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Subject: Study Shows U.S. Africans Differ Greatly from Americans and from African Americans

Study Shows U.S. Africans Differ Greatly from Americans and from African Americans



New study by New American Dimensions and the African Chamber of Commerce finds that many African immigrants living in the U.S. maintain their cultural traditions.

April 27, 2009 (Los Angeles, California) – Marketers beware – not all black-skinned consumers living in the U.S. fall into the demographic segment commonly referred to as African American. African immigrants are a separate and unique group that is growing in number in the U.S. These consumers maintain connections to their friends and family in their native countries as well as maintain ties to native traditions, including food, music, and entertainment. These insights come from an exciting new comprehensive study by Los Angeles-based multicultural research firm New American Dimensions in conjunction with The African Chamber of Commerce, Dr. Bruce Corrie and Aguilar Productions. From multiple focus groups in Los Angeles, New York City and Minneapolis to a quantitative survey of 393 African immigrant adults, this study captures unique insights into the daily lives and thoughts of this highly educated and successful group. The study is supplemented by a video snapshot of Africans to personify the findings from the research and bring them to life.

Highlights of the study, which are available at www.newamericandimensions.com include:

- African immigrants are ambitious and hard working. Many told stories of extreme challenges met during their immigration process, whether fueled by discrimination, financial crises, or social alienation. These respondents work hard to achieve their goals and will not stop until they've reached their definitions of success.
- Success is often described in meaningful, far-reaching terms. African respondents emphasized the need to give back to their community. Most send money to relatives back home on a regular basis, but when talking about success, they mean giving on a larger scale, more often in terms of the community-at-large.

- Half of the respondents say that Africans are completely different from African-Americans or Blacks. In fact, only a few disagree with this assessment, which indicates that most respondents feel separate from, and uniquely different from Blacks. And, few claim that they experience racism, another phenomenon that differentiates them from Blacks.
- Many surround themselves with diverse and primarily international friendships. Living in international, diverse cities also helps avoid any blatant discrimination. In fact, media consumption reflects this international attitude.
- Respondents voiced absolute commitment to their families and children and noted that this was a top African value. Some fault the way Americans and African Americans, in particular, allow their families to break up. Discipline is seen as part of the family focus, and parents are keen on very strict disciplines, differentiating themselves from American parents through this belief.
- Many respondents immigrated for education in the US and continue to prioritize it, whether that means returning to school for advanced degrees, financing their wives' college educations, or enforcing it as a priority for their children.
- Respondents expressed disappointment with the portrayal of Africans in the media. They are looking for depictions of *real* people, not tribesmen, AIDS sufferers, militants, or those starving and poor. Respondents believe there is another story to their homeland that people do not hear, and unless people have that exposure, stereotypes will continue to be the only reference available to Americans.

“There are over 1.4 million Africans living in the U.S. and these consumers possess very high educational attainment and incomes. Additionally, this is a segment with a powerful sense of identity and pride in being African”, said David Morse, President and CEO of New American Dimensions, a firm which provides customized multicultural consumer research.

“USACC is the leading advocate organization for African businesses and entrepreneurs. This is a growing consumer segment within the multicultural market – one that cannot be overlooked”, said Martin Mohammed, President of the U.S. African Chamber of Commerce.

About New American Dimensions

New American Dimensions (NAD) is a multicultural marketing consulting, research, and trends company based in Los Angeles, California. Its aim is to be nothing less than a rich resource of actionable marketing intelligence for its clients--helping them to shape effective strategies leading to greater success by capturing the rapidly expanding markets of U.S. ethnic consumers and emerging youth markets. David Morse, NAD President & CEO, will be presenting highlights of this study on April 28 at Aguilar Productions' 5th Annual Multicultural Marketing Conference taking place at the Hilton Minneapolis.

About the U.S. African Chamber of Commerce

The United States African Chamber of Commerce is the leading organization for African

Entrepreneurship and exists to promote African Economic Development within the United States and abroad. The organization works toward four primary goals:

- National representation for African immigrants in the U.S.
- Linking the work of African chambers and trade organizations across the United States and creating local access to economic development services for African immigrants
- The development of current and accurate market information on Africans in the United States
- Promoting International Business and Trade with Africa

For more information on the study, to receive a copy of the *detailed report*, or to arrange an interview, please contact Sharmila Fowler at 630-839-9425, sfowler@newamericandimensions.com or Martin Mohammed at 202-465-0778, martin@usafricanchamber.com.