

The Whitepaper

The Whitepaper on Marketing to the African American Community in St. Louis City & St. Louis County

Advertising Implications
That St. Louis Marketers Need To Know

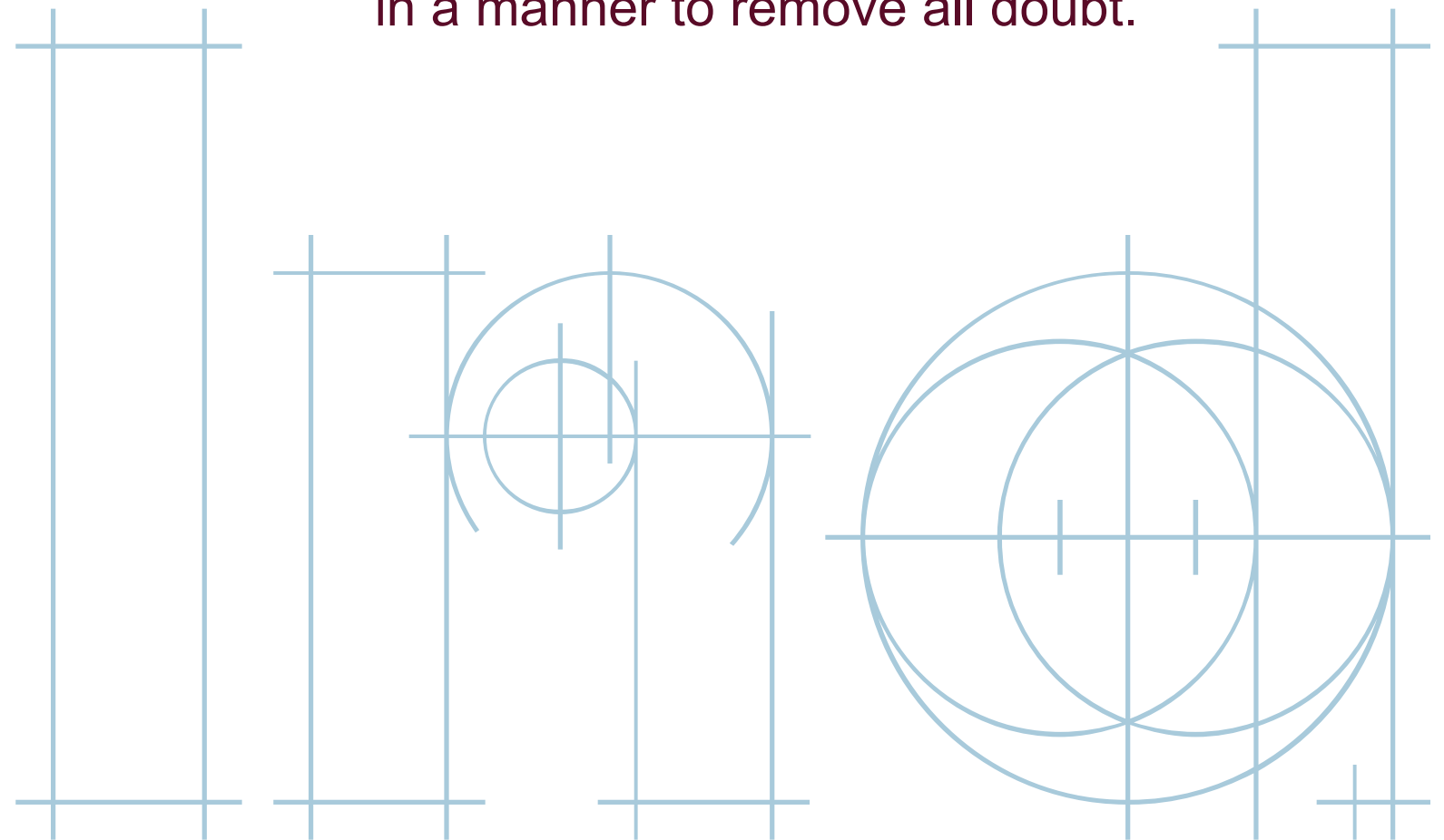
An authoritative guide to understanding the issues
involved in making an informed marketing decision.

October 2013

indubitably

adverb. (In·du·bi·ta·bly)

Undoubtedly; unquestionably;
in a manner to remove all doubt.



48.2%

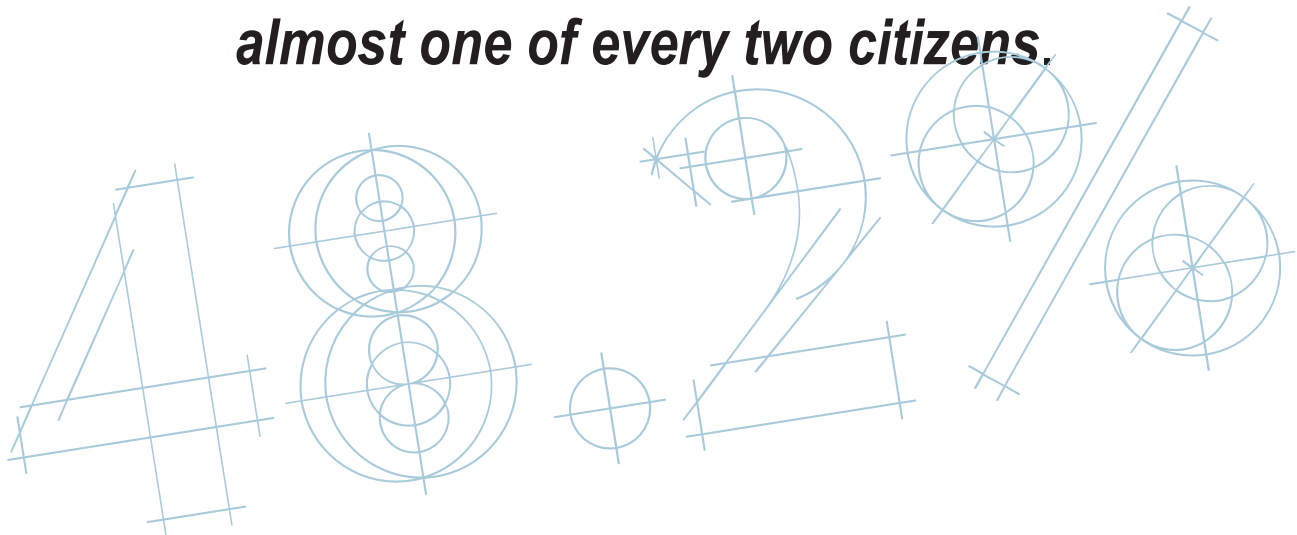
The 2010 U.S. Census reported the following population for the City of St. Louis:

153,899 African Americans

165,395 White & Other Races

319,294 Total Population St. Louis City

***Hence, the City of St. Louis is
48.2% African American or
almost one of every two citizens.***



29.5%

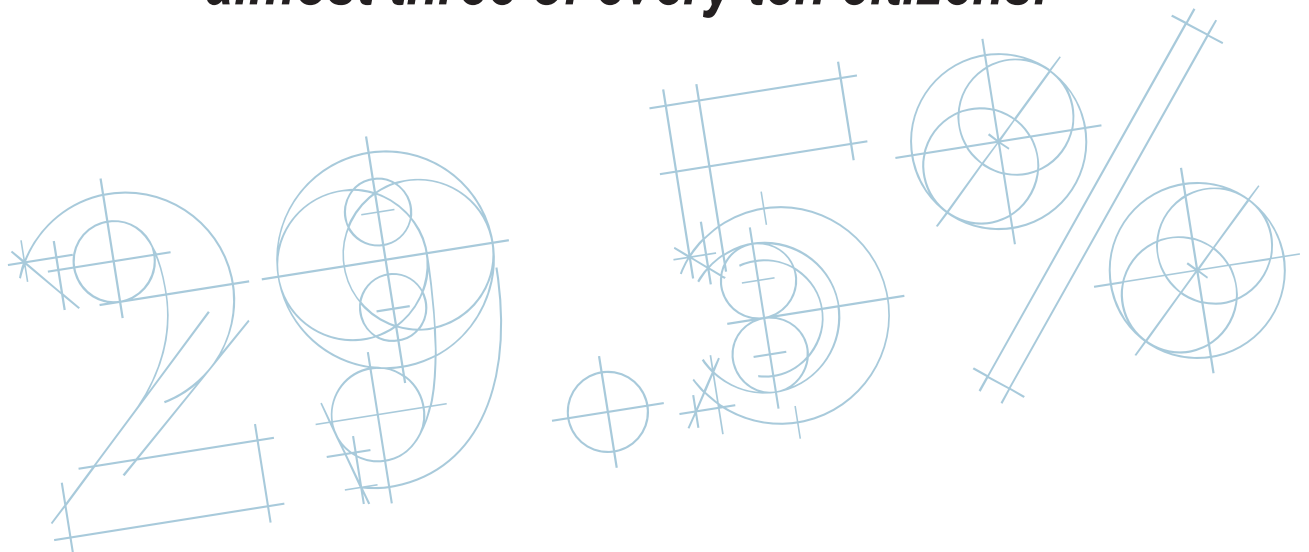
The 2010 U.S. Census reported the following population for St. Louis County:

292,694 African Americans

706,260 White & Other Races

998,954 Total Population St. Louis County

***Hence, the County of St. Louis is
29.5% African American or
almost three of every ten citizens.***



33.9%

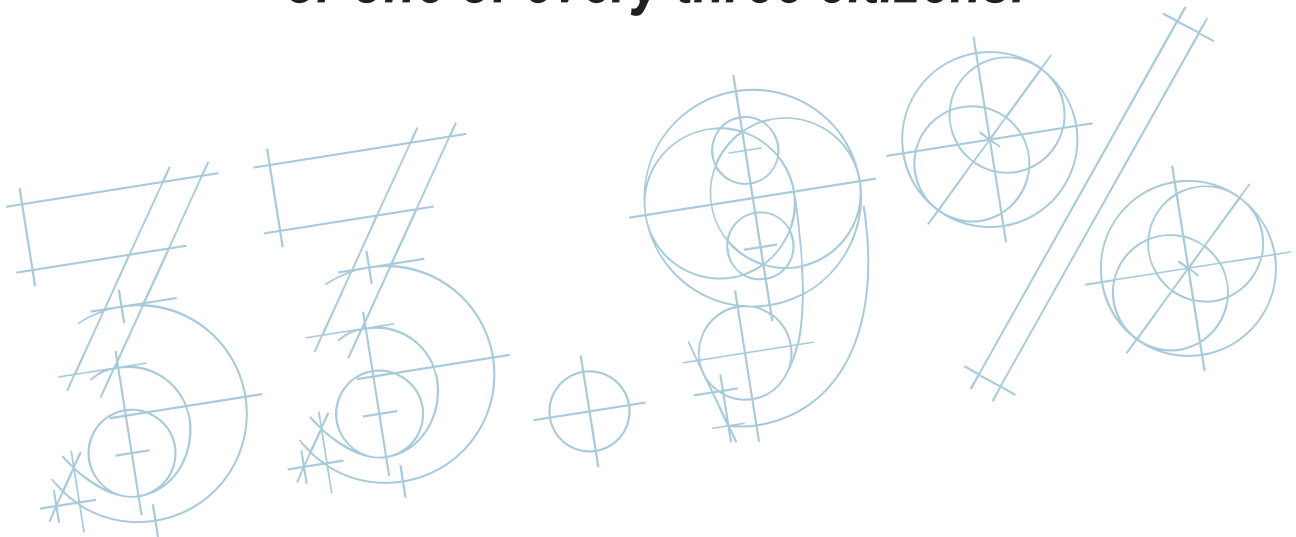
The 2010 U.S. Census reported the combined St. Louis City and St. Louis County population as:

446,593 African Americans

871,655 White & Other Races

1,318,248 Total Population St. Louis City & County

***Hence, African Americans are 33.9%
of combined St. Louis City and County
or one of every three citizens.***

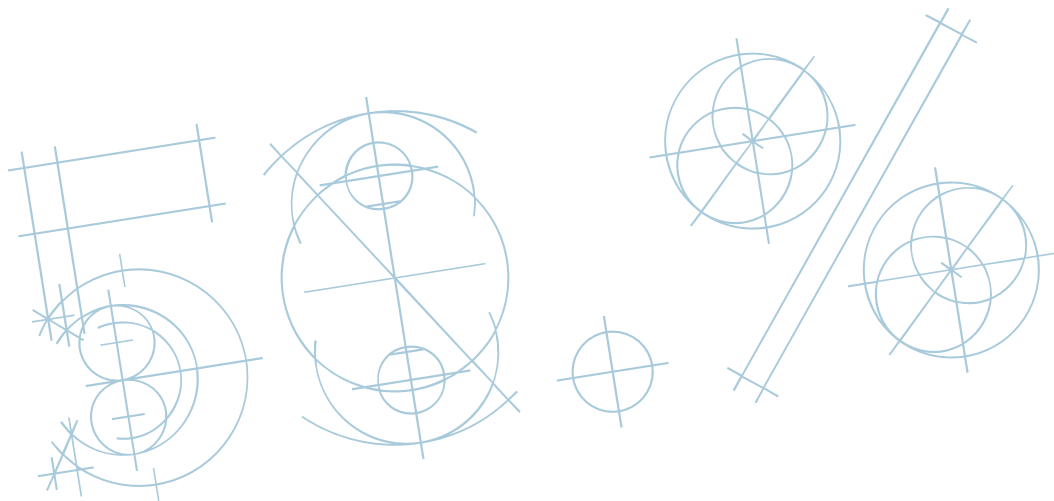


50%

Given the 2010 U.S. Census data, it is estimated that African Americans comprise at least 50% of all citizens living in the North Half of St. Louis City and County (the entire area North of Highway 64).

2/3

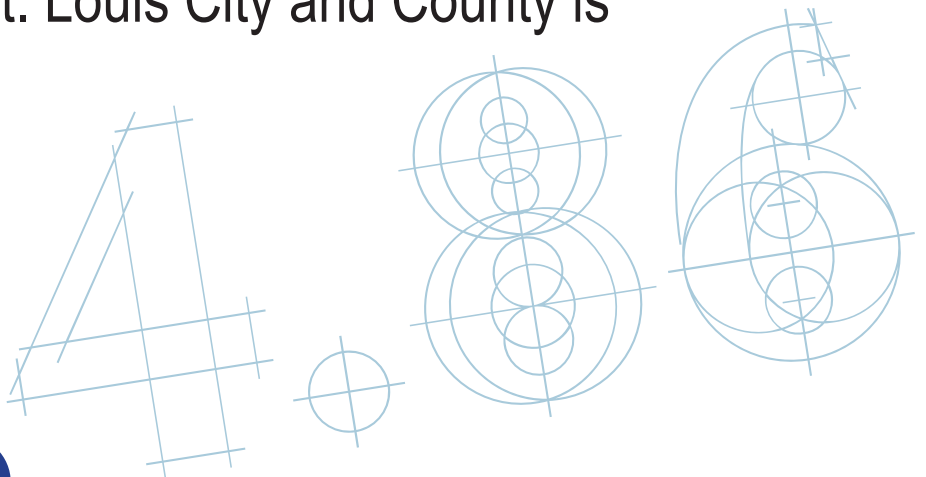
Two of every three African Americans live in St. Louis County. Only 1 of 3 live in St. Louis City.



4.86 BILLION DOLLARS

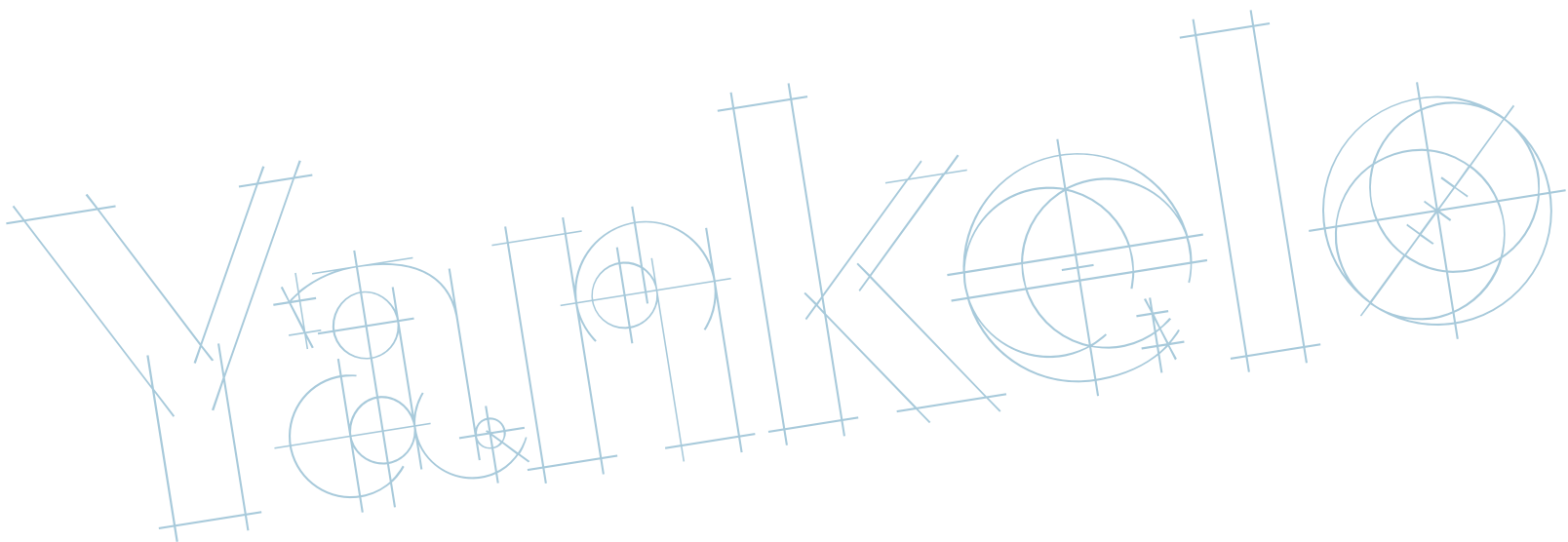
When census data on Average African American Family Expenditures are applied to the St. Louis City and County population, estimated annual expenditures of the African Americans living in St. Louis City and County is \$4,867,000,000.

46%



46% of African Americans in combined St. Louis City & County are home owners

The Yankelovich Study



The Yankelovich Study: Marketing to African Americans in America Today

In 2008, top experts at Yankelovich Research conducted the biggest study ever done of African Americans ages 13 — 74 **to understand the buying motivations of African Americans and to help advertisers and marketers target their advertising messages more effectively to African Americans.**

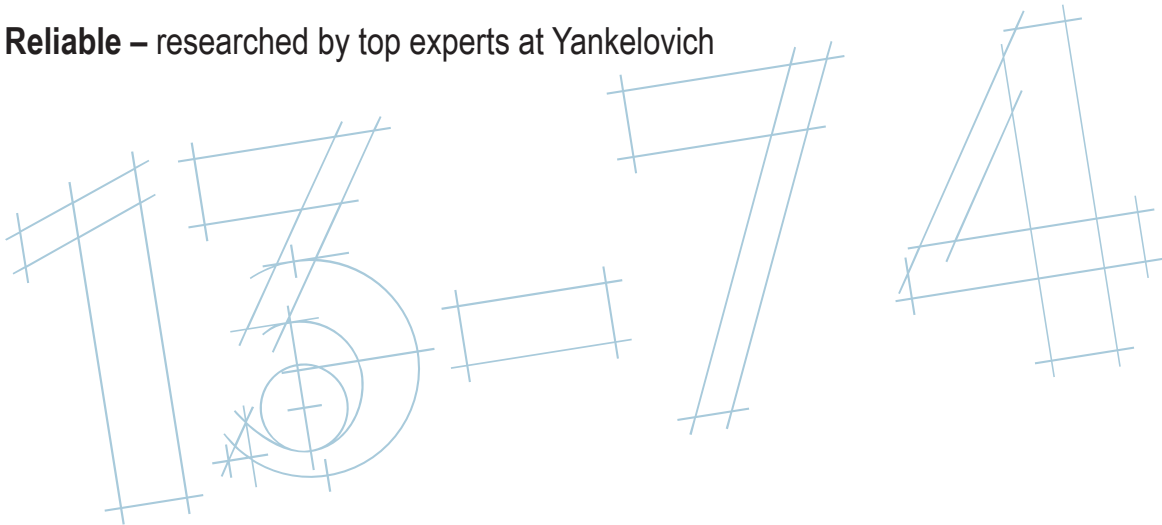
The Yankelovich Study Descriptors:

Accurate – a national sample of 3,400 respondents – segmented and sub-divided

Full picture – only known study to include teens and adults 55+

Comprehensive – media consumption, attitudes, spending, future plans

Reliable – researched by top experts at Yankelovich



The Yankelovich Study: Trust in Media

The Yankelovich Study found that African Americans are most responsive to African American media:

- More than twice as likely to trust African American media as they are to trust Mainstream media
- Have a significantly greater empathy and trust for advertisers that use African American media



The Yankelovich Study: Advertising Persuasiveness

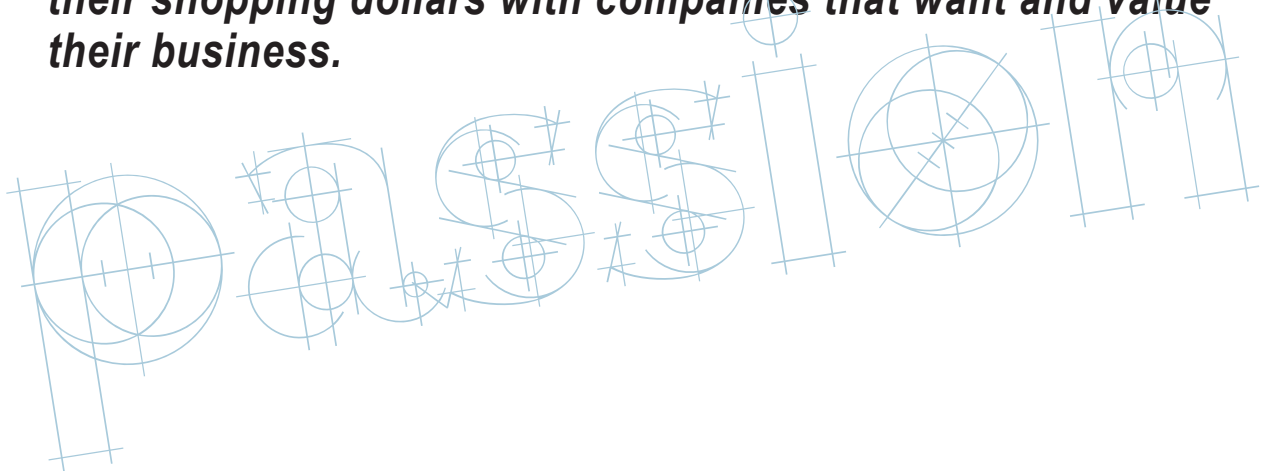
Top 2 Persuaders

- Advertisements that show the benefit of a product
- Advertisements that send a positive message to the African American community

PERSUASIVE

The Yankelovich Study: Passionate Demographic

Most African Americans are passionate about spending their shopping dollars with companies that want and value their business.



The Yankelovich Study: Earn Loyalty

The Yankelovich Study found that ninety percent of African Americans say that companies making sincere efforts to be a part of their community by advertising in “their” media deserve their loyalty.



The Yankelovich Study: Summary Items:

African Americans:

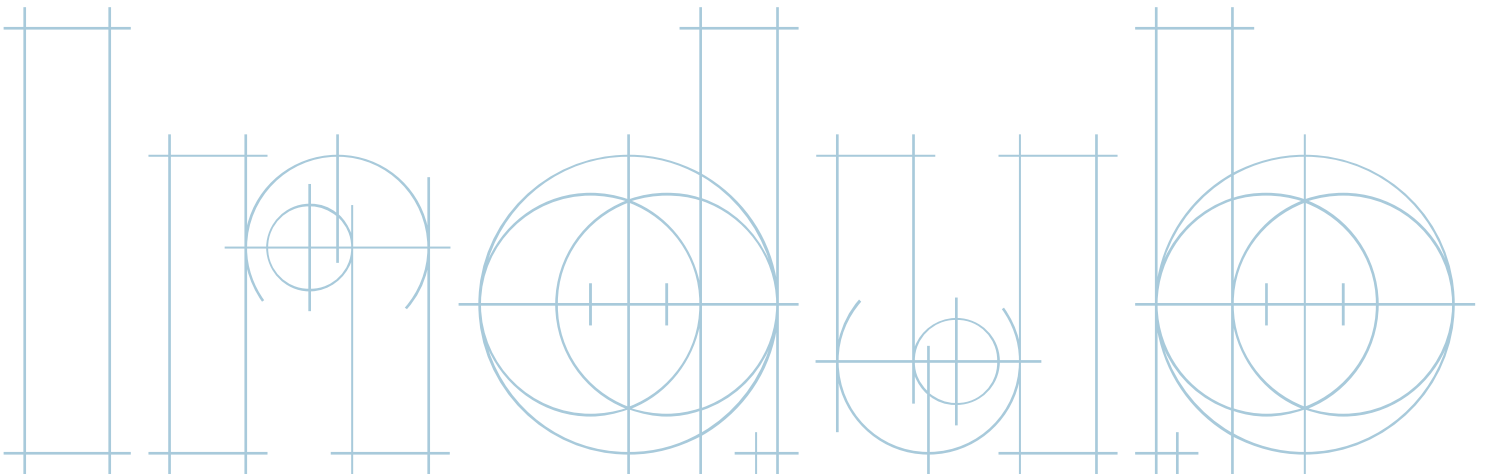
- African Americans want to be appealed to – not condescended to, sold to, or ignored.
- African Americans are not white consumers in black skin.
- African Americans react well to “friends” they value and ***who make a direct appeal for their patronage***, and with hostility to businesses that ignore and denigrate the value of their patronage.

Summary

indubitably

adverb. (In·du·bi·ta·bly)

African American consumers are *indubitably*
a significant and growing portion
of total consumers in the St. Louis market.

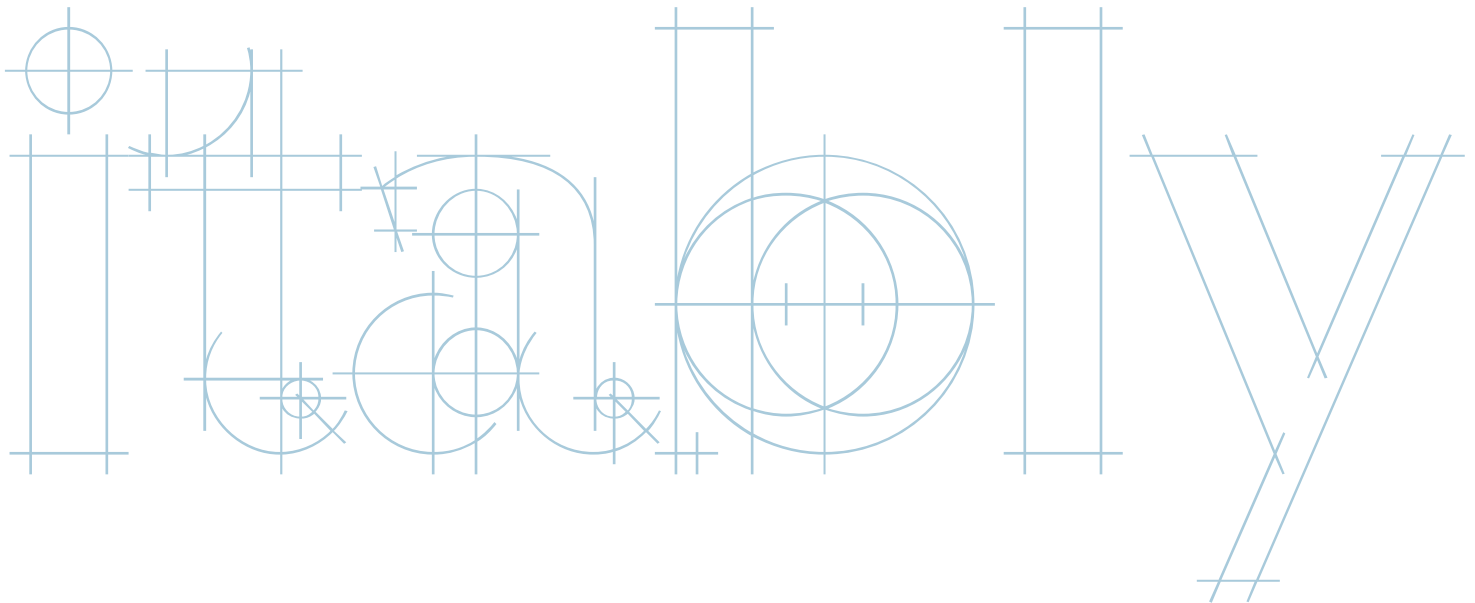


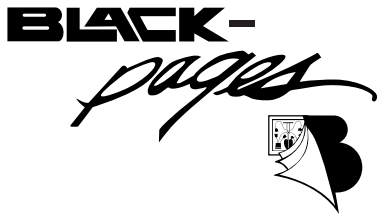
indubitably

adverb. (In·du·bi·ta·bly)

African American consumers *indubitably* desire that companies directly solicit their patronage.

African American consumers *desire* that companies speak to them via the African American media.





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&

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