

Buying

continued from page 5

for reaching this important demographic group.”

Consumer trends in the report include facts such as:

- 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

“1/3 of U.S. Affluent-Americans own a smartphone”



influence and household income will continue to impact the community’s economic power.

- African-Americans make more shopping trips than 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

somehow 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 these 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.

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
Male						
Less than High School	29.9%	20.0%	-9.9%	19.8%	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+	13.7%	15.6%	1.9%	26.1%	28.4%	2.3%
Female						
Less than High School	26.6%	17.4%	-9.2%	19.3%	14.7%	-4.6%
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%	4.1%	22.8%	27.4%	4.6%

Source: U.S. Census Bureau

Marriage and Divorce Rates

Under the decline in the prevalence of marriage in the overall population, the percentage of married African-Americans has continued to decline. For the first time in the demographic, the decline is reflected by men. Factors, a growth in the number of people who have never married and an increase in the median age at first marriage for both men and women for their first marriage. These changes within the African-American community have been particularly stark. While the rate in the total population, those who have never married grew by 1.7% more and the median age for first marriage is 25.4 and 26.1 for men and women, respectively, compared to 25.4 and 25.1 for the total population.

Some of the marriage effect within the African-American community may be associated by the higher achievement in education and employment income (indicated by higher household income) especially by women within the demographic.

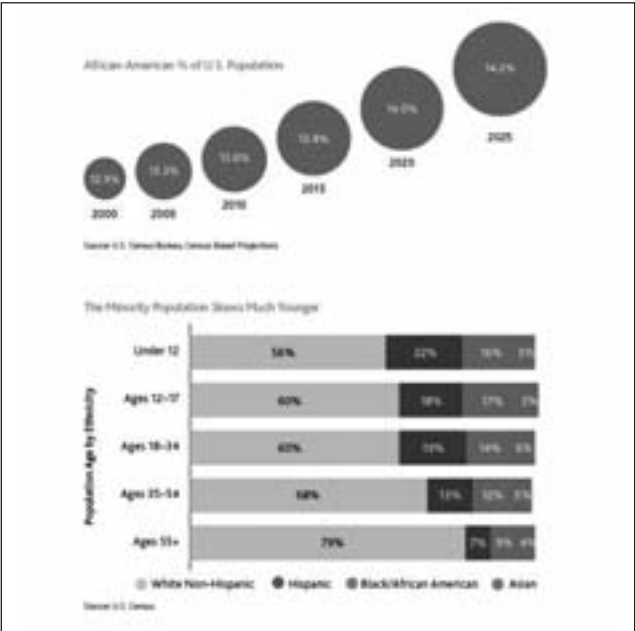
Regardless of the specific reasons, it is clear that more people are getting married or are remaining single well into their adult years. Companies, marketers and marketers should be looking to address these changes by highlighting their products and services in a growing population of single adults in non-married households.

Marketers should look to highlight their products and services to a growing population of single adults in non-married households.

Married Couples by Income 2009

Income	2000	2009	Change
Less than \$10,000	11.4%	10.1%	-1.3%
\$10,000 - \$14,999	12.4%	11.1%	-1.3%
\$15,000 - \$24,999	13.4%	12.1%	-1.3%
\$25,000 - \$34,999	14.4%	13.1%	-1.3%
\$35,000 - \$49,999	15.4%	14.1%	-1.3%
\$50,000 - \$74,999	16.4%	15.1%	-1.3%
\$75,000 - \$99,999	17.4%	16.1%	-1.3%
\$100,000+	18.4%	17.1%	-1.3%

Source: U.S. Census Bureau



- visited a social networking/blog site.
 - 33 percent of all African-Americans own a smart phone.
 - 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/>

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- Business development and competition,
- Using local firms for goods and services through the competitive bidding process,
- Businesses to employ local residents for public works projects.

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Pierce County
Public Works and Utilities