

# Niche Audiences in Market Research



Here are 14 stats that show **now is the time to focus and invest in niche audiences** in market research,

Minority group sales contribute to most of the growth of **any** organization



1 **37.5% of the U.S. population is multicultural.** And, multicultural consumers are becoming the majority of the expected growth in America. Hispanics represent immediate growth opportunities for businesses, according to a report by Claritas, LLC.



2 As of now, minorities represent the majority in more than 400 U.S. counties and this number only continues to grow. **By 2024, minorities will represent the majority of the population in 420 U.S. counties.** This includes the most highly populated areas in the nation, according to a report by Claritas, LLC.



3 **92% of the population growth in the U.S. over the past 15 years is coming from ethnic minorities.** Content creators, media platforms, manufacturers, retailers and marketers must understand their future success depends on their ability to appeal and market to a multicultural world, according to Nielsen and Forbes.



4 **Disabled people represent 17.9% of the population in the UK,** the LGBT community represents 1.7%, and single parents represent 25%, according to Lloyds' Reflecting Modern Britain Report.

Executives often **neglect** minority populations in research & advertising



5 Executives report **the last time they did multicultural qualitative or quantitative market research study was 5 to 10 years ago.** Some reported they never have done one at all, according to Bizjournals.com.

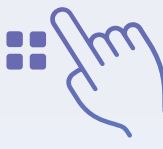


6 Researchers often omit online research from their strategy because they think minority groups don't exist online. **Minority groups are often excluded from research entirely,** according to Dr. Marie-Claude Gervais.



7 Minority groups are featured in less than 20% of advertising. However, **65% of people would feel better about a brand that promotes diversity,** according to new research by Lloyds Banking Group.

Minority groups are online & will **participate** online and in research studies



8 Minority groups are more likely to **own a smartphone, have broadband, and hold positive attitudes** toward new technologies, according to Greenbook.



9 **Minority groups are influenced by comments,** and are apt to post online reviews themselves, according to Greenbook.



10 Minority ethnic communities in the U.S. are **no less likely to agree to participate in research studies** (and possibly even more likely than non-Hispanic whites), according to NCBI.

Online communities are the perfect way to engage with **all** consumers



11 Online research communities enable qualitative researchers to **work with people from ethnic minority backgrounds to explore their world** in a cost-effective and meaningful way, according to Dr. Marie-Claude Gervais.



12 **77% of companies believe that an online community significantly improves brand exposure,** awareness, credibility, according to MTA Research Advisor.



13 **23% of marketers who have online communities indicate that the size of their communities has at least doubled** in the past year, according to a study by Salesforce.



14 DEWALT, the leader in the professional power tool market, recently revealed that it has **saved close to \$6 million in research costs** alone since launching its insight community, according to Vision Critical.