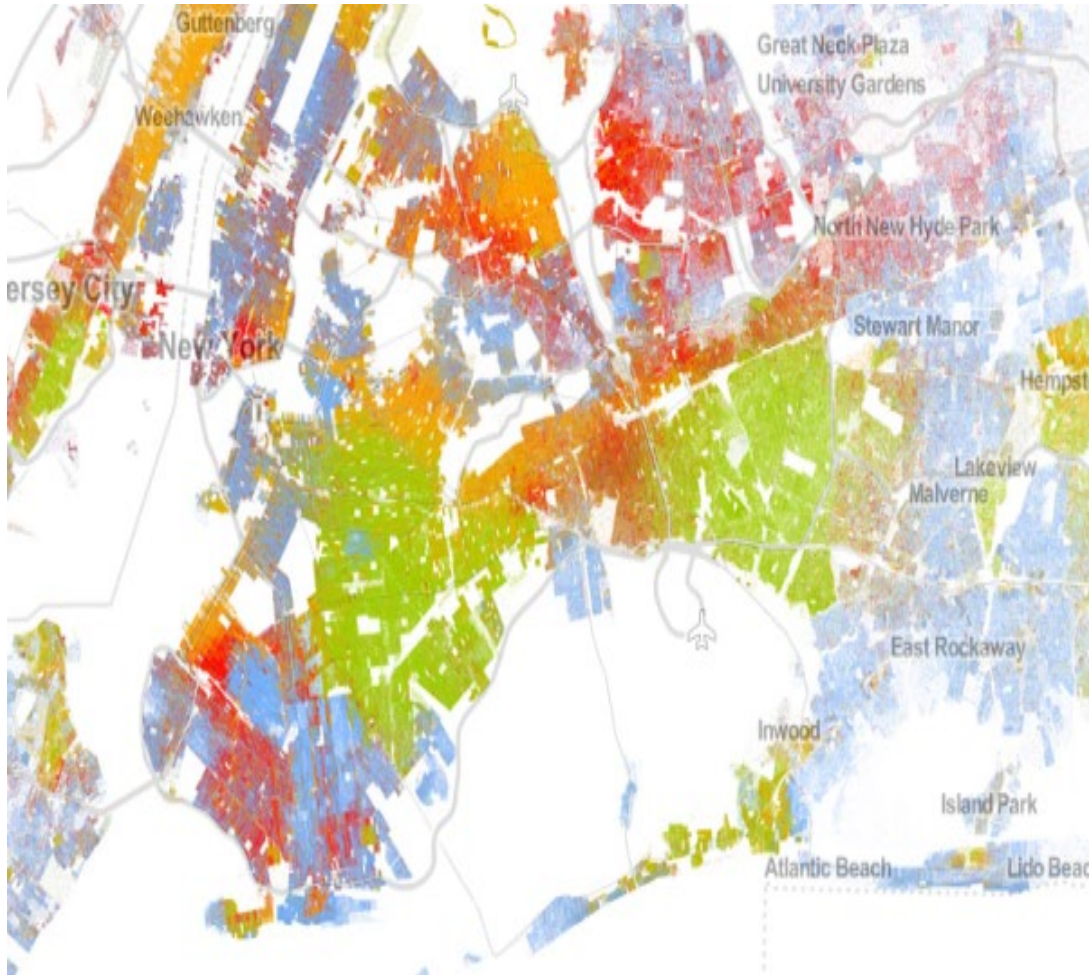




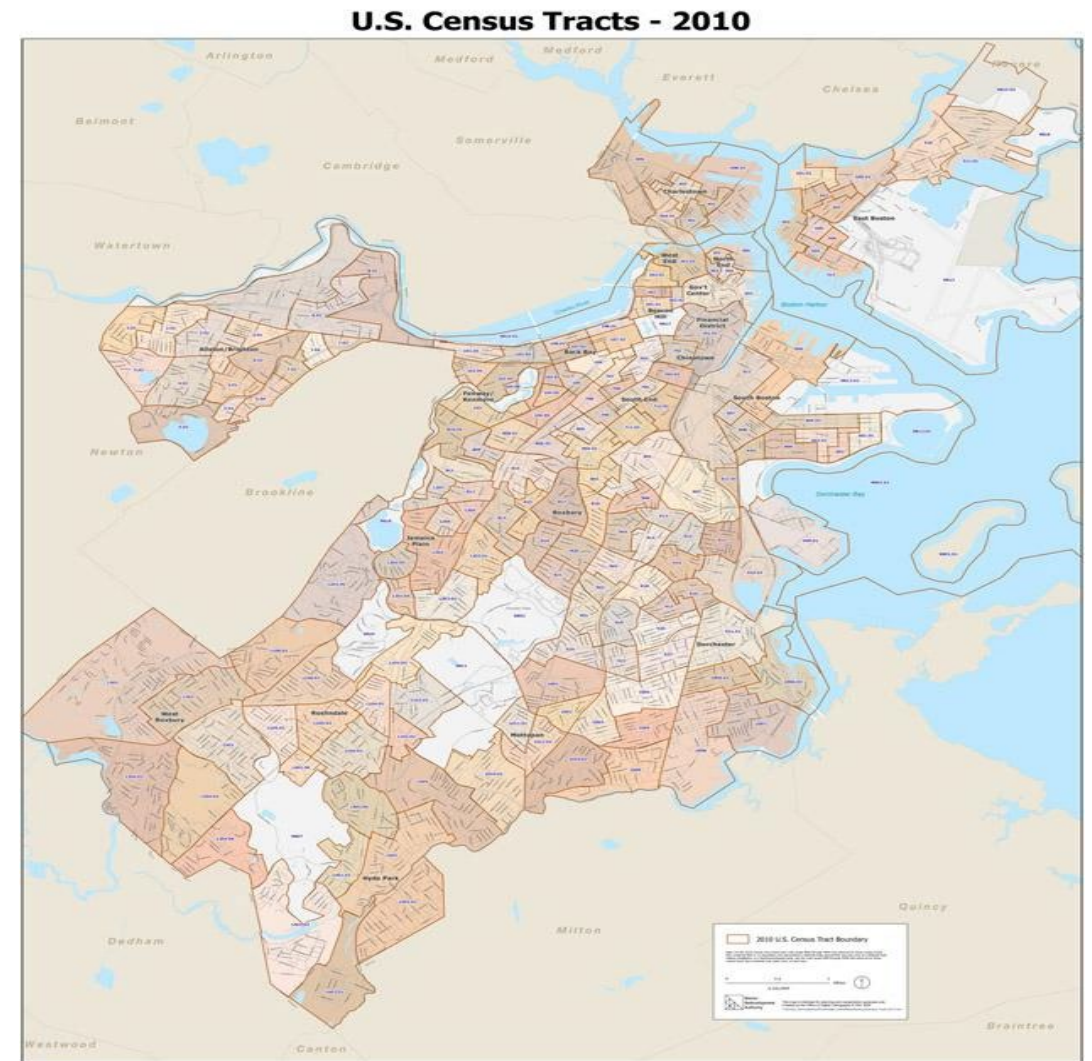
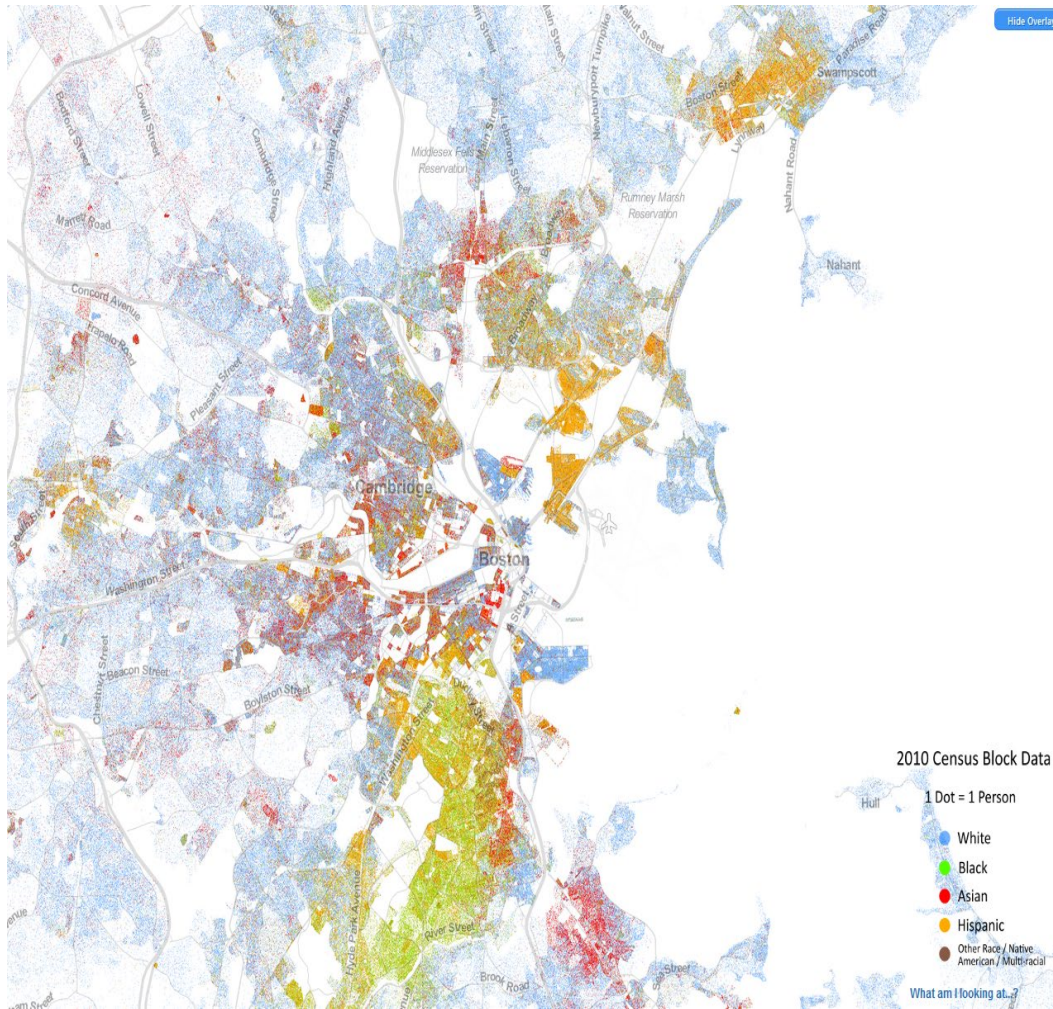
# Los Angeles



# New York City



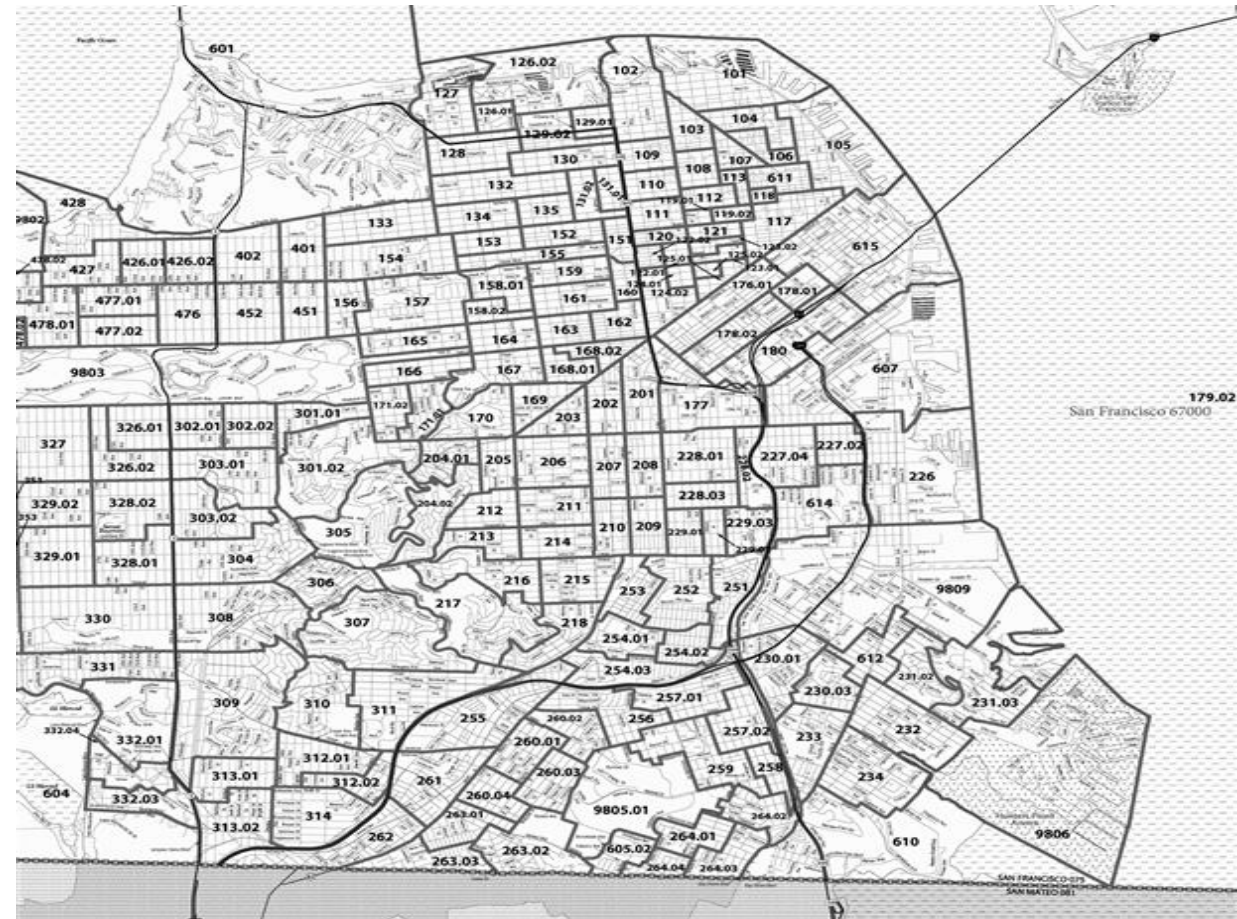
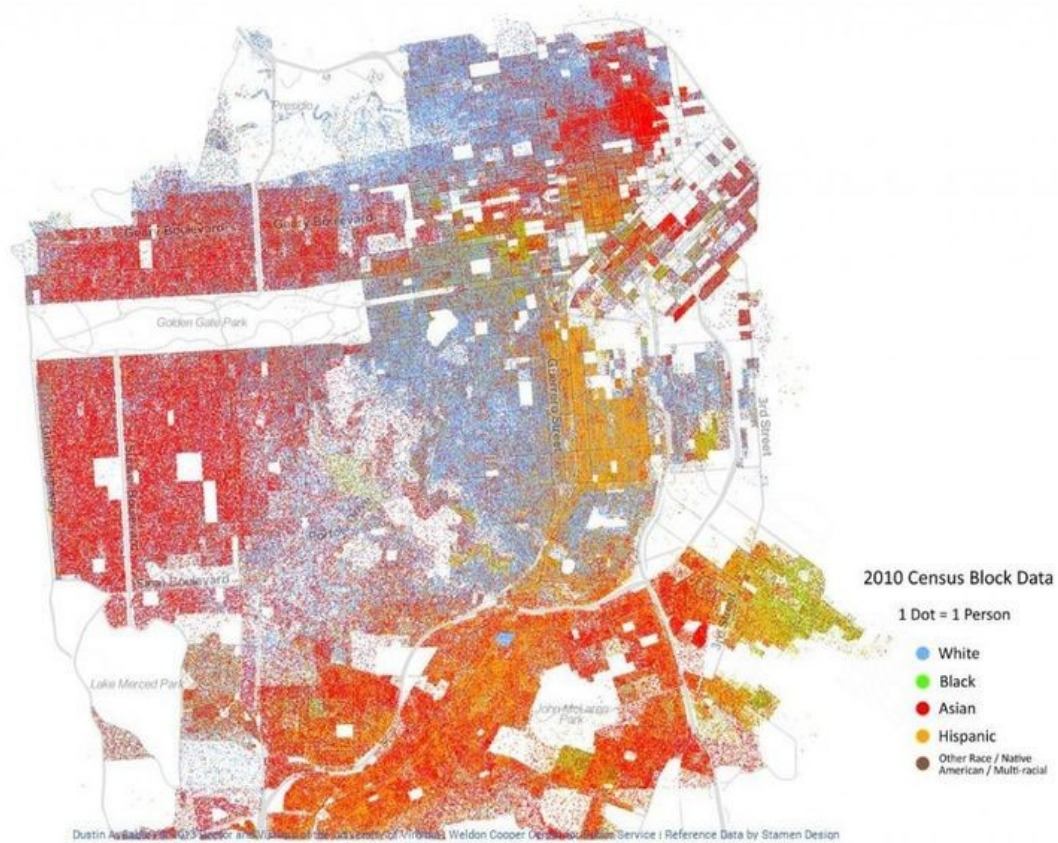


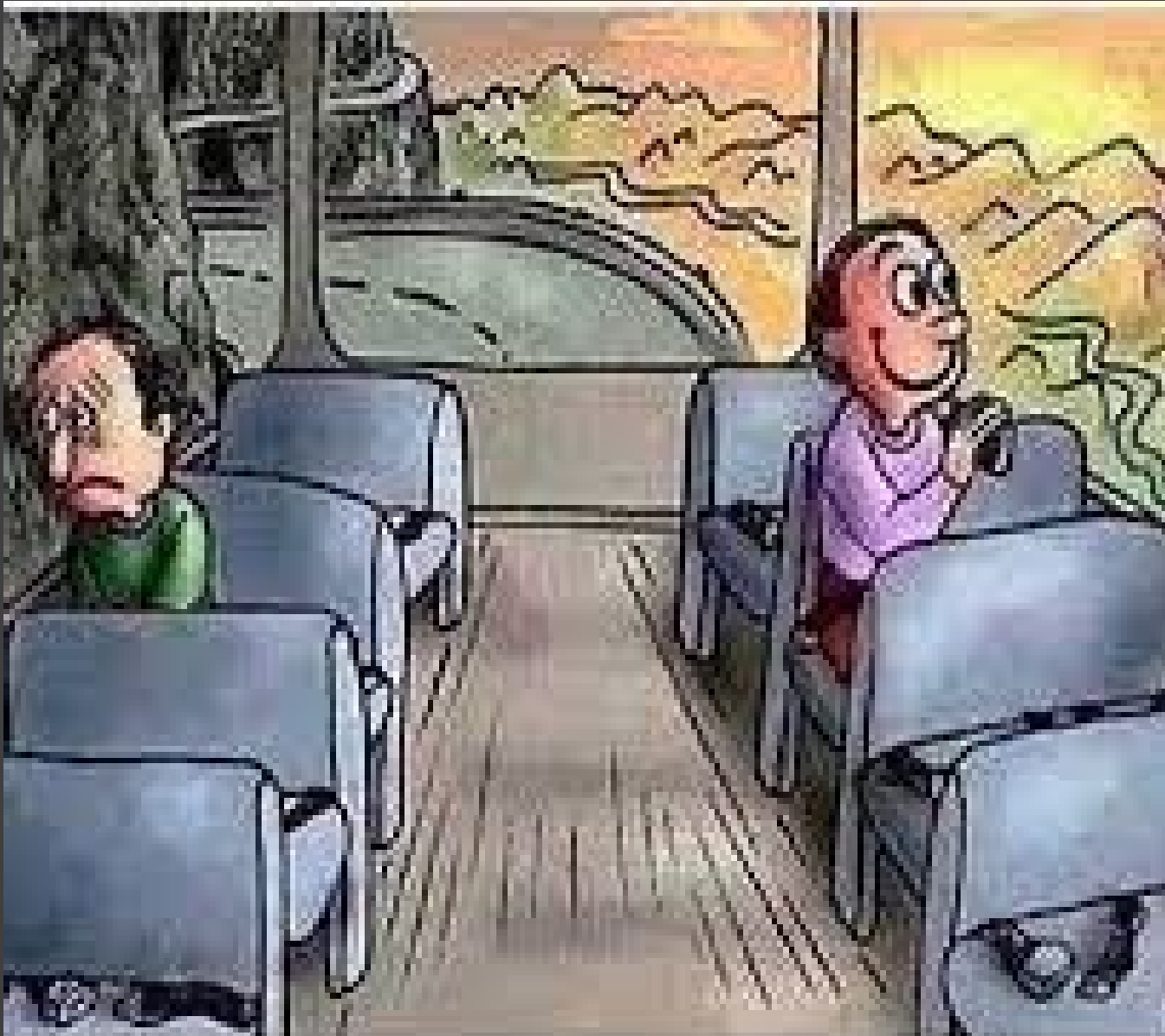


# Boston



# San Francisco





How do we  
navigate a  
divided  
country?



Zeynep Tufekci, Ph.D.













If we see multiculturalism as a burden,  
then it will always be a barrier.

If we see multiculturalism as an  
opportunity, we will build relationships  
and understand the value.

2019 Maine  
People of Color  
Purchasing  
Power:  
\$2,702,243,000

Maine Total	\$60,188,184,000
White	\$58,182,127,000
Black	\$489,901,000
Native American	\$250,207,000
Asian	\$716,971,000
Multi-racial	\$548,979,000
Hispanic	\$696,185,000

# Purchasing Power of People of Color in Maine, New Hampshire, and Massachusetts

**\$94 Billion**

Purchasing Power of People of Color  
in New Jersey, New York, and Pennsylvania

**\$750 Billion**

Purchasing Power of  
People of Color in the United States

**\$4.7 Trillion**



The  
mainstream  
field of  
marketing  
does not  
understand  
the value.

# Nielsen PRIZM

- Upper Crust
- Blue Blood
- Movers Shakers
- Young Digerati
- Country Squires
- Winner's Circle
- Money & Brains
- Executive Suites
- Big Fish, Small Pond
- Second City Elite
- God's Country
- Brite Lites, Little City
- Upward Bound
- New Empty Nests
- Pools & Patios
- Bohemian Mix
- Beltway Mix
- Kids & Cul de Sacs
- Home Sweet Home
- Fast Track Families
- Gray Power
- Young Influentials
- Greenbelt Sports
- Up and Comers
- Country Casuals
- The Cosmopolitans
- Middleburg Managers
- Traditional Times
- American Dreams
- Suburban Dreams
- American Dreams
- Suburban Sprawl
- Urban Achievers
- New Homesteaders
- Big Sky Families
- White Picket Fences
- Boomtown Singles
- Blue Chip Blues
- Mayberry –ville
- Simple Pleasures
- Domestic Duos
- Close In Couples
- Sunset City Blues
- Red, White & Blue
- Heartlanders
- New Beginnings
- Blue Highways
- Old Glories
- City Startups
- Young and Rustic
- American Classics
- Kid Country, USA
- Shotguns & Pickups
- Suburban Pioneers
- Mobility Blues
- Multi-Culti Mosaic
- Golden Ponds
- Crossroads Villagers
- Old Milltowns
- Back Country Folks
- Urban Elders
- Park Bench Seniors
- City Roots
- Hometown Retired
- Family Thrifts
- Bedrock America
- Big City Blues
- Low Rise Living

There are  
44.9 million  
immigrants in the  
US.

According to Nielsen Prizm, they:

Drive Nissans.

Eat at Church's Chicken.

Shop at Ross Stores.

Follow Mexican League Soccer.

Stay at Motel 6.

Watch Telemundo.

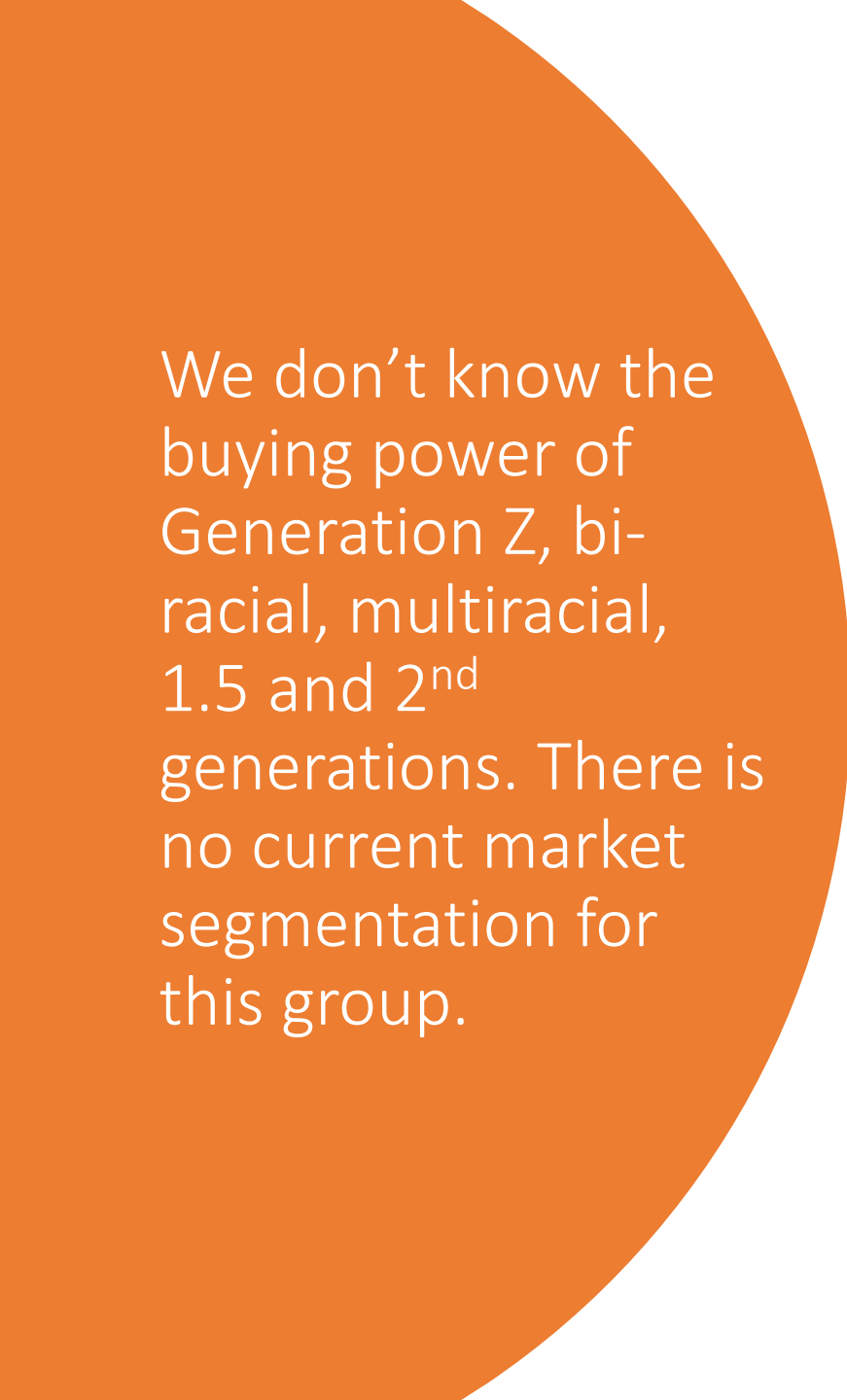


Multicultural  
Marketing is in  
its nascent  
stages.

Traditional groups catering to  
White populations.

Mono-racial and mono-ethnic  
communities.

Newly arrived immigrants.

A large orange circle is positioned on the left side of the slide, partially overlapping the text area.

We don't know the buying power of Generation Z, bi-racial, multiracial, 1.5 and 2<sup>nd</sup> generations. There is no current market segmentation for this group.


## 4.7 Trillion dollars

It would be the 5<sup>th</sup> largest economy in the world – behind Japan's 4.7 trillion and ahead of Germany's 3.8 trillion dollar economies.

Average rate of growth from 1990 to 2017 is 597%.

Average rate of growth per year = 6.84% over 27 years.

This is almost 2.5 times the current US rate of growth—the World Bank estimates 2016 US rate of growth at 2.8%.

A yellow dashed line is located in the bottom right corner of the slide, consisting of several short, curved segments.

# Case Example: Multicultural Marketing in Fashion

	White	Black	Asian	Hispanic
Annual Income	\$74,912	\$45,870	\$94,903	\$55,321
Amount spent per year on apparel and services	\$2,247	\$1,972	\$3,227	\$2,545
If Income was the same as the White population	\$2,247	\$3,670	\$1,774	\$3,043
2020 US Census and Nielsen Prizm				

## Case Example: Tommy Hilfiger

Was a designer to the rock stars but could not compete with Ralph Lauren and Calvin Klein.

Wanted to compete in jeans market but nearly went bankrupt.

Was the first major mainstream designer to use Black models to sell preppy, upscale clothes.

Nearly overnight, his jeans market went to \$600 million – an overnight sensation that only took 20 years.



## Case Example: LL (Cool) Beans



# Case Example: Adidas and Run DMC

It all started with the shoes.





# Purchasing Power

18,200 people fill Madison Square Garden

The future of business rests on authentic connections--through trust, empathy, and curiosity.

Starting today, what will you do:

To become aware of yourself and others? To understand your customers and your community?

To handle interpersonal relationships judiciously and empathically? To lead your teams?





Thank you for  
your time!

Tae Chong

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