



About the Report

In more than 100 countries around the world, Nielsen provides clients with the most complete understanding of what consumers watch and buy. As business executives look for opportunities to grow their companies and gain market share it is critical that they understand new and emerging demands from consumers, especially within growing segments, wherever they do business. As the population of the United States evolves to become more ethnically diverse, the complexity of such an effort has grown. To help close the gap and give insight as to how to address the needs of the growing diverse base, Nielsen—along with the National Newspaper Publishers Association (NNPA)—has developed this report to better illustrate the qualities of the African-American community, the business opportunities that exist, and the best methods for a productive connection between businesses and this community.

The following highlights are extracts from the full report. To download the full report, go to: www.nielsen.com/africanamerican

Population Trends

The African-American community makes up 13.6% of the population of the United States and is projected to reach 14% over the next 10 years. This equates to populations of 42,071,000 and 47,587,000 for 2010 and 2020, respectively. The average age for African-Americans is 32.1 with more than 47% under the age of 35.

Although the African-American population continues to have high concentrations in cities, over the last ten years census population trends have shown dispersion to suburban areas and warmer regions of the country.

Top 10 Designated Market Areas (DMAs) by African-American TV Households

Rank	Designated Market Area (DMA)	Black TV Homes
1	New York	1,256,380
2	Atlanta	664,860
3	Chicago	589,240
4	Washington, DC (Hagerstown)	571,980
5	Philadelphia	551,070
6	Los Angeles	475,180
7	Detroit	378,730
8	Houston	377,960
9	Dallas-Ft. Worth	368,640
10	Raleigh-Durham (Fayetteville)	302,670

Top 10 Designated Market Areas (DMAs) by % African-American TV Households

Designated Market Area (DMA)	Total TV Homes	Black TV Homes	% Black
Greenwood-Greenville	69,450	40,300	58.0%
Jackson, MS	338,030	148,610	44.0%
Montgomery-Selma	244,470	101,530	41.5%
Memphis	693,860	268,620	38.7%
Meridian	72,280	26,810	37.1%
Columbus, GA (Opelika, AL)	219,450	80,050	36.5%
Macon	241,120	87,050	36.1%
Columbia, SC	405,670	144,170	35.5%
Augusta-Aiken	257,030	90,140	35.1%
Albany, GA	156,910	54,470	34.7%