

Nielsen, NNPA Release Report on Black Consumers

African-Americans' buying power is expected to reach \$1.1 trillion by 2015, according to The State of the African-American Consumer Report, released last week at a Washington, DC press conference. The document was collaboratively developed by Nielsen, a leading global provider of insights and analytics into what consumers watch and buy, and The National Newspaper Publishers Association (NNPA), a federation of more than 200 Black community newspapers across the U.S.



Black consumers are a major financial power waiting to be tapped

This growing economic potential presents an opportunity for Fortune 500 companies to examine and further understand this important, flourishing market segment. Likewise, when consumers are more aware of their buying power, it can help them make informed decisions about the companies they choose to support.

"Too often, companies don't realize the inherent differences of our community, are not aware of the market size impact and have not optimized efforts to develop messages beyond those that coincide with Black History Month," said Cloves Campbell, chairman, NNPA. "It is our hope that by collaborating with Nielsen, we'll be able to tell the African-American consumer story in a manner in which businesses will understand," he said, "and, that this understanding will propel those in the C-Suite to develop stronger, more inclusive strategies that optimize their market growth in Black communities, which would be a win-win for all of us."

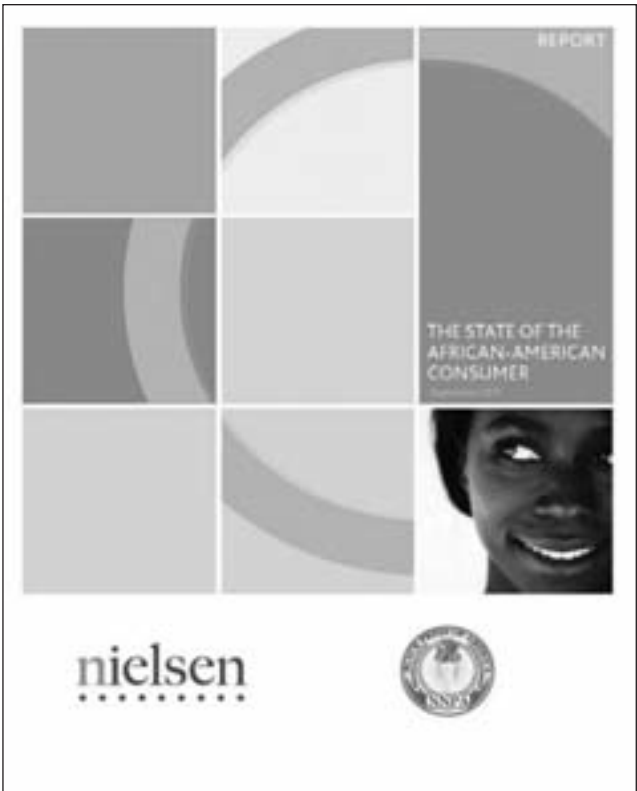
The report, the first of annual installments in a three year alliance between Nielsen and NNPA, showcases the buying and media habits and consumer trends of African-Americans.

The 41st Annual Legislative Congressional Black Caucus Foundation Conference week's activities set the

"We see this alliance with NNPA as an opportunity to share valuable insights, unique consumer behavior patterns and purchasing trends with the African-American community," said Susan Whiting, vice chair, Nielsen. "By sharing, for example, that African-Americans over-index in several key areas, including television viewing and mobile phone usage, we've provided a better picture of where the African-American community can leverage that buying power to help their communities," she said. "Likewise, the information points businesses in the right direction for growing market share and developing long range strategies for reaching this important demographic group."

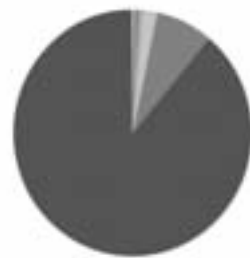
Consumer trends in the report include facts such as:

See BUYING on page 10



African-American or Black?

It is important for marketers to recognize and understand the full diversity of the Black population in the United States. African-Americans represent the majority (89%) and are a driving force in the Black community. The U.S. Black population includes those that describe themselves as Black; all nationalities that represent the Black Diaspora, (for example those who are Jamaican or Nigerian); as well as persons who define their racial background as a combination of Black and another race. For the purposes of this report we are using the term African-American to describe the Black population.



African American Alliance for Homeownership



Presents

The 13th Annual

African American Homeownership Fair

Saturday, October 29, 2011

10 am – 2:30 pm

Legacy Emanuel Hospital Atrium
501 N. Graham St., Portland

FREE and OPEN to the Public

- Enter to Win a \$1,000 grant give-away and other great prizes!
- Visit over 40 housing professionals; Attend free workshops
- Apply to the PVRA "Adopt A Senior" Project
- Free Parking; Free Lunch (11:30-1 pm)

Pre-registration is NOT required

www.aaah.org
503-595-3517



Sponsors: Chase, Legacy Emanuel Hospital, NW Natural, Portland Housing Bureau, Safeway Food & Drug, The Skanner News Group, TriMet.

Lincoln City
Central Oregon Coast

October - May
Finders Keepers
Glass Floats on the Beach



exercise
free will



LINCOLN CITY, A GREAT PLACE TO TRY NEW THINGS
COOKING CLASSES | SURFING | GLASS BLOWING | KITE FLYING | AND MORE!

EVENTS

- | | |
|--|--|
| October 15
Glass Galore Art Show & Sale | October 15 - 29
Lincoln City's Fall Learning Feast 2-week program |
| October 1
Pacific NW Wild Mushroom Cook-Off | October 28 & 29
Rick Springfield at Chinook Winds Casino Resort |
| October 8 & 9
Fall Kite Festival at
D-River Wayside State Park | |



For further information contact the Lincoln City Visitor & Convention Bureau
541-996-1274 ☎ 800-452-2151 www.oregoncoast.org