

## Buying

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- With a buying power of nearly \$1 trillion annually, if African-Americans were a country, they'd be the 16th largest country in the world.
- The number of African-American households earning \$75,000 or higher grew by almost 64 percent, a rate close to 12 percent greater than the change in the overall population's earning between 2000 and 2009. This continued growth in affluence, social influence and household income will continue to impact the community's economic power.
- African-Americans make more shopping trips than

“...of African-Americans...  
...with a buying power...”



all other groups, but spend less money per trip. African-Americans in higher income brackets, also spend 300 percent more in higher-end retail grocers more than any other high income household.

- There were 23.9 million active African-American Internet users in July 2011 — 76 percent of whom visited a social networking/blog site.
- 33 percent of all African-Americans own a smart phone.

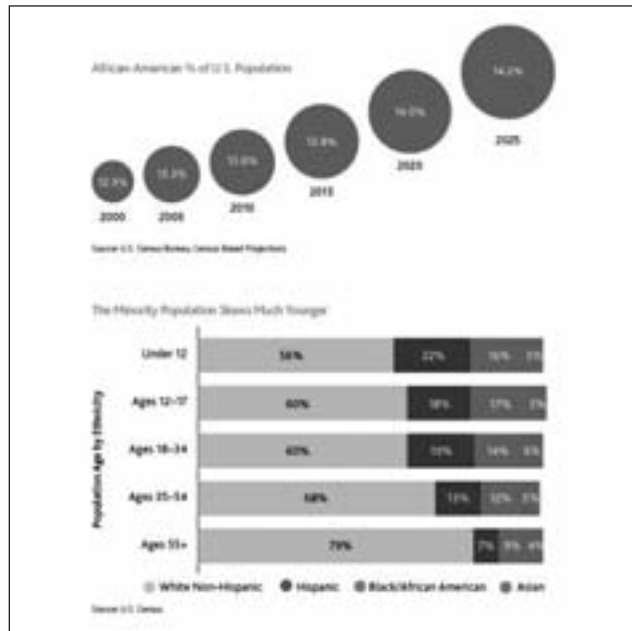
**Marriage and Divorce Rates**

Due to the decline in the prevalence of marriage in the overall population, the percentage of married African-Americans has continued to decline. For the African-American demographic, the decline is accelerated by two factors: a growth in the number of people who have never married and an increase in the number of people who are divorced. These changes reflect the African-American community's lower rates of marriage and higher rates of divorce. These rates have increased over time by 17% more and the median age for first marriage is 24.4 and 25.2 for men and women, respectively, compared to 22.4 and 24.3 for the total population.

Some of the marriage effect within the African-American community may be attributed to the higher educational attainment and unemployment rates (indicated by higher household income) especially by women within the demographic.

Regardless of the specific reasons, it is clear that more people are getting married or are remaining single and not their adult years. Companies, educators and marketers should be looking to address these changes by highlighting their products and services to a growing population of single adults in non-married households.

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These higher growth rates and larger numbers of achievers could seem somewhat surprising as oftentimes the discussion about African-Americans and education is centered on concerns such as subpar urban schools, high drop out rates, and lack of collegiate preparation and access. These growth statistics do not make those discussions inaccurate or eliminate the need for improvement, but they do illustrate that the community has seen positive results in education—and that message needs to be reinforced.

Increasing educational achievement and other factors have started to significantly raise the community's affluence and could possibly increase market growth with viable products and services related to this market sector.

**Educational Attainment Persons 25+**

	African-Americans			Total		
	2000	2009	Change	2000	2009	Change
<b>Male</b>						
Less than High School	20.1%	20.0%	-0.0%	19.9%	15.5%	-4.4%
High School or GED	31.4%	34.7%	3.3%	27.6%	28.6%	1.0%
Some College	26.5%	29.7%	3.2%	26.4%	27.5%	1.1%
College Degree	13.1%	15.6%	2.5%	26.1%	28.4%	2.3%
<b>Female</b>						
Less than High School	26.8%	17.4%	-9.2%	19.3%	14.1%	-5.2%
High School or GED	28.4%	29.0%	0.6%	29.6%	28.4%	-1.2%
Some College	29.7%	34.3%	4.6%	28.2%	30.1%	1.9%
College Degree	15.2%	19.3%	4.0%	22.8%	27.4%	4.6%

Source: U.S. Census Bureau

- African-Americans use more than double the amount of mobile phone voice minutes compared to Whites — 1,298 minutes a month vs. 606.
  - The percentage of African-Americans attending college or earning a degree has increased to 44 percent for men and 53 percent for women.
- Read the whole report at <http://www.nielsen.com/>

# ARE YOU READY?

**Saturday, Oct. 15, 2011,  
10 am— 4 pm  
Highland Christian Church  
7600 NE Glisan St.  
Portland, OR 97213**



**Are You Ready** is a community wide event. Help to educate residents on the importance of public health, emergency preparedness, mental health, and youth engagement. Many of our community members have been displaced from inner North and Northeast to East Portland (focus East). Many of these residents formally of NE Portland now live out in the 122nd area and are unfamiliar with these services. This event offers greater outreach to these communities. Our goal is to provide services to adults, children and families from many of these areas.

**Come out and learn what resources are available—  
games and prizes, free to the public!**

A public service of: *The Skanner* Foundation, Safeway, Multnomah County and Highland Christian Center.

For more information 503 285 5555 ext 501

