



Targeting the Black Community

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- Black African
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Black Caribbean's are the fourth largest ethnic group in the UK and account for **12.2%** of the total UK ethnic minority population whilst Black Africans account for **10.4%**. (Source: ONS 2009)

The Black Community have lived in the UK since the 12th century, but as the British Empire expanded, their numbers increased exponentially in the 17th and 18th century. (Source: BBC 2010)



Since their settlement in the early sixties, Black culture has become **integral** to British society. They are the largest ethnic group to achieve undergraduate degrees, **80%** of Black Africans in the UK are economically active and have an employment rate of **74%**. Education and careers are of paramount importance for this community demonstrated by their **higher** uptake of further and higher education.

Black Africans and Black Caribbean's represent **significant** consumer groups experiencing **prosperity**, increasing cultural influence and **growing** spending power. (Source: MCC/Weber Shandwick)

64% of Black Africans agree that products that market to their culture influence their purchase

(Source : MMC/Weber Shandwick)



Emirates

ASDA



Over the period 2002-8, Black Africans accounted for a high percentage of immigrants in the UK as up to **39,000** had NI numbers allocated to them. (Source: DWP)

Black culture has been adopted into British society through events such as Black History Month (October), carnivals, cuisine, urban music and sport participation. Notting Hill Carnival has attracted up to **1.5 million** people from all over the world and is the largest internationally acclaimed festival in Europe **celebrating diversity, colour and sound**. (Source: BBC 2011)



Contact us today for more details on how you can target these ever-growing audiences, by calling
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Indoor Media | Riverside House | 47 The Lynch | Uxbridge | Middlesex | UB8 2TQ | United Kingdom