

Jay Rai

---

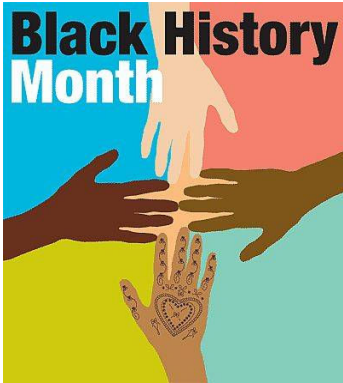
Subject: FW: Black History Month

# Black History Month October 2009

indoormedia  
your door into the asian market

October 2<sup>nd</sup>, 2009

With the 2011 census less than 18 months away, projections estimate that there will be over 9 million EMG's (ethnic minority groups) residing in the UK. This month we bring you an insight into the value of the Black Caribbean and Black African demographic.



Black History month is celebrated in October and has been a tradition for over 30 years; it is the month where the achievements of the black community are acknowledged by activities that include all areas of arts and entertainment.

Black Caribbean's are the fourth-largest ethnic group in the UK, representing **12.2%** of the total UK ethnic population. More than 1 million reside in London alone.

- Estimates show that Black and Asian consumers are likely to earn **£156 billion** after income tax
- Black and Asian men are amongst the top consumer spenders with **£32 billion** disposable income
- They are **big spenders** in digital technology, music and fashion sectors
- Black Caribbean's have the largest proportion of people aged 65 and over (**11%**) for non-white ethnic groups; this reflects the first large-scale immigration back in the 1950's
- **61%** of the Black Caribbean UK population live in London
- After White Irish, Black Caribbeans were most likely to drink in excess of the government recommended guidelines - **37%** of Black Caribbean men and **17%** of women

**56% of Black Caribbean consumers believe that little marketing has any relevance to them**

*Source - Webber Shandwick MCC insight Study 2007*

**Specialists in online ethnic marketing**



**Indoor Media Ltd**

Riverside House  
47 The Lynch  
Uxbridge  
Middlesex  
UB8 2TQ  
UK

+44 (0) 20 7125 0007  
[www.indoormedia.co.uk](http://www.indoormedia.co.uk)

**Some of our satisfied clients**



Notting Hill Carnival 2009

Over 2/3<sup>ds</sup> of Black Africans agree that products that market to their culture influence their purchase

Source - Webber Shandwick MCC insight 2007

Black Africans account for **10.5%** of the UK total ethnic minority population, making them the fifth largest cultural group in the UK.

- Black Africans consider **education** as very important, and children are encouraged to succeed academically
- The average monthly disposable income for Black Africans in the UK is **£261**. This higher than the South Asian, Black Caribbean and East Asian (Chinese) ethnic groups
- Black Africans **tend to spend** most of their income on sectors such as Sport, Media, Fashion, Film and Music
- Nearly **8/10** of Black Africans live in London
- **Half** of all Black Caribbean and African women work in public administration, education or health sectors

Coming up soon

Diwali ● More EMG statistics ● comScore Results

**What is your opinion on our 'infomails' service?  
Are there any sectors that you would like us to cover?  
Feedback good and bad is welcome - email address is below.**

Sources –

Webber Shandwick MCC Insight Study 2007, GLA Ethnic Group Population Projections, ONS - 2001 Census, ONS -Annual Local area Labour Force Survey, Health Survey for England



Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.  
Please send any questions and comments to [natalie@indoormedia.co.uk](mailto:natalie@indoormedia.co.uk)