

Phoenix.



**Marketing
International**

Accelerated Performance through Research

A Profile of the African American Population in the U.S.

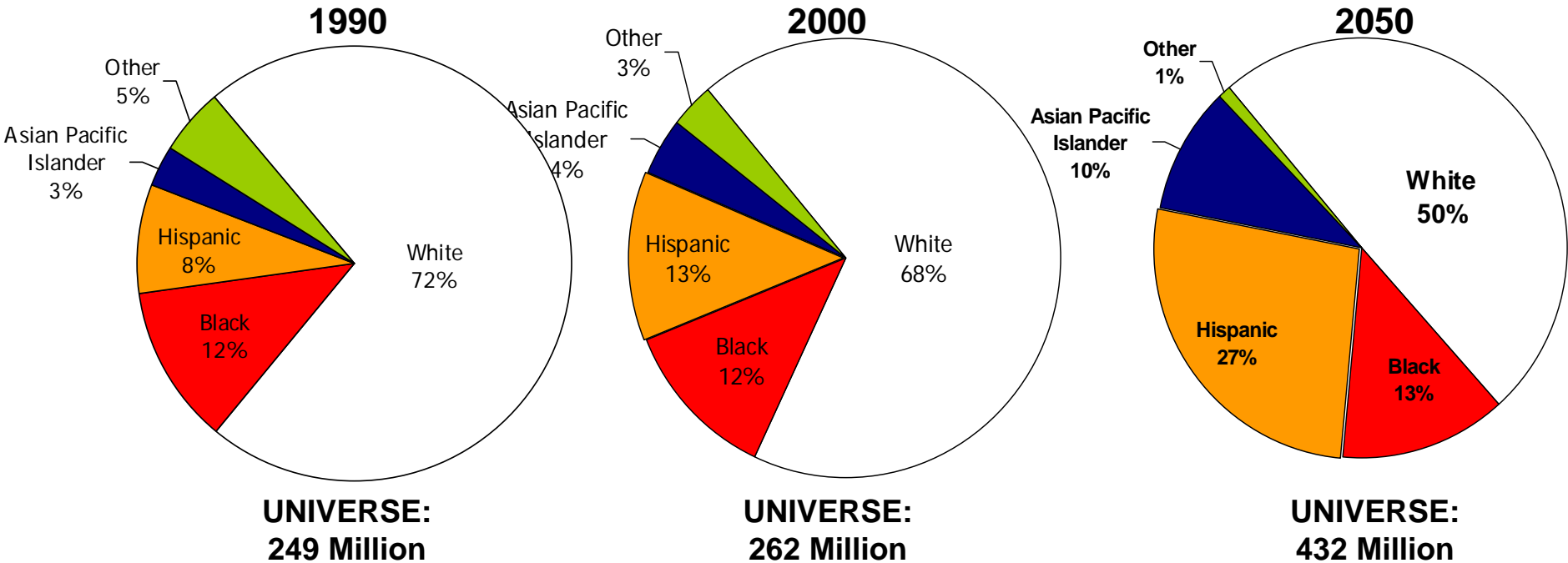
May 2007

Phoenix Multicultural
Los Angeles, CA



Tomorrow's Mainstream Markets

U.S. ethnic populations are growing rapidly, representing tomorrow's mainstream markets.



The African American Consumer

Profile

- One of the largest ethnic groups
- Estimated at more than 39 million in 2006
 - Represents 12% of the total U.S. population
- Population grew nearly 23% from 1990 to 2006
- Estimated to reach almost 38 million by 2011
- Median age of 31.3 compared to 40.4 for non-Hispanic Whites
- 2005 purchasing power more than \$760 billion
 - Expected to jump to over \$1 trillion in 2010



Source: Geoscape 2006, Census 2005, Selig Center

Top States for African Americans

State and Rank	AA State Pop	% of Total State Pop
1. New York	3,014,385	15.9%
2. California	2,263,882	6.7%
3. Texas	2,404,566	11.5%
4. Florida	2,335,505	14.6%
5. Georgia	2,349,542	28.7%
6. Illinois	1,876,875	15.1%
7. North Carolina	1,737,545	21.6%
8. Maryland	1,477,411	27.9%

Top Emerging Markets

...For African Americans

Market	State	2006 African American Population	Est. African American Population Growth ('90-'11)
Minneapolis	MN	246,472	173%
Salt Lake City	UT	25,431	129%
Atlanta	GA	1,992,627	128%
Phoenix	AZ	164,266	110%
Orlando	FL	501,386	110%

Source: Geoscape 2006 Out of top DMA's 1990-2011 growth

African American Cultural Insights

African Americans have distinct cultural characteristics

- History plays a large role
 - Although African Americans have been in America for 500+ years, they have developed a strong cultural identity shaped, in large part, by marginalization from mainstream American society (i.e. slavery, discrimination, Civil Rights)
- Geographic and nationalistic factors also come into play:
 - Large presence in the U.S. South
 - Large urban presence in metropolitan centers throughout the U.S.
 - Caribbean, African and South American heritage

African American Cultural Insights

African Americans are embracing and re-adapting to their history – African and American – as a way of reconnecting to their ancestry and uniqueness.

- Reinforcement of cultural roots through literature, the arts, and festivals
- Using fashion, especially fabrics and hair styles, as a form of cultural expression

Reaching African Americans

- Focus on Radio, Television, Internet
- Word of mouth/Networking Events work well too
- Communications need to be life stage appropriate as well as culturally relevant. Cultural indicators also shouldn't be overdone.