



New York City's African American Market Place

**New York City's
African American Population is 3,073,800
and
15.8% of New York City's Total Population.**



According to the U.S. Census Bureau, the African-American population reached 42.1 million in 2010 (13.6 % of the US population), making them the second largest minority group.

New York City's African-American population represents 7.8% of the total US African-American population.



Demographic Profile

National Characteristics

Demographics

- The number of African-American households earning \$75,000 or higher grew by almost 64%, a rate close to 12% greater than the change in the overall population's earning between 2000 and 2009.
- The percentage of African-Americans [attending college](#) or earning a degree has increased to 45% for men and 53% for women (adults 25+).

Television

- The average African-American household spends about seven hours, 12 minutes daily watching TV – 213 hours a month – which is 40% more viewing time spent than the overall population.
- 12.5 million African-American households helped make this year's Super Bowl XLV the most watched Super Bowl ever.

Mobile

- African-Americans use more than double the amount of mobile [phone](#) voice minutes compared to Whites – 1,298 minutes a month vs. 606.
- African-Americans send/receive on average 907 text messages.
- 33% of all African-Americans own a smart phone

Consumer

- African-Americans may spend less on each shopping trip, but they make the most trips – 167 – annually of any other group.
- African-Americans in higher income brackets, spend 300% more in higher-end retail grocers, more than any other high income household.
- African-Americans over-index on purchases of health and beauty products, household cleaning items, clothes, food and [electronics](#) to name a few.

[Online](#)

- During July 2011, there were 23.9 million active African-American internet users.
- African-Americans are 30% more likely to visit Twitter.
- Top online purchases for African-Americans in the last six months included:
 - Airline tickets/reservations - Hotel reservations
 - Any clothes/shoes/accessories
 - Women's clothes/shoes/accessories - Men's clothes/shoes/accessories

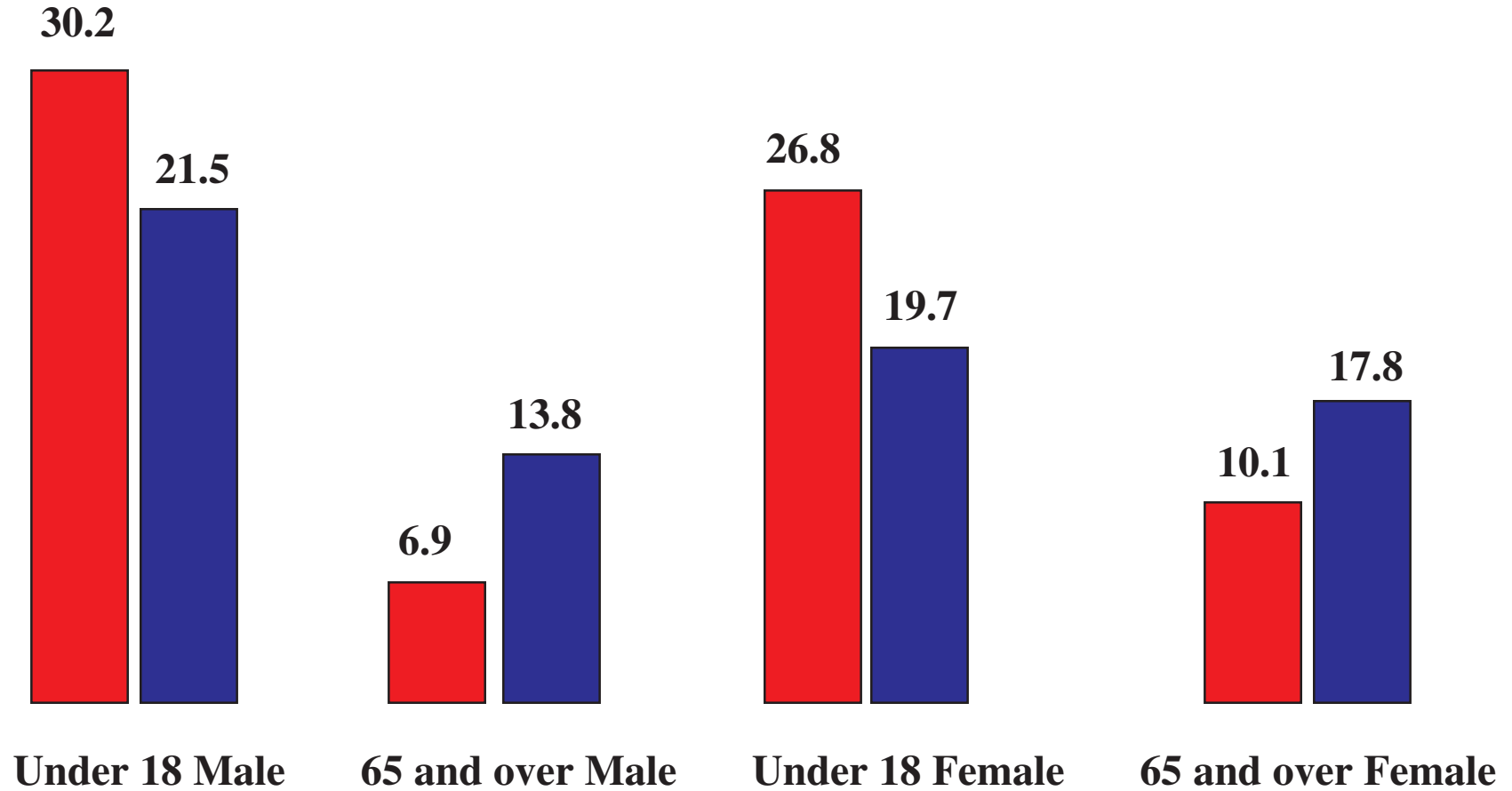


- ❑ The African-American population is 52% female and 48% male.
- ❑ The African-American population is younger with a medium age of 31.3 years compared to non-Hispanic whites at 41.2 years.
- ❑ African-American households are slightly larger than the average non-black households - 2.6 persons vs 2.5 persons.
- ❑ The African-American household is slightly more likely to have children under 18 (0.8 persons vs 0.6 persons for whites and others)
- ❑ 83% of African-Americans 25 years and older completed high school or higher level of education in 2009.
- ❑ 33.8% of African-Americans were enrolled in college in 2009.



African-Americans are Younger than the Non-Hispanic White Population

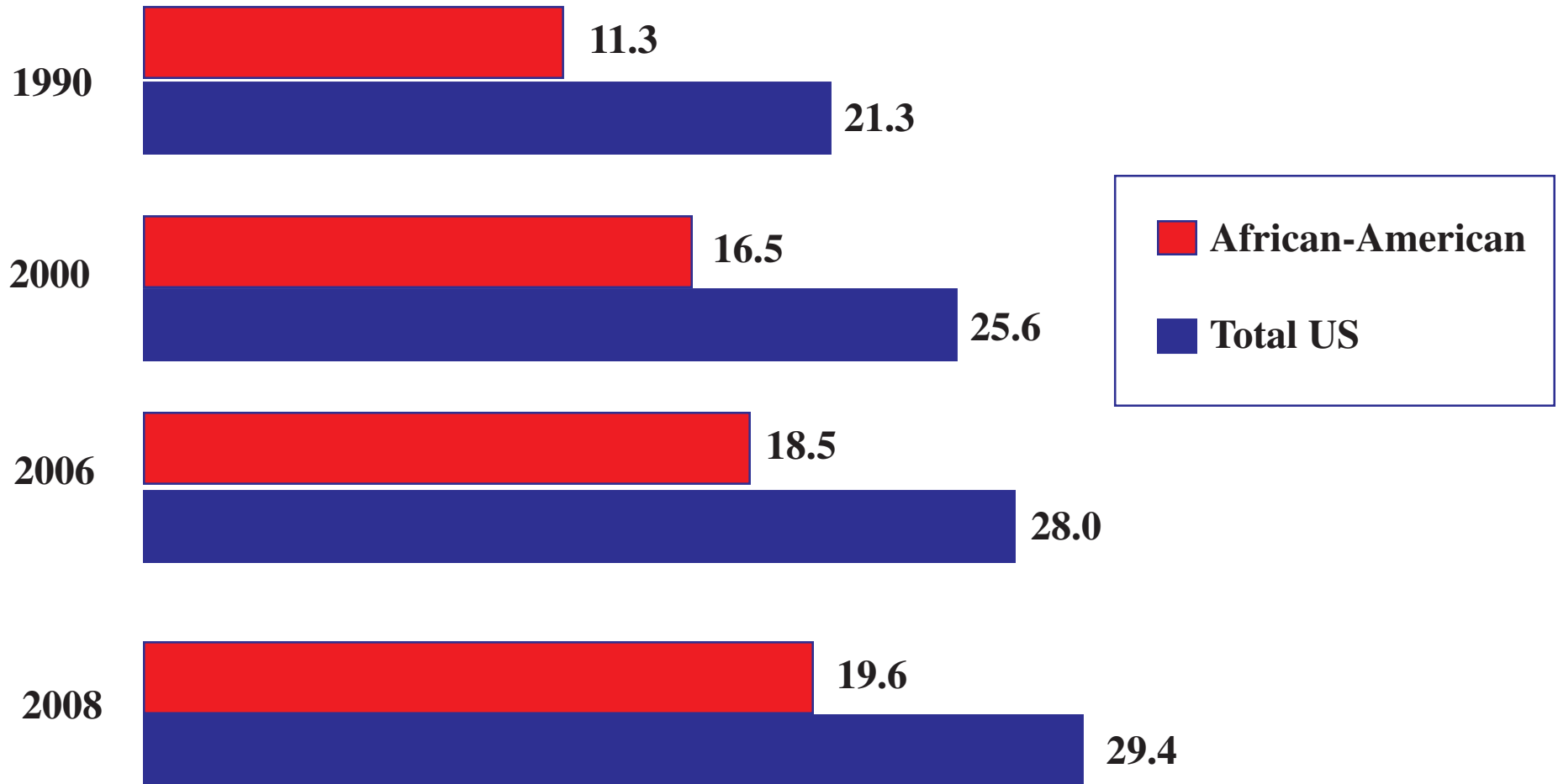
■ African-American ■ Non-Hispanic White

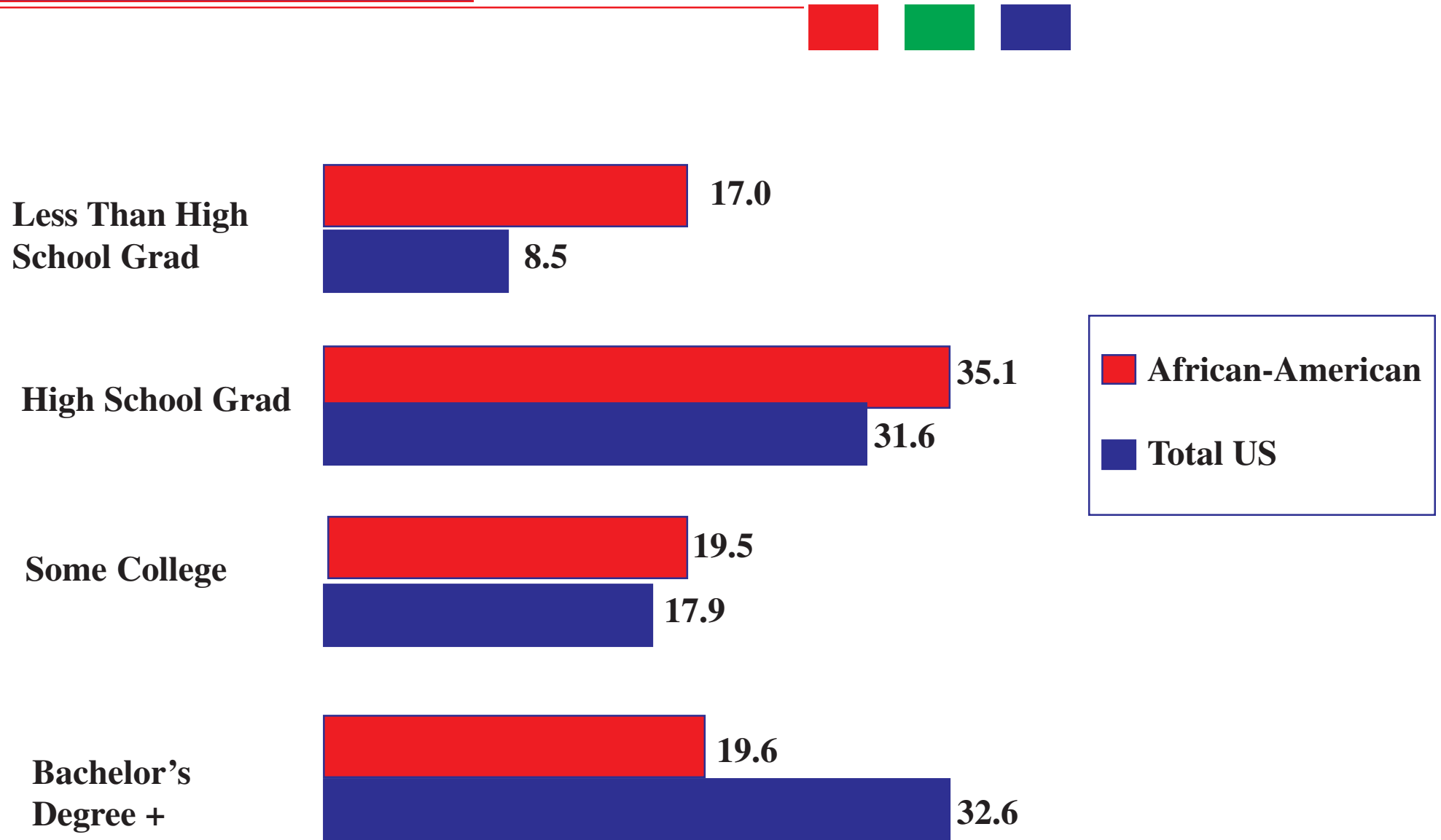


Completed 4 Years of College or More: US Total vs African-Americans



73% More African-American Adults were College Grads in 2008 vs 1990



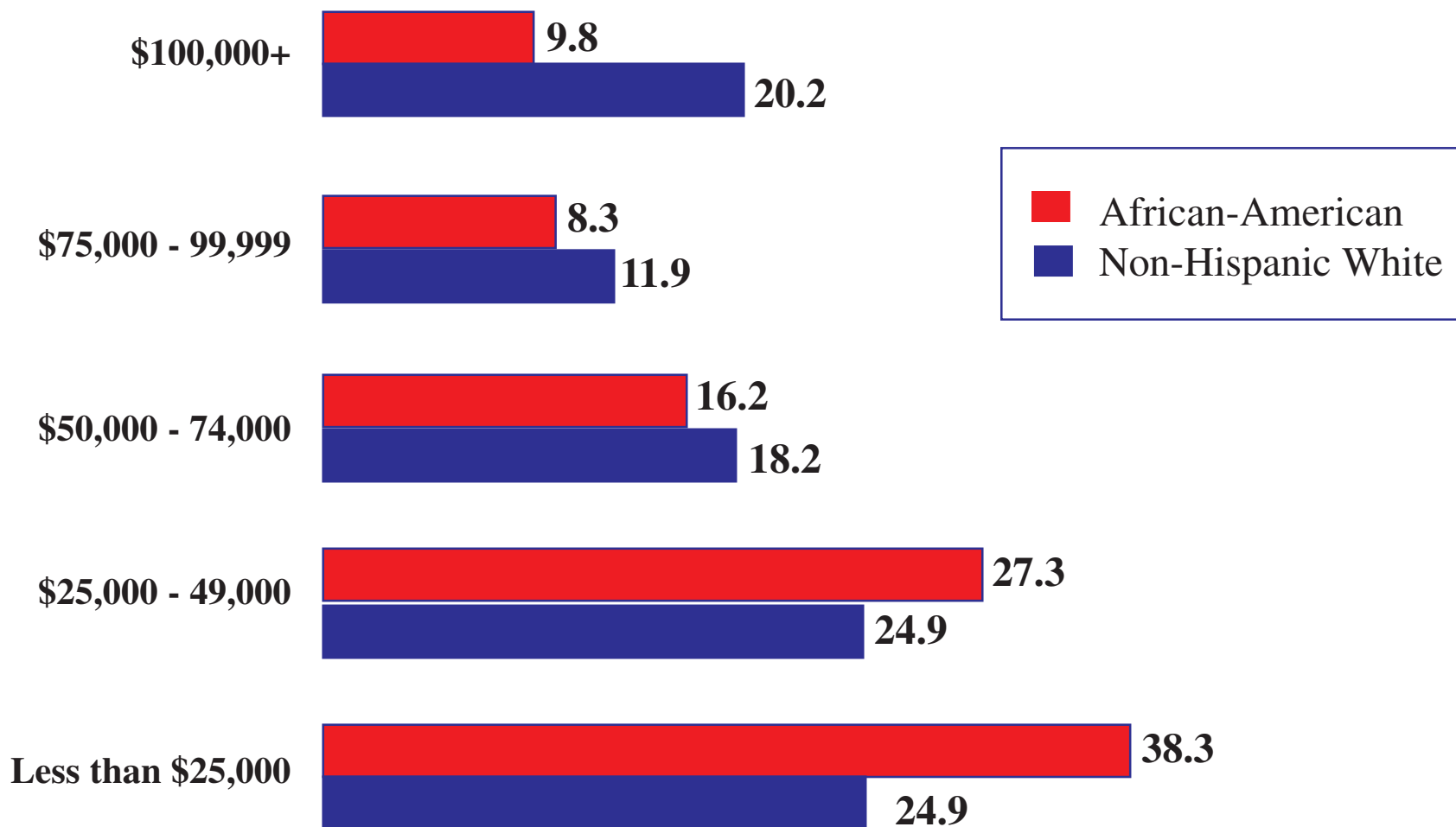




- 46% of African-Americans own their own homes
- There are 32% of African-American homeowners with mortgages
- 14% of African-Americans homeowners are without mortgages.
- 54% of African-Americans are renters



Percent Distribution of Income for Households in 2010





Geographic Patterns



Five States with the Largest African-American Population

New York	3.35 Million
Florida	2.98 Million
Texas	2.98 Million
Georgia	2.97 Million
California	2.45 Million



Purchasing Power & Spending Patterns



According to estimates from the University of Georgia's Selig Center for Economic Growth:

- **The nation's black buying power rose from \$318 Billion in 1990 to \$910 billion in 2009 and will increase to \$1.1 Trillion by 2012, up by 257% in 22 years.**
- **This overall percentage gain outstrips the 189% increase in white buying power and the 206% increase in total buying power (all races combined).**



- **In 2014, African-American's share of US buying power will be 8.7%, up from 7.4% in 1990 and up from 8.5% in 2009.**
- **Nationally, African-American consumers will account for almost nine cents out of every dollar that is spent.**



- Population growth is faster than the total population and the African-American population is younger.
- From 1990 to 2009, the black population grew by 28% compared to 16.8% for the white population and 23% for the total population.
- Another factor is African-American' rising level of education. Census data show that the percentage over 25 who have completed high school or college rose from 66.2% in 1990 to 94% in 2010.
- Gains also reflect an increasing number of African-Americans who are starting and expanding their own businesses.
- Larger proportions of African-Americans are either entering the workforce for the first time or are moving up from entry level jobs

Top Ten States for African-American Buying Power



	State	Total in Billions
1	New York	\$ 86
2	Texas	\$ 72
3	California	\$ 62
4	Georgia	\$ 61
5	Florida	\$ 61
6	Maryland	\$ 52
7	Illinois	\$ 45
8	North Carolina	\$ 41
9	Virginia	\$ 38
10	New Jersey	\$ 35



Product/Service	Dollars
Housing and related charges	\$13,770
Transportation	6,520
Food	4,594
Personal insurance & pensions	3,532
Utilities, fuels and Public Services	3,598
Apparel & Services	1,983
Healthcare	1,595
Entertainment	1,498
Cash Contributions	1,171



The New York Beacon holds a unique position among the City's newspaper readers. The New York Beacon does not relate to any particular readership, and that can be credited to our founding publication, "Big Red". "Big Red" catered to EVERYONE. Readership demographics were not segmented. "Big Red's" unique content related to all New Yorkers and all New Yorkers read "Big Red". Prior to legalized numbers in New York State, the daily number was to the African-American community what Wall Street and the local Stock Exchanges were to investors and Corporate America alike. Families were fed by "Mama" hitting the number for .05 cents. Kids were sent to college from family earnings from the numbers industry. "Big Red" established itself as the Guru of the numbers industry by accurately predicting the numbers result on a printed 8.5 X 11 sheet. Spiritualists and Fortune Tellers who recognized the audience of "Big Red" requested advertising space on the sheet. Within weeks, the demand was greater than the limited space could accommodate. The "Sheet" was extended to an 11 X 14 sheet to accommodate the ever mounting requests for advertising space. Soon community organizations were requesting space for their functions. The escalated requests for advertising space initiated the production of a 4 page tabloid weekly edition called "Weekend Big Red". Quickly this grew to 8 then sixteen and eventually 40 plus pages. This popular publication caught the eye of one of New York City's popular department stores, Abraham & Strauss. followed by E J Korvette, Alexander's, Sears and other local businesses. Weekly circulation grew to over 100,000 copies weekly in 1981. "Big Red" wasn't very popular with New York City's Black churches because they perceived the newspaper to be a gambling paper. In order to dispel this myth, then Editor Carl Nesfield created a social media column called, "Did Your Mama Play the Numbers?" The response was overwhelming as well as surprising. The responses came from all corners of New York City's communities. From Ministers to Pimps; From Saints to Sinners: From Judges to Jailers: From the Whitehouse to the Schoolhouse; From Teenagers to Seniors. Everyone bought and read "Big Red" and most importantly, they looked for clues to hitting their number. In 1984 the newspaper was separated from the number sheet and named the "New York Beacon".

The New York Beacon has established itself as the medium of choice among New York City's African American communities. Verified by our continued newsstands sales and mass delivery facilities, the content of the New York Beacon is relevant and in high demand in New York City and beyond.



The *New York Beacon* Newspaper rates high with New Yorkers for several reasons

- Credibility on contested news issues
- Positive characterization of Black residents and Black Communities
- In depth coverage of local community events
- Defense against crimes and mistreatment of African-American citizens
- Editorial support for issues affecting local citizens and civic organizations
- Support for community activists and social advocates.

New York Beacon

14 Reasons Why the *New York Beacon* is an excellent medium for New York City's advertisers



1. Established in 1975 as “Big Red News”
2. Continuous operation without missing a single issue for the past 35 years
3. Utilized by most of New York City's major advertisers and advertising agencies
4. Newspaper associated with all social media platforms
5. Added value editorial support
6. Readership represents 4.2% of the \$60 billion NYC Black buying power. (\$2.5 billion)
6. Fueled by New York's premiere freelance journalists and photographers
7. Free newspapers delivered to select New York Churches
8. New York Beacon readers respond to Beacon editorials
9. Exciting Sports coverage.
10. On news stands every Thursday morning
11. Readers respond to advertised specials.
12. Quick and courteous service from the Beacon's advertising staff.
13. Member NNPA, NEPA, NAACP, NABJ,
14. Weekly circulation audited by VAC (Verified Audit Corporation)

New York Beacon

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Our market share of the New York City population is 4.2% which represents \$2.5 billion dollars of Black buying power.

The New York Beacon pledges to deliver our advertiser's messages to our audience on a weekly basis through our news stands sales, and subscriptions, augmented by our digital media platforms.

Paid Circulation Audited and Verified by



Circulation Auditing

Advertisers use audit reports to compare and evaluate advertising opportunities, and most national and regional advertisers require audited circulation. Local advertisers look for audited circulation as a mark of credibility and professionalism.

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