

# LISTEN UP:

## AFRICAN-AMERICAN CONSUMERS AND MUSIC

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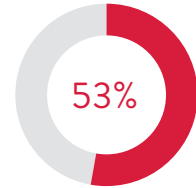
AN UNCOMMON SENSE  
OF THE CONSUMER™

# AFRICAN-AMERICAN CONSUMERS AND MUSIC

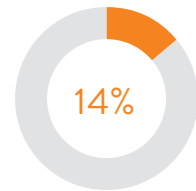
For centuries, music has played a central role in the African-American experience. Black musical traditions have evolved over time into such quintessentially American music as gospel and the blues to jazz and hip hop. While the influence and artistic works of African-Americans have shaped the vast musical landscape enjoyed today, music for most African-Americans continues to have a powerful social significance.

Totalling 44 million people and growing, the African-American community represents a significant audience for the music industry. Blacks make up 14 percent of the total U.S. population and are proportionally younger than the rest of America.<sup>1</sup> More than half of the Black population – 53 percent -- is under the age of 35, compared the 47 percent of the total population. As a younger audience, African-Americans have an influence on music that is outside to their share of the overall population; and as early adopters of technology, this engaged and connected group has the power to inspire musical trends.

<sup>1</sup>Source: U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey



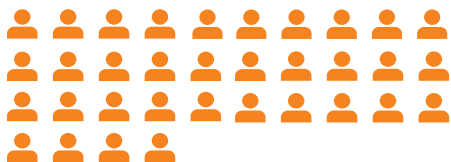
OF AFRICAN-AMERICANS ARE UNDER THE AGE OF 35, COMPARED TO 47% OF THE TOTAL POPULATION



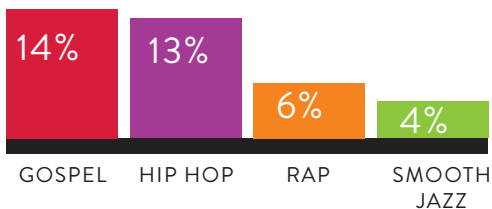
BLACKS MAKE UP 14% OF THE TOTAL U.S. POPULATION AND ARE PROPORTIONALLY YOUNGER THAN THE REST OF AMERICA.<sup>1</sup>

# MUSICAL PREFERENCES

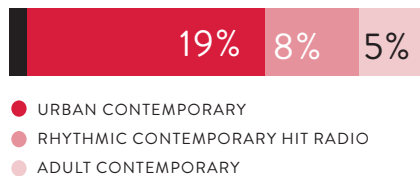
African-Americans have a long history of creating definitive American pop music styles with global appeal. Blacks demonstrate a strong preference for the genres of music they helped to create and have been closely associated with for decades.



**34%** OF AFRICAN-AMERICANS SAY THEIR FAVORITE GENRE IS R&B, FOLLOWED BY



AFRICAN-AMERICAN GENRE FAVORITES TRANSLATE TO THE MOST POPULAR RADIO FORMATS. 31% OF ALL RADIO CONSUMPTION BY AFRICAN-AMERICANS IS WITH URBAN ADULT CONTEMPORARY.



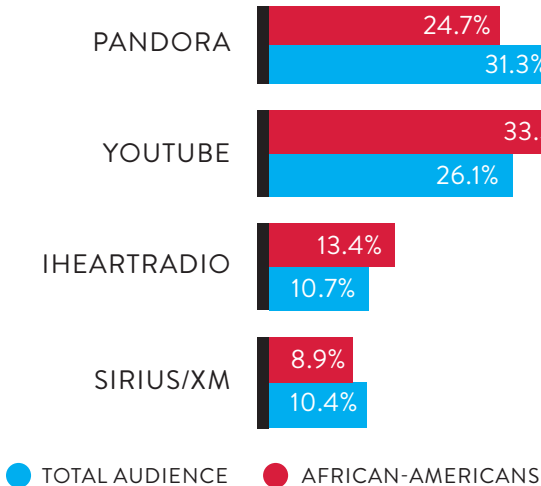
Source: Nielsen Music 360 Report  
 Source: Nielsen Audio National Regional Database, Fall 2013, M-SU 6AM-MID;  
 Black differential Survey Treatment Markets (129)

# DIGITAL

African-Americans who might have once listened to their favorite music on transistor radios or stereo systems are increasingly using the Internet and mobile devices. Thirty-one percent of Blacks use a PC Laptop to listen to music, the second-most popular device after the radio. Twenty-seven percent use an Android smartphone, 26 percent use a PC desktop, and 9 percent use an iPad. These practices are all higher among Blacks than among the population as a whole, thus demonstrating how African-Americans are extremely engaged in the digital space.

AFRICAN-AMERICANS ARE MORE LIKELY THAN THE TOTAL MARKET TO HAVE A PAID SUBSCRIPTION TO AN ONLINE MUSIC STREAMING SERVICE. 5.9% OF AFRICAN-AMERICANS SUBSCRIBE TO SERVICES SUCH AS PANDORA ONE AND SPOTIFY PREMIUM.

## TOP NON-PAID STREAMING SERVICES



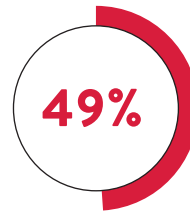
Source: Nielsen Music 360 Report

# SOCIAL MEDIA

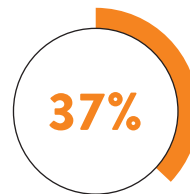
For African-Americans, social media sites offer a digital megaphone for discussing trends, politics, movies, and music – a place to voice opinions and join conversations on a range of topics. Increasingly, social platforms like Twitter, Instagram, Vine, and others are growing with this connected and engaged audience. African-Americans of all ages engage on social media. There is considerable variance in how the different age groups interact with social media: Facebook is most popular with 45-64 year-olds, Tumblr is most popular with 35-44 year-olds and African-American Millennials spend 11 percent more time on Twitter than 35-64 year-olds combined.<sup>2</sup>

SOCIAL PLATFORMS OFFER ANOTHER TOUCH POINT FOR ARTISTS AND BRANDS TO CONNECT WITH AFRICAN-AMERICAN FANS.

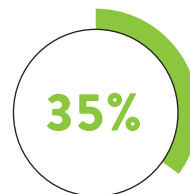
<sup>2</sup>Source: Nielsen Music 360 Report



OF AFRICAN-AMERICANS SAY THEY “LIKE” FACEBOOK POSTS FROM MUSICAL ARTISTS.



OF AFRICAN-AMERICANS SHARED MUSIC THROUGH FACEBOOK, TWITTER, EMAIL, OR ANOTHER PLATFORM.



OF AFRICAN-AMERICANS HAVE COMMENTED ON FACEBOOK POSTS FROM MUSICAL ARTISTS OR BANDS.

# RADIO

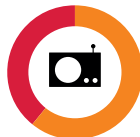
Despite the expansive options available for listening to music, African-Americans are still very much engaged with radio. Whether tuning in at work, in the car, or at home, African-Americans listen to the radio, on average 12 hours per week. The most popular radio formats are Urban Adult Contemporary which account for more than 50 percent of listening from the African-American radio audience.<sup>3</sup> Marketers looking to attract African-American consumers to their products and services should include the use of radio in the marketing mix as a cost-effective advertising platform concentrating their efforts specifically with Urban AC and Contemporary stations.



**31** MILLION

31 MILLION AFRICAN-AMERICANS (91.5%) LISTEN TO THE RADIO EVERY WEEK

**39%** OF RADIO LISTENING IS DONE AT HOME



**61%** IS EXPERIENCED OUTSIDE THE HOME, DURING WORK OR IN THE CAR

**12 HOURS**

A WEEK TUNING INTO RADIO



AT HOME



AT WORK



IN CAR

<sup>3</sup>Source: RADAR 120, March 2014, M-SU 6AM-MID. RADAR Methodology captures demographic information in all Nielsen PPM and Diary markets, as well as County Coverage survey areas.

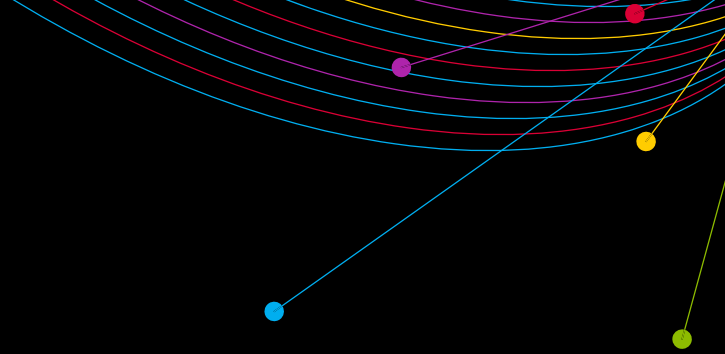
# CONCLUSION

Young and digitally adept, African-American listeners have taken advantage of music streaming and online radio to satisfy their music tastes and share the experience on social media sites. Music brand integration is an ideal way for marketers to create a bond with existing and potential Black consumers. The range of platforms for reaching this audience is wide and varied with Internet, mobile, TV, and radio being key platforms of engagement. As this demographic has influenced pop-culture and musical trends for decades, marketers that successfully use music to reach out to this connected and influential group will be poised for success in the marketplace.

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