

WASHINGTON--([BUSINESS WIRE](#))--African-American buying power continues to increase and is expected to rise from its current \$1 trillion level to \$1.3 trillion by 2017, according to

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Resilient, Receptive and Relevant: The African-American Consumer 2013 Report

. The report was released today by Nielsen, a leading global provider of information and insights into what consumers watch and buy, in collaboration with the NNPA during the Congressional Black Caucus Foundation's 43rd Annual Legislative Conference.

"The consumer insights this year are some of the most varied yet"

Highlights from the report include:

- Fifty-three percent of the 43 million Blacks in the U.S. are under the age of 35, and the Black population has grown 63 percent faster than the general market population
- Blacks watch more television (37 percent); make more shopping trips (eight), purchase more ethnic beauty and grooming products (nine times more), read more financial magazines (28 percent) and spend more than twice the time on personal hosted websites than any other group
- Although 81 percent of Blacks said they believed that products advertised using Black media are more relevant to them, only 3 percent or \$2.24 billion of the \$75 billion spent on television, magazine, Internet and radio advertising was with media focused specifically on Black audiences
- How companies can avoid a "one-size-fits-all" approach to better connect with Black consumers

The findings were announced by Cheryl Pearson-McNeil, senior vice-president, public affairs and government relations for Nielsen, Cloves Campbell, chairman of the NNPA, a 73-year-old federation of 200 Black community newspapers; and A. Shuanise Washington, president and chief executive officer of the Congressional Black Caucus Foundation.

"The consumer insights this year are some of the most varied yet," said Pearson-McNeil. "From store brand loyalty, to top watched television networks, which mobile apps are most popular, a deep dive into how Blacks spend their digital time, and

Growth in Black Buying Power Continues

Written by Australian Business

how companies can reach 10 million Black consumers by developing a southern regional strategy – this year's report is really a compelling read for both advertisers and marketers."

"This year, the report goes a step further and lists the premier 50 companies, in the top five categories committed to the Black community economically," said Campbell. "This type of information helps the NNPA continue our efforts to create conscious consumers who better understand how their economic power has a direct impact on the marketplace overall and that kind of information is invaluable."

Beyond the business impact Blacks have on the economy, the report also provides more granular insights into its population growth, and demographic uniqueness, which was of particular interest to Washington. "The CBCFs mission is to advance the global Black community by developing leaders, informing policy and educating the public," said Washington. "Nielsen's report will prove helpful as we continue our efforts to improve the socioeconomic circumstances of African Americans and other underserved communities."

To download a full copy of the report, please visit www.nielsen.com.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

About NNPA

The National Newspaper Publishers Association, also known as the Black Press of America, is a 73-year-old federation of nearly 200 Black community newspapers from

across the United States.

Since World War II, it has also served as the industry’s news service, a position that it has held without peer or competitor since the associated Negro Press dissolved by 1970. In 2000, the NNPA launched NNPA Media Services – a print and web advertising – placement and press release distribution service. In 2001, the NNPA and its foundation began building the BlackPressUSA Network – the nation’s premier network of local Black community news and information portals. The BlackPressNetwork anchored by BlackPressUSA.com – the national web portal for the Black Press of America.

For more information about the report and Cheryl Pearson-McNeil, senior vice president, public affairs and government relations, or to arrange an interview, contact: Jerry Thomas of Jerry Thomas Public Relations, 312.285.5166, jerry@jerrythomaspr.com, or Ivan Thomas at 847-863-1067, or ivan@jerrythomaspr.com.

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Other Report Highlights²:

Top Five Advertisersfor Media Focused onBlack Audiences

Top Five Quick ServiceRestaurant Advertisers

Top Five Quick ServiceRestaurants BlacksVisited in the LastThree Months

1.

Procter & Gamble

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1.

McDonald's

1.

McDonald's

2.

L'Oréal

2.

Yum! Brands Inc. (parent company of KFC, Pizza Hut and Taco Bell)

2.

Burger King

3.

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McDonald's

3.

Doctor's Association Inc. (parent company of Subway)

3.

Subway

4.

Unilever

4.

Wendy's

4.

KFC

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5.

U.S. Government

5.

Domino's Pizza

5.

Wendy's

Top Five Networks Watched by Blacks

Top Five Programs Watched by Black Households

Top Five Primetime Programs watched by Blacks Ages 18-49

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1.

BET

1.

'13 BET Awards, BET

1.

Love & Hip Hop Atlanta 2, VH1

2.

VH1

2.

Scandal, ABC

2.

Scandal, ABC

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3.

TV ONE

3.

Elementary - Super Bowl, CBS

3.

Real Husbands of Hollywood, BET

4.

BOUNCE TV

4.

'13 BET Awards After Party, BET

4.

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Real Housewives of Atlanta, BRAVO

5.

CENTRIC

5.

Love & Hip-Hop Atlanta 2, VH1

5.

T.I. and Tiny 3 ,VH1

Top 5 Social Media Sites by Age based on Time Spent

Top Five Website Categories Visited By Blacks

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Ages: 18-34

35-44

45-64

1.

Education and Careers

1.

Facebook

Facebook

Facebook

2.

Entertainment

2.

Meetup

Tagged

Tagged

3.

Family and Lifestyles

3.

Six Apart

Tumblr

Ning

4.

Corporate Information

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4.

Tumblr

Twitter

Tumblr

5.

Government/Non-Profit

5.

Twitter

LinkedIn

Glam Media Network

Top 5 Preferred Travel Sites Ranked By Unique Visits

1.		Google Maps
2.	MapQuest	
3.	Priceline Network	
4.	Expedia	
5.	Yahoo! Local	

¹ Selig Center of Economic Growth, 2012

² Source: Top 5 Advertisers: Nielsen, 1/1/2011 – 12/31/2012; Television programs: Nielsen 12/31/12 – 6/30/12; Top 5 Quick Service Advertisers: Nielsen, 1/1/2013 – 3/31/2013; Quick Service Restaurants Blacks Visited: Nielsen, June 2013; Top 5 Networks: Nielsen, 12/31/2013 – 6/30/2013; Top 5 Social Media Sites: Nielsen, March 2013; Top 5 Website Categories: Nielsen, March 2013; Top 5 Preferred Travel Sites: Nielsen March 2013