

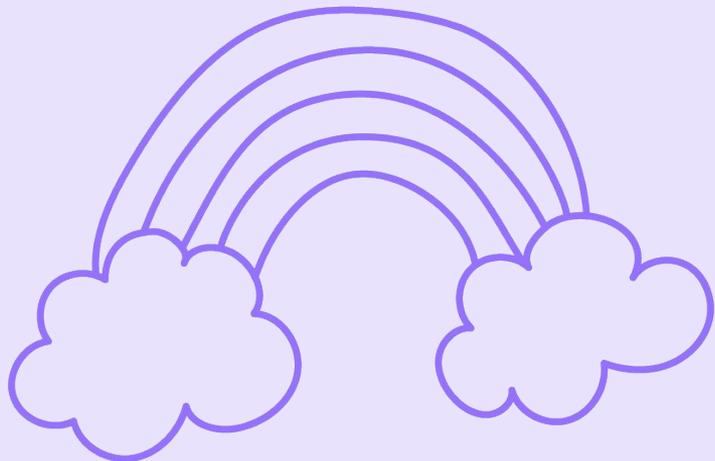
Meet the **New** Mainstream

**Language,
Please**

languageplease.org

A new general market

The marketing and advertising landscape has changed significantly in the past few years, reflecting the shifting demographics of the US population. This is leading to a new understanding of the general market.



Historically, the general market was understood as non-Hispanic/non-Latine white consumers — i.e., the traditionally mainstream or dominant culture. The GM approach meant creating ads with those consumers in mind first and asking all other consumer groups to find their place in the messaging later. This definition of the term is no longer relevant today.

A language for the new mainstream

These marketing-specific terms are defined to provide additional clarity, knowledge, and confidence in inclusive language as it relates to marketing. See the [Language, Please marketing glossary](#) for more.

- **Multicultural:** Encompasses a diverse mixture of religions, languages, cultures, and ethnicities, generally from historically underrepresented communities. The term is used in marketing to describe strategies that are meant to speak to a variety of groups but runs the risk of overgeneralizing and of alienating other historically underrepresented communities, for instance the LGBTQ+ and neurodivergent segments.
- **New mainstream:** An alternative to multicultural. It refers to the transformation of the US consumer markets and how diverse groups have impacted that identity by becoming the new majority. Mainstream consumers are no longer culturally uniform but increasingly diverse.

The Data

147 million

The current number of multicultural Americans in the US. [Some estimates](#) project this number will be more than 160 million by 2028.

44%

The share of the US population that is multicultural. [Some estimates](#) project that nearly 47% of the US population will be multicultural by 2028.



**Your New
*Customer***

1

Identity goes beyond race and ethnicity

When defining self, consumers are more conscious than ever that what makes them *them* is made up of myriad components of their daily lives, including hobbies like music, art, and sports.

What consumers consider important parts of culture:

- **#1:** “What I love” — with music, food and drinks, and art being the top responses
- **#2:** “What I look like” — primarily referring to ethnicity and nationality
- **#3:** “What I believe” — with religion in the top spot, followed by politics

② Delivery and tone of content are key factors

Multicultural users want to engage with content that is not just representative of their race or ethnicity but that also feels authentic and real.

The data

- **More than 50%** of multicultural users* prefer digital content that is **authentic and straightforward**.
- **A majority** of Black, white, and Hispanic/Latine users prefer content that is **realistic**.
- **Black consumers** were most likely to prefer content that **challenges their opinions and beliefs**.

Source: *Setting a New Path to Multicultural Marketing*, Vox Media & Bastion db5, May 2022

*Survey categories: Black, Asian, white Caucasian, Hispanic Latinx

3

Messaging must contextualize new ways of looking at the world

Consumers are evolving from wanting messaging or media buys to be based on their demographics alone, and increasingly want more personalization based on their interests.

The Data

- **56%** of users ages 18 to 23 prefer messaging based on their interests.
- *versus*
- **28%** of users ages 18 to 23 prefer messaging based on their demographics.

Tips for reaching diverse audiences



Support is a 365-day commitment.

Go beyond key holidays and calendar moments. Empower your consumers' communities and support their growth. Stay the course even in uncertain times.



Understand that your segments are not a monolith.

Part of what defines the new mainstream is it encompasses a wide variety of backgrounds and characteristics. The same goes for the audience segments themselves.



Lean on your audience's rich and textured experiences.

It's likely your audience includes a range of identities across cultural, racial, ethnic, socioeconomic, sexual, gender, and other characteristics. Approach your communications with this awareness, even if you market to a very specific cohort.

Tips for reaching diverse audiences



Embrace differences and specificity.

Inclusivity is not about ignoring the things that make us different. It's about not letting these identity traits and characteristics become barriers in the way we communicate and connect as human beings. Championing differences allows us to forge deeper universal connections.



Highlight narratives; tell whole stories.

Representation should be authentic and contextual. Remember that highlighting a specific aspect of someone's identity if it's not relevant to the story you're telling can feel tokenizing. Equally important, remember that one person's experience is not a stand-in for an entire group's.



Ideate with the perspective of the community you're targeting.

Having ample representation at every level of the creative process helps ensure your efforts feel genuine, not performative.

Tips for reaching diverse audiences



Strike a balance between acknowledging struggles and celebrating joys.

Recognizing the challenges consumers have faced because of their identities helps them feel seen. Yet it's also vital to make space to celebrate the positives. This careful but important balance can help foster a deeper connection.



Check for stereotypes.

They are deeply ingrained and pervasive in language. Even seemingly positive associations (like the myth of the “model minority”) can be problematic because they put people in boxes and carry preconceived biases. Know the difference between celebration and appropriation.



Prioritize people, not labels.

Take into account the way individuals and communities self-identify, and aim to be as specific as possible with descriptions and cultural references.

Tips for reaching diverse audiences



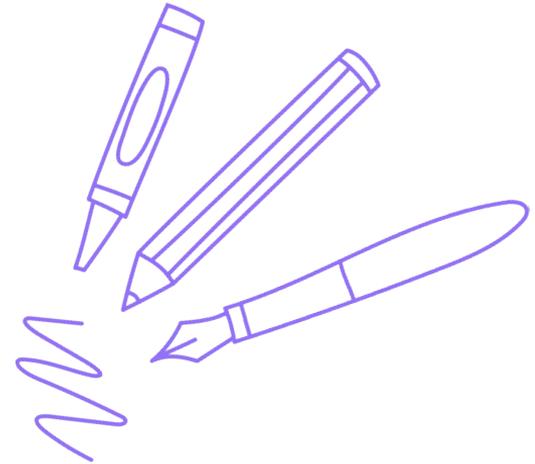
Learn from and fix mistakes.

Perfection is not the goal. When mistakes happen, use them to improve your next efforts. Be transparent with your audience. An honest apology and continual growth are key signs of genuine commitment.



Challenge yourself to go deeper.

Consider: Have I checked for bias? Does this reflect the community and the population I want to reach? Does this follow our brand's values and DEI+ statements? Am I speaking for someone instead of amplifying their voice? Do our templates and images represent the communities we are speaking to?





**The New
Mainstream
Segments**

Partner with your new mainstream



The consumer segments presented here are important groups of the US population, experiencing continued rapid growth and increasing economic power. Doing the work to understand their particular concerns and interests will help you craft nuanced, textured messaging that appeals to these audiences' unique cultural sensibilities.



**Black/
African American**

The Black/AA cohort fundamentals

Black Americans represent a unique, influential audience, and capturing these complexities with authenticity is essential. This segment is projected to contribute to 16% of population growth through 2060, and **skews slightly younger than the general US population**. Further, Black Americans' purchasing power continues to grow; it reached \$1.4 trillion in 2022 and is expected to grow to \$1.98 trillion by 2025.

- **8.6%** of America's rural population is Black.
- **26%** of the US Black population is between the ages of 18 and 34 and just developing brand loyalty.
- **16%** of the US Black population reports that they speak a language other than English at home.
- **89%** increase observed in the last decade for people identifying as "Black in combination with another race."
- **6%** of the US Black population identified as Black Hispanic as of 2021.

THE BLACK/AA CONSUMER

Representation and spending power

Black consumers and other consumers of color comprise a significant buying segment — in some cases **representing more than 50% of the overall spending in key product categories.**

Source: [US Census](#); [Pew Research Center](#); [Collage Group](#); [US Census](#)

Population

41.1M

people in the US who identify as Black or African American

12%

of the US population

7M

Black Americans who identify as multiracial or Black Hispanic

Spending Power

\$1.4 trillion

purchasing power

30.7%

(ages 16 and older) work in management, business, science, and arts

134,567

Black-owned employer businesses in the US (as of 2019)

THE BLACK/AA CONSUMER

Key insights

54% of Black Americans are unsatisfied with how they are portrayed in advertising.

Film/TV

57% of Black Americans say it is somewhat or very important for the movies/TV they watch to have characters that share their race or ethnicity. They were the most likely of all racial groups surveyed to say this is important to them.

Podcasts/Radio

Black listeners average a 74% brand recall for host-read podcast ads. 63% of Black monthly podcast listeners say it is important that podcasts “include unfiltered conversations that can’t be heard elsewhere.”

Music

Among music lovers, 34% of Black Americans enjoy listening to music that is part of their cultural heritage (vs. 11% of white Americans). Multicultural Americans are more likely to say they enjoy music that has a connection to their history and cultural heritage.

THE BLACK/AA CONSUMER

Key insights

51% of Black viewers feel that not enough television content features people from their identity group, compared to 34% of viewers across all racial groups.

Food

60% of Black Americans say they feel at home cooking and baking in their kitchens.

Fitness/Wellness

S

78% of Black Americans say health is a priority for them. They emphasize the importance of factors like healthy or clean eating, physical activity, and good-quality sleep.

Travel

46% of Black Americans report that they travel as a way to get out of their comfort zone (but they prefer to do that travel within the US). Black women are 2.5 times more likely than women overall to say they are planning a spa vacation in the next year.

THE BLACK/AA CONSUMER

Key insights

62% of Black viewers consider streaming the most relevant platform for representative content.

Sports

70% of Black Americans report that they **have a favorite sports team or teams that they follow**.
50% of Black Americans say they follow specific athletes' careers.

Gaming

39% of Black Americans — more than any other segment — are **self-proclaimed gamers**. 42% of Black Americans play video games from other parts of the country or world (and say they use this to feel connected to other people around the world).

Tech

Black Americans are 44% more likely than non-Hispanic white Americans to **engage with brands on social media** or to show support for brands or companies via their social networks.

2.

**Hispanic/
Latine**

The Hispanic/Latine* cohort fundamentals

This is an important consumer group with the second-highest population representation in the US. They are one of the fastest-growing population segments, with 80% growth between 2000 and 2022. Brands trying to reach this segment should consider factors like language, cultural nuances, representation, and key issues like family values and immigration.

Reaching this segment takes more than translating a general market campaign into Spanish.

**A note on terminology: Language, Please recognizes that not everyone who could be considered part of this segment uses or identifies with these descriptors. For clarity and brevity, this population is referred to as Hispanic/Latine. See slide 39 for more.*

- **19.1%** of the US population — 66.5 million as of January 2023 — was Hispanic/Latine.
- **22%** of the US population, exceeding 74 million, is projected to be Hispanic/Latine by 2028.
- **56%** of Hispanics/Latinos are under the age of 34 and in their nascent stages of developing brand loyalty.
- **12%** of Hispanics/Latinos identified as Afro-Latine as of 2021, and 3% as Asian-Latine.
- **45%** of Hispanics/Latinos in 2023 believe that big brands represent their values, a drop from 54% in 2018.

Source: [Collage Group](#); [Claritas](#); [US Census](#); [Statista](#); [UnidosUS](#); [Bloomberg](#); [Pew Research Center](#)

THE HISPANIC/LATINE CONSUMER

Representation and spending power

By 2060, Hispanics under age 18 will make up nearly 32% of the total youth population. According to US Census projections, **there will be over 111 million people of Hispanic/Latine descent in the US by 2060.**

Source: US Census; University of Georgia's Center for Economic Growth Multicultural Economy Report 2021; Hispanic Star; Nielsen

Population

63.7M

Hispanics/Latines who live in the United States

19.1%

of the US population

27.5M

Hispanics/Latines who identified with more than one race in 2022, up from just 3 million in 2010

Spending Power

\$2.3 trillion

purchasing power by 2024

11.1%

of effective buying power in the US in 2020, vs. 5% in 1990

81%

are US citizens as of 2021, up from 74% in 2010

THE HISPANIC/LATINE CONSUMER

Key insights

47% of Hispanics/Latinas are unsatisfied with how they are portrayed in advertising.

Film/TV

53% of US Hispanics/Latinas say it is somewhat or very important for the movies/TV they watch to have characters that share their race or ethnicity.

Podcasts/Radio

36% of US Latinas age 18 and up (16 million people) reported having listened to a podcast in the last month, an increase of 44% compared to 2020. 75% of US Latine monthly podcast listeners said they'd be very or somewhat likely to purchase a brand they heard about via an ad on a Latine-hosted podcast.

Music

70% use social media to follow musicians they like. Among music lovers, 32% enjoy listening to music that is part of their cultural heritage (compared to 11% of white Americans). Across multicultural segments, music tied to cultural heritage matters.

THE HISPANIC/LATINE CONSUMER

Key insights

78% of Hispanics/Latines use social media as a way to find community and belonging.

Food

61% of Hispanics/Latines feel at home cooking and baking in their kitchens. A 2015 study found that 60% of Hispanic/Latine millennials consider themselves foodies, and 73% said their cultural background influenced food and beverage purchases.

Beauty/Fashion

58% of Hispanics/Latines say fashion is a form of personal expression for them. When it comes to beauty products, Latines outspend other consumer segments by 30%.

Fitness/Wellness

64% of Hispanics/Latines said their motivation to work out is because they enjoy it, a 15% increase over the total population and highest percentage across all racial/ethnic segments.

THE HISPANIC/LATINE CONSUMER

Key insights

82% of Hispanics/Latines say the internet is a good way to inform themselves about products or services they're considering purchasing.

Sports

53% of Hispanic/Latine consumers say they own a jersey from a favorite sports team. 41% of Hispanics/Latines say they like to host sports-watching parties.

Gaming

72% of Hispanics/Latines ages 13 and older self-identify as gamers. 40% report using two or more devices for gaming. 46% of Hispanics/ Latines said they enjoy playing video games with people from other parts of the country or world.

Tech

54% of Hispanics/Latines are willing to pay more for top-quality electronics. 53% prefer products that offer the latest technology. And 35% say they are among the first of their friends to try new technology products.

3.

**Asian Americans and
Pacific Islanders (AAPI)**

The Asian American and Pacific Islander cohort fundamentals

The US Asian American population — some 24 million people — represents a rich mix of unique histories, cultures, languages, and other characteristics, stemming from 20-plus countries. Around 57% of Asian Americans in the US were born in another country, and their buying power is projected to reach \$1.9 trillion by 2026.

Connecting with this segment calls on you to go beyond myths and marginalization.

- **27%** population growth was reported for this segment between 2011 and 2021.
- **28%** of Asian Americans live in a household with more than two generations (vs. the national average of 20% for all households).
- **127%** growth in buying power was reported for AAPIs between 2010 and 2020.
- **40.3%** — AAPI population growth in Austin, Texas, from 2016 to 2021, the country's largest increase at the time.
- **80.6%** of US Vietnamese consumers, 78.8% of US Korean consumers, and 70.8% of US Chinese consumers say that it is important/very important to watch TV in their native language.

THE AAPI CONSUMER

Representation and spending power

Asian Americans are the fastest-growing racial or ethnic group, outpacing the growth non-Hispanic whites and projected to reach 46 million by 2060. The US Census estimated there were 690,000 people who identified as Native Hawaiian and other Pacific Islander alone in 2020.

Source: Pew Research; US Census; University of Georgia's Center for Economic Growth Multicultural Economy Report 2021; Nielsen

Population

24M

Asian Americans in the US

17%

of the US Asian population identify as multiracial or Hispanic Asian

57%

of Asian Americans in the US were born in another country

Spending Power

\$1.3 trillion

purchasing power

58%

of Asian American households make \$75,000 or more per year

612,194

Asian-owned employer businesses in the US in 2020

THE AAPI CONSUMER

Key insights

57% of Asian consumers are unsatisfied with how they are portrayed in advertising.

Film/TV

65% of AANHPI* consumers are more likely to watch content that features someone from their identity group.

Podcasts/Radio

A 2021 report found that the number of Asian Americans listened to podcasts had grown fivefold over the last decade.

Music

Asian American women are 30% more likely than the population as a whole to subscribe to online music services.

Source: Collage Group; Claritas; Nielsen; Nielsen

*Asian American, Native Hawaiian, and Pacific Islander

THE AAPI CONSUMER

Key insights

AAPI viewers are **79%** more likely than the general population to say they feel underrepresented in TV and films.

Food

82% of Asian American consumers believe preparing food from their culture is an important way to maintain traditions. Asian Americans are also more likely than the population as a whole (66% vs. 56%) to report traveling to experience the food in other places.

Beauty/Fashion

60% of Asian American consumers ages 18 to 42 say they like or love fashion and personal style. And 84% of Asian American consumers say they prioritize comfort and practicality with their personal style.

Fitness/Wellness

70% of Asian American consumers walk for exercise on a regular basis. Asian Americans are the most likely among multicultural consumers to report a passion for fitness and exercise, especially walking and doing yoga.

THE AAPI CONSUMER

Key insights

AANHPI* consumers are **46%** more likely to buy from a brand that advertises in inclusive content.

Travel

56% of Asian American consumers say traveling to places with ties to their cultural heritage is important. 59% said they travel to learn about different lifestyles or cultures.

Gaming

Asian Americans are 14% more likely than the US population as a whole to own a gaming console. And 40% of Asian American gamers spend 5 or more hours a week watching gaming video content.

Tech

33% of Asian Americans say their cellphone is an extension of their personality, and 73% say texting is an important part of their day-to-day life.

Source: *Collage Group; Nielsen; Nielsen*

**Asian American, Native Hawaiian, and Pacific Islander*

4.

LGBTQ+

The LGBTQ+ cohort fundamentals

The LGBTQ+ community continues to be a major growth segment in the US, with a rapid increase in self-identification particularly by the Gen Z population. LGBTQ+ consumers are predicted to hit 1 billion globally by 2050.

Building awareness, trust, and loyalty with this segment requires integrity and true commitment.

- **7.1%** of US adults self-identify as lesbian, gay, bisexual, transgender, or something other than heterosexual.
- **100%** increase has been reported in the percentage of US adults identifying as lesbian, gay, bisexual, transgender, or something other than heterosexual since 2012.
- **21%** of adult Gen Z members — those born between 1997 and 2003 — identify as LGBTQ+.
- Around **16%** of younger white Americans, 16% of Hispanics/Latines, and 12% of Black Americans are likely to identify as part of the LGBTQ+ community, making intersectionality of identities a natural consideration with this segment.

THE LGBTQ+ CONSUMER

Representation and spending power

Gallup data shows the LGBTQ+ population skews young, multicultural, and less affluent. And the share of the population identifying as LGBTQ+ has risen faster among Hispanic/Latine adults than among white or Black adults since 2012.

Source: Gallup; Gallup; Human Rights Campaign; US Census; Bloomberg

Population

20M

people in the US who openly identify as LGBTQ+ as of 2021

7.1%

of the US population

21%

of all adult Gen Z Americans and 11% of millennials identify as LGBTQ+

Spending Power

~\$1.4 trillion

purchasing power

\$3.9 trillion

global purchasing power

1.2M

same-sex couple households in the US

THE LGBTQ+ CONSUMER

Key insights

46% of LGBTQ+ people said more authenticity can help improve inclusivity in content and advertising.

Film/TV

69% of global LGBTQ+ consumers say there are efforts to improve representation in media, but 27% said no improvements have actually been made.

Podcasts/Radio

Nearly 50% of LGBTQ+ listeners said they use streaming audio for breaking news. 32% report listening to podcasts (vs. 24% of the population as a whole). 27% of LGBTQ+ podcast listeners spend more than 5 hours a week listening to podcasts.

Music

Majorities of LGBTQ+ people say they find new music through streaming services (55%) and social media (52%).

THE LGBTQ+ CONSUMER

Key insights

People in the US are **twice as likely** to use a brand that publicly commits to supporting LGBTQ+ rights.

Food

60% of LGBTQ+ Americans enjoy cooking and baking with other people. 70% of LGBTQ+ Americans say they enjoy discussing recipes with others.

Beauty/Fashion

57% of LGBTQ+ Americans embrace risk-taking and bold choices in style. 55% say they would like more beauty brands to ask for their input, and 47% say they would like to see more beauty brands show support for political/social causes on social media.

Wellness

80% of all LGBTQ+ youth cited anti-LGBTQ+ hate crimes as a frequent source of stress and anxiety. 56% of all LGBTQ+ youth listed homophobia as a source of stress and anxiety “very often.” 63% of all LGBTQ+ youth reported feeling “scared about the future.”

THE LGBTQ+ CONSUMER

Key insights

63% of non-cisgender-identifying audiences globally say they haven't received targeted ads, signaling an untapped opportunity.

Sports/ Fitness

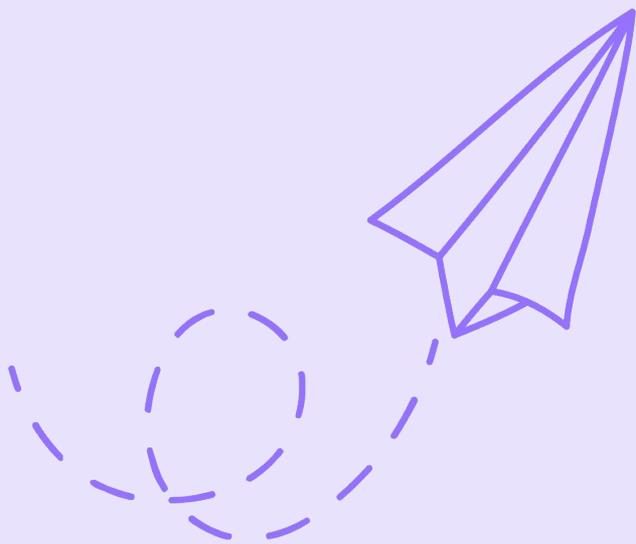
43% of LGBTQ+ Americans said they enjoy watching games or matches at sports bars. 36% like to host sports-watching parties. Many LGBTQ+ Americans report using sports and fitness as a key tool to build relationships with others.

Gaming

54% of LGBTQ+ consumers own a gaming system, vs. 44% of non-LGBTQ+ folks. 53% say they enjoy playing video games with people from other parts of the country or world. Simulation games is the category of choice for this segment.

Tech

Technology has also given the community a place to be seen authentically. One survey found 40% of Americans think the metaverse will be more equitable to people who are in the LGBTQ+ community, compared with 12% who responded less equitable.



Connecting with the new mainstream is good for the bottom line — your brand's, and society's

Connecting with the new mainstream is both a social and a business imperative. To do this effectively, it's vital to acknowledge and celebrate the full, intersectional spectrum of multicultural communities. Multicultural consumers value belonging and group identity.

A note on sourcing and terminology

This presentation shares insights from a variety of sources, including research conducted by Vox Media. These sources often use different terms to describe various populations and audience segments, depending on the methodology employed and how population categories are defined. The publicly available sources are linked throughout.

Language, Please recognizes that the varied terms used in this deck will not always resonate with or match the self-descriptions of the people who could be considered part of those populations. Feel free to reach out to Language, Please with any questions.

Thank You!

LP
**Language,
Please**

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