

Nielsen Study: Black Media More 'Relevant' to Black Consumers

By George E. Curry
NNPA Editor-in-Chief

WASHINGTON (NNPA) – Companies that fail to advertise with Black media are missing an opportunity to effectively reach nearly 43 million African Americans whose \$967 billion annual buying power is projected to exceed \$1 trillion in three years, according to the new study released by Nielsen and the National Newspaper Publishers Association (NNPA).

“Still the largest racial minority group in America, with a projected buying power of \$1.1 trillion by 2015, Black consumers remain

at the forefront of social trends and media consumption,” the study found. The findings were released Friday at the Congressional Black Caucus

information and measurement company. “NNPA’s insertion of the report into its 200 publications allows Nielsen access to millions of African-American consumers,

“Since 2000, the total U.S. population only increased by 11.3%, while the Black population increased by 17.9%, a rate that is 1.6 times the greater overall growth,” the Nielsen study said. The report noted that the U.S. Black population is larger than 163 of the 195 countries in the world, including Argentina, Poland, Canada and Australia.

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Foundation Legislative

Conference. “Our collaboration with the NNPA has been successful,” said Susan Whiting, vice chair of Nielsen, a premier global infor-

and allows us to share vital information that will help increase the awareness of Blacks’ consumer power.”

And according to the report, that power is considerable.

“The average income for African-American households nationwide is \$47,290 with 35% earning \$50,000 or more,” the report stated. Ten percent of Black households earn \$100,000



PHOTO BY ROY LEWIS FOR NNPA

NNPA Chairman Cloves Campbell speaks as NNPA President.

or more each year. The study noted, “The Black population and its aggregate buying power is overall more geographically widespread and more diverse than other ethnic and racial segments.”

Cloves Campbell, chairman of the NNPA and publisher of the Arizona Informant, said: “Marketers underestimate the opportunities missed by overlooking Black consumers’ frustration of not having products that meet their needs in their neighborhoods. And companies that don’t advertise using Black media risk having African-Americans perceive them as being dismissive of issues that matter to Black consumers. This report demonstrates what a sustainable ad influential economic force we are.”

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According to the report: Ninety-one percent of Blacks believe that Black media is more relevant to them;

Eighty-one percent believe that the products advertised in Black media are more relevant to them;

Seventy-eight percent would like to see more Black models/actors used in ads (51 percent said they would purchase a product if the advertising portrayed Blacks positively);

Seventy-seven percent of African Americans said Black media has a better understanding of the needs and issues that affect them;

Seventy-three percent believe Black media keeps them in touch with their heritage;

Sixty-eight percent want to see more commercials directed specifically to Black audiences and

Sixty-seven percent of Blacks want to see more advertising targeting Black consumers.

NNPA President and CEO Bill Tompkins said Black media plays a unique role in the African-American community.

“The general media does not cover us as well as we cover ourselves,” he said. Tompkins noted that Black media receives only 2 percent of the \$120 billion advertising dollars spent with general media.



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