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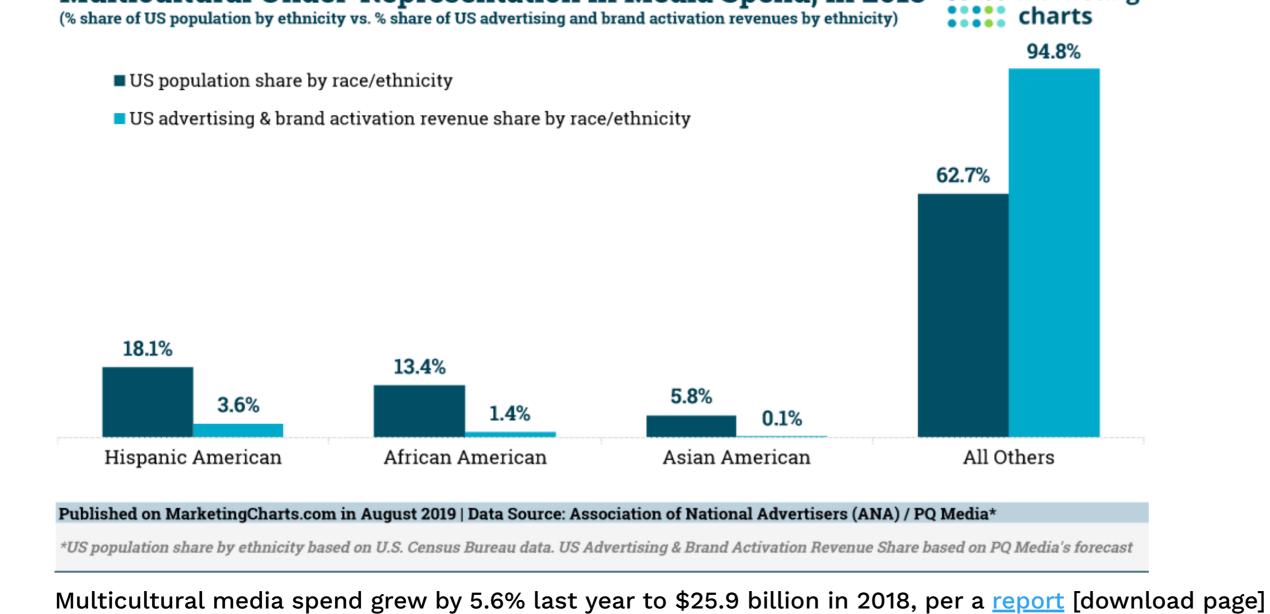
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Multicultural Groups in US Remain Underrepresented in Media **Spend** August 19, 2019

This article is included in these additional categories:

Advertising Trends | African-American | Asian-American | Business of Marketing | Cross-Media & Traditional | Demographics & Audiences | Digital | Hispanic | Industries | Magazines | Marketing Budgets | Media & Entertainment | Newspapers | Spending & Spenders | Television | TV Advertising

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Multicultural Under-Representation in Media Spend, in 2018

Multicultural advertising differs quite significantly from advertising as a whole in media allocation. Typically, spend is deployed more towards traditional channels rather than newer forms of media.

by PQ Media and the ANA. While this year multicultural ad spending growth is expected to slow to a

4.5% gain, the increase will return apace in 2020, forecast to rise by 6.3% and reach \$28.7 billion.

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For example, almost one-third of multicultural media spend (29.6%) goes to TV advertising, a proportion almost twice that of the overall media market (16.7%). Similarly, print makes up 5.4% of multicultural media budgets, compared to 3.7% for media overall.

multicultural media, compared with close to 1 in 5 (18%) for media as a whole.

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That being said, advertising targeted at different ethnic backgrounds in the US still indexes far below its relative population share. • Hispanic Americans make up 18.1% of the population, but only 3.6% of advertising spend is targeted at them.

• African Americans make up 13.4% of US consumers, but only are targeted by 1.4% of spend. • Asian Americans make up more than 1 in 20 (5.8%) members of the population, but only attract 0.1% of advertising and media revenue.

The situation is reversed for digital advertising. This channel gets just 1 in 10 dollars spent on

For more data on how Hispanic and African-American adults use various media types in the US, <u>purchase MarketingCharts' Media Audience Demographics report.</u> Some key highlights across each of these groups are included below.

Multicultural Media Trends for Hispanic Americans In 2018, total media revenues targeted to Hispanic Americans rose 5.3% to \$17.94 billion. But while Hispanic American media is the largest of the three multicultural groups studied, it is the slowest

growing in percentage terms. This year growth is forecast at 4.1% (to \$18.67 billion) and in 2020 a 6.1%

rise is expected (to \$19.80 billion). A major driver for 2018's growth (and a reason for 2019's slower performance) is the impact of electoral

spending, particularly in Florida and the Southwest. In 2020, the FIFA World Cup is expected to be another factor behind the forecast rise.

As is the case with multicultural media overall, TV was largest media platform at \$5.43 billion in spend last year, but branded and content marketing is the fastest-growing (11.5%), followed closely behind by influencer marketing (11%). That being said, these two latter channels represent a small proportion of overall spend, at \$0.64 billion and \$0.59 billion respectively.

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movies and on TV.

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Americans.

Digital advertising was the fifth-largest category of 2018 (\$1.69 billion) for Hispanic Americans, putting it behind relationship marketing and promotional marketing. The fact that digital ranks so low on the list may be in part influenced by lower than average <u>home broadband ownership</u> among Hispanic

Multicultural Media Trends for African Americans

Multicultural Media Trends for Asian Americans

growth) and \$826 million in 2020 (7.5% growth).

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The only channel experiencing a decline in 2018 was print, falling by 3% to \$0.84 billion.

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driving factor in 2020, in addition to the election. Similarly to Hispanic Americans, television advertising was the largest category (\$2.01 billion) of 2018, accounting for almost 28% of total spend. African-American adults are keen TV viewers – watching about twice as much traditional TV as Hispanic Americans and 3 times as much as Asian-Americans. There has been in recent years an increased diversity of programming on broadcast networks featuring

mostly Black casts and/or leading actors, but diversity remains an issue for multicultural groups in

Marketing targeting Asian Americans reached only \$722 million in 2018, although it experienced strong

Sports is also behind growth with this segment, with the 2018 Winter Olympics in South Korea and the

2020 Olympics in Tokyo helping to fuel growth. Figures for 2019 are forecast to hit \$768 million (6.4%

Asian Americans over-index on digital spend relative to Hispanic and African Americans, making digital

advertising the second-largest category at \$118 million in 2018, with a growth rate of 11.8%. Asian-

Americans have traditionally over-indexed the wider population in their use of digital devices and

attitudes towards new technology, which marketers have likely recognized.

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studied, with a rise of 6.1% to \$7.2 billion in 2018. Going forward, spend is expected to grow by 5.3% in

2019 (to \$7.58 billion) and by 6.8% in 2020 (to \$8.09 billion). The Summer Olympics are expected to be a

African American media ranked next in both size and growth among the demographic categories

growth of 7% – making it the smallest yet fastest-growing demographic of the three. This may indicate that marketers are realizing an opportunity, as Nielsen estimates Asian American spending power to have hit \$1 trillion last year.

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Within this diverse group, Chinese Americans attract the most spend in non-English language media,

accounting for \$186 million in total. You can download the full report here. About the Data: US population share by ethnicity based on US Census Bureau data. US advertising and

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What's on Your Product Detail Page?

personalization element or none at all.

tuned in to podcasts.

Platforms sector.

Most B2C product detail pages analyzed have only one

Where in the World is Podcast Listening Most Prevalent?

Interestingly, countries in the Middle East and Africa are the most

World's Most Valuable Brands Post Healthy Rebound in Collective Brand Value

Marketers Are Feeling Overwhelmed by All the Channels They Have to Manage

The complex network of marketing channels is negatively affecting

Social Media's the Most Impactful Channel

for Customer Acquisition, B2B Marketers

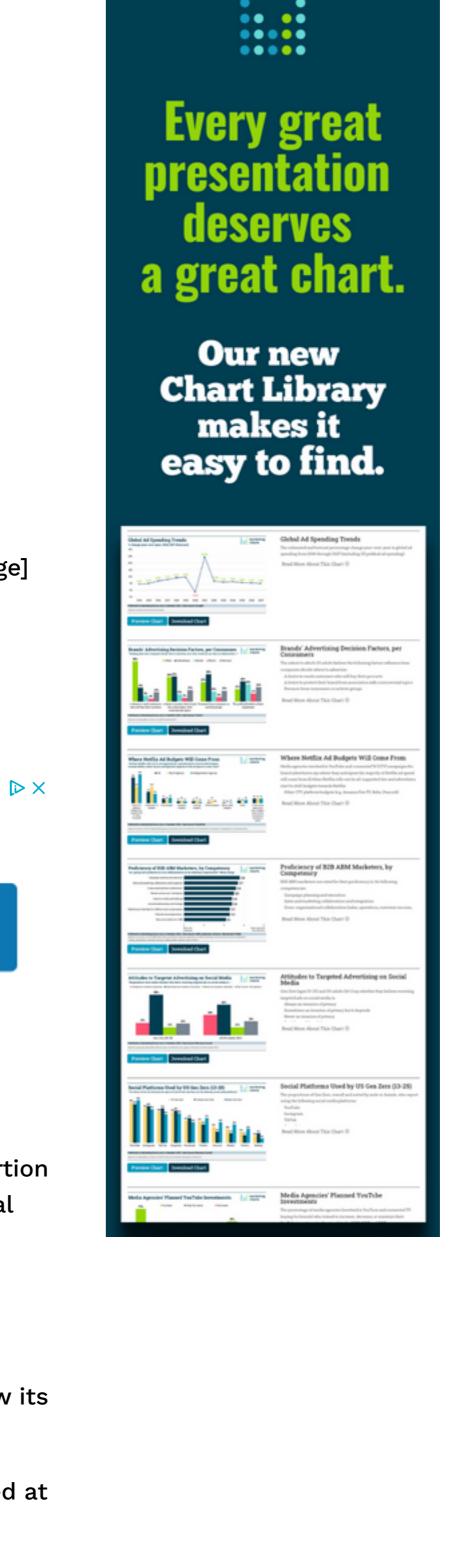
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the operations of a majority of marketers.

It's been a strong year for the Business Technology & Services

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brand activation revenue share based on PQ Media's forecast.





AI Use by B2B Marketers Largely Focused on Content, For Now AI is being looked at as a tool for improved productivity, but less so to reduce head count.

online shoppers.

Why Do Enterprise Companies Replace

Marketers' Biggest Line Item? Ad Spend.

Their MarTech Tools?

Customers

channels.

Explore More Articles.

than Household Items products.

Consumers are more likely to explore new Food and Clothing brands

How Often Are Consumers Looking for New Products Rather Than the Same Brands?

What Common Problems Do Consumers Complain About When Shopping Online?

Site navigation and search problems are frequently encountered by

Marketers Are Using an Average of 10 Channels to Engage

Almost 8 in 10 are satisfied with their cross-channel customer

engagement, but relatively few claim full personalization of

6 in 10 Global Consumers Have Spent on

Search Ad CPLs Increase Again. Here Are

the Latest Benchmarks, by Industry.

Recommerce in the Past Year

Youth Continue to Use More Non-Video

Than Premium Video Entertainment

Most Podcast Ads Focus on Brand

Awareness

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Certain Behaviors on Social Media Are Growing More Popular. What Are They? Why Might Consumers Stop Boycotting a Company?

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