



# NIGERIANS IN THE USA REPORT 2020

**NgEX**

▪ Data ▪ Marketing ▪ Research

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# EXECUTIVE SUMMARY

Although they have relatively low numbers, collectively Nigerian immigrants drive consumer spending growth and should be associated with economic growth.

In 2018, Nigerian immigrant households, in the U.S.A, earned almost \$14.3 billion, paid more than \$2.7 billion in federal income taxes and \$1.4 billion in state and local taxes alone, and had about \$10.2 billion in spending power.

In 2018, Nigerians in the USA remitted \$9.3 billion to Nigeria, 38% of the total foreign remittances from the Diaspora. Despite these strong economic numbers, negligible amounts of advertising spend has been targeted at Nigerian immigrants and other African-origin communities in the United States.

For instance, Total U.S. ad spend in 2018 reached \$151 billion, according to Kantar Media data, however, less than 5% of advertising spending was spent on Black-focused media between 2017 and 2018.

Nigerian immigrants represent 1.1% of the African American population but get a much lower than proportionate share of corporate marketing focused on them. Corporate advertisers from Nigeria specifically and Africa collectively, that can leverage the Nigerian immigrant audience to expand their markets, also focus negligible amounts of marketing



investment on targeting the Nigerian immigrant audience in the USA.

This under-representation in marketing spend undervalues the potential of the Nigerian immigrant consumer market, their growing influence in many segments of the economy such as entertainment, medicine, business and engineering, and also suggests that corporations in Nigeria and the USA have inadequate knowledge of the value that marketing to Nigerian immigrants in the USA can have on their bottom lines.

To fully capitalize on the opportunities that the Nigerian immigrant audience offers, effective marketing to them should become a part of the comprehensive corporate business strategy of businesses in Nigeria and the USA. To achieve this, organizations will need to identify and engage better sources of information and data for facts and insights, replace assumptions with data, commit to proper levels of funding and dedicating corporate marketing efforts to drive targeted marketing efforts.

This report will provide in-depth quantitative and qualitative data on Nigerian immigrants in the USA, including demographics, economic power, cultural insights and buying trends.

It will also provide insight into the value that the Nigerian immigrant segment offers and insights that can be used to develop marketing strategies that help businesses to better engage with, and expand their markets into this fast-growing and influential market.

Government, institutions and organizations can also use the information presented to better understand the motivations of the Nigerian immigrant and develop effective strategies for reaching and engaging with them to contribute to development efforts in Nigeria and Africa.



In summation, this report will provide the understanding needed to genuinely engage with this valuable population segment and help users feel more secure in developing marketing strategies that will help their business or organization to gain both mind and market share of this large, fast-growing, and influential market.

### WHERE THE NIGERIAN DIASPORA ARE

Estimates of the population of Nigerians in the Diaspora vary widely, ranging from 1.24 million migrants (United Nations, 2017) to as high as 5 million. In 2016, it was reported that Western Union stated that five million Nigerians living abroad were sending money back to relatives.

The 2015 UN Report on Trends in International Migration Stock showed that the Top 5 countries where the Nigerian Diaspora are located are: USA, UK, Cameroon, Ghana and Italy.

### NIGERIAN DIASPORA: WHERE THEY ARE



Source: Trends in International Migration Stock: The 2015 Revision (United Nations)

Visual: NGEX

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#### Top 5 Countries with Nigerian Diaspora

- 1) USA
- 2) UK (Great Britain & Northern Ireland)
- 3) Cameroon
- 4) Ghana
- 5) Italy



## HOW MANY THE NIGERIAN DIASPORA ARE

### Persons born in Nigeria and their native-born children, population 15+

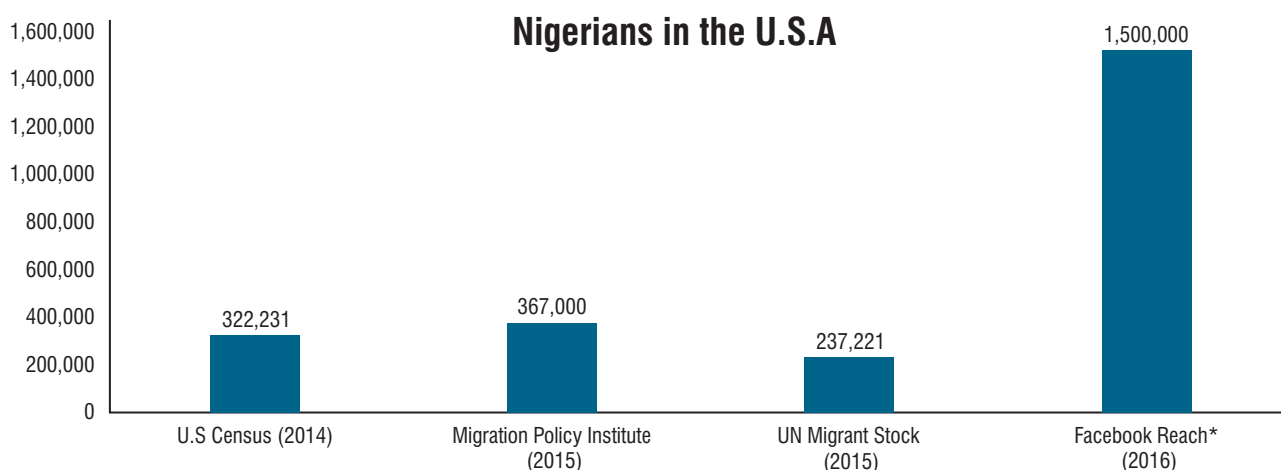
Living in	Europe	United States	Austria
2008	Thousands	Thousands	Thousands
Native-born children	40.9	117.1	...
Foreign-born	179.5	194.4	4.0
Total	220.4	311.5	...

*A Global Profile of Diasporas O.OECD 2012*

As stated earlier, the estimated size of the Nigerian Diaspora varies significantly from report to report and these official numbers typically undercount the actual number of the Nigerians living in most countries.

The undercounting can be attributed to issues such as, the resistance of some Nigerian immigrants to identifying themselves for official purposes, apathy amongst the Diaspora and a lack of proper methods, by host countries, for immigrants to identify themselves. Unofficial estimates of the Nigerians resident in some countries are 2X to 3X the official numbers.

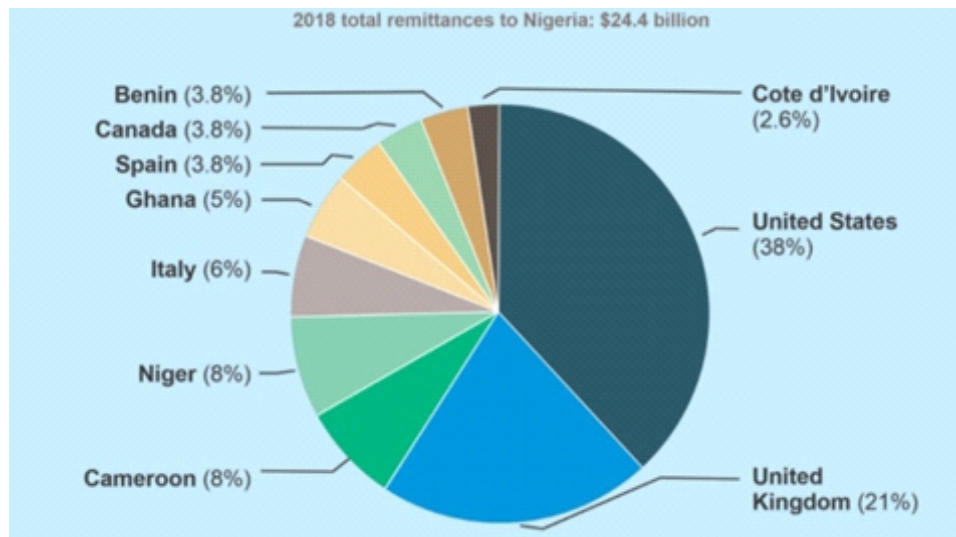
**The estimated size of the Nigerian Diaspora varies significantly from report to report**



\* Facebook Reach: Number of people in the U.S.A, that indicated interest in Nigeria

## REMITTANCES

### Top 10 Sources of Remittances to Nigeria (2018)

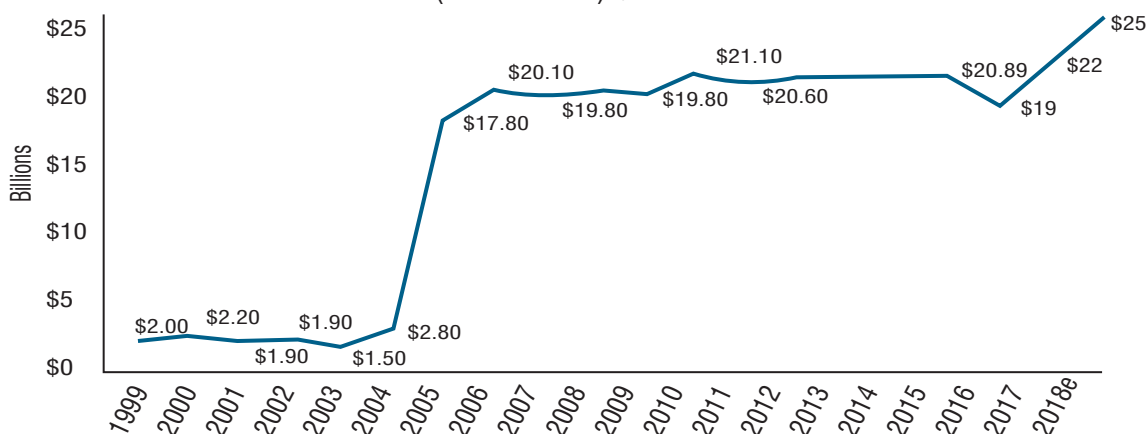


Source: World Bank Bilateral Remittance Matrix

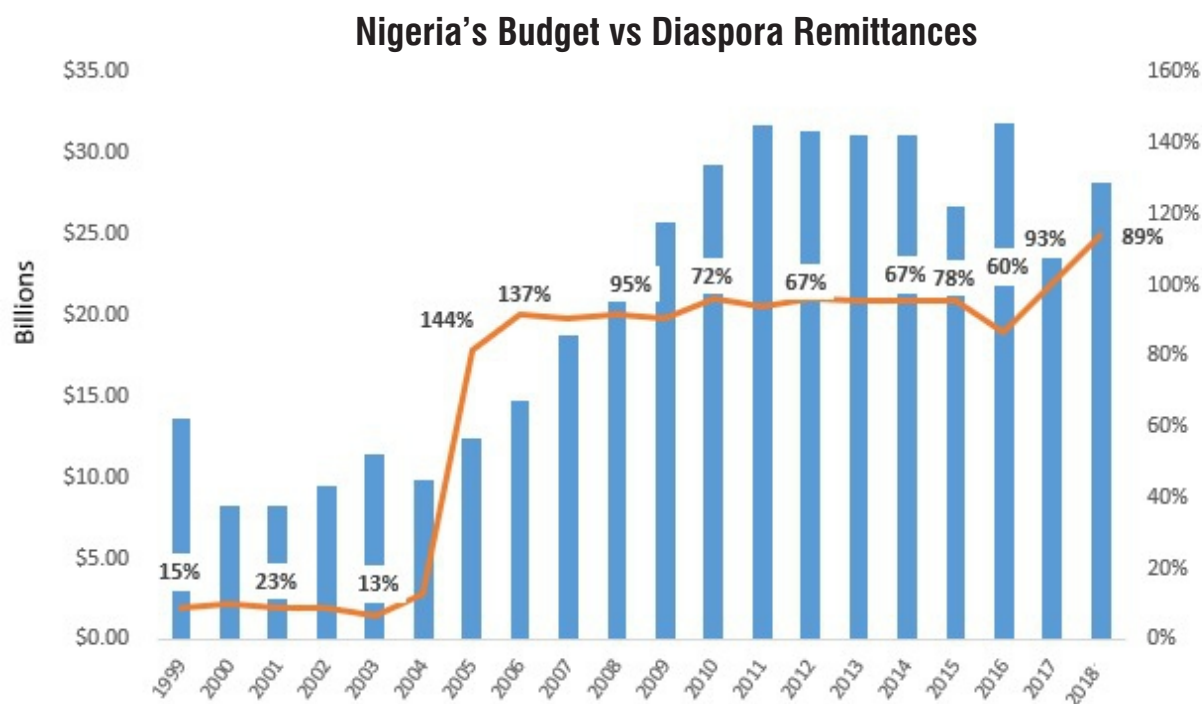
Regardless of the actual number of Nigerians in the Diaspora, what is certain is that this cohort has an outsize influence on their home country, Nigeria.

The Nigeria Diaspora accounts for over a third of migrant remittance flows to Sub-Saharan Africa. These flows amounted to US\$24.4 billion in 2018, and were equivalent to 6.1% of Nigeria's GDP, 86% of the Federal Government budget and 11 times the FDI inflows in the same period.

### Remittances to Nigeria (1999 - 2018) \$ Billions



The Nigerian Diaspora have also become the second largest contributor to Nigeria's GDP in foreign exchange earnings, second only to oil.



Source: World Bank, Budget

■ Budget — Remittances

Some of the Diaspora have returned home to participate in government, start businesses, perform charity missions and other activities that drive positive results for the country.

**In 2019, in recognition of their vast economic power and contributions, the Federal Government of Nigeria designated July 25 of every year as National Diaspora Day.**



### Nigerians in the U.S.A

Nigerian migration to the United States began in the 1920s, starting with a few students who arrived for University level study, and most eventually returned home. In 1926, there were three documented Nigerian students in United States universities and by 1944, the number had increased to 22.

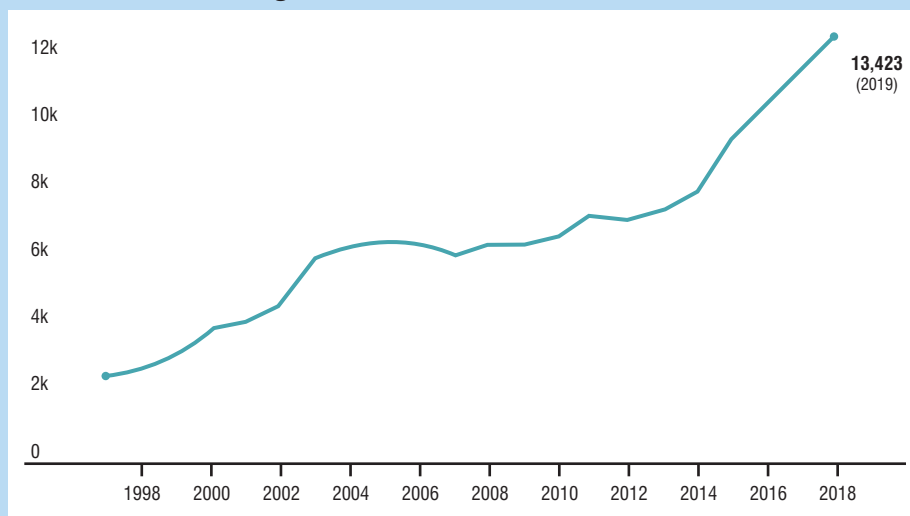
For many years after, most Nigerians who arrived in the USA continued to return home on completion of their studies but starting in the late 1960s, some chose to remain in the USA due to deteriorating political conditions in Nigeria. They formed the first wave of Nigerian immigrants.

In the late 1970's and early 1980's Nigeria was ranked among the top six countries with students in the United States. Many of the students that arrived in the 1970's also returned home after completing their studies but in the 1980's when Nigeria's economy started deteriorating, an increasing number remained in the United States, enabling an acceleration in the population growth of Nigerians in the United States.

**In the late 1970's and early 1980's Nigeria was ranked among the top six countries with students in the United States.**

In 2016, Nigeria “sent” the single largest number of African students abroad, 9,500, and ranked fifth in the world in terms of the overall number of natives studying in foreign countries; the UK and the US were among the top destinations, according to figures from UNESCO. Currently, there are 13,423 students from Nigeria in the U.S

### Nigerian Students in the U.S.A



Source: Institute of International Education - Open Doors Report



The 2008-2012 American Community Survey (ACS) stated that 263,000 people of Nigerian ancestry lived in the United States – a not insignificant 449% increase from 1980. Though as with other estimates of the Nigerian Diaspora in the U.S, the numbers vary significantly from report to report.

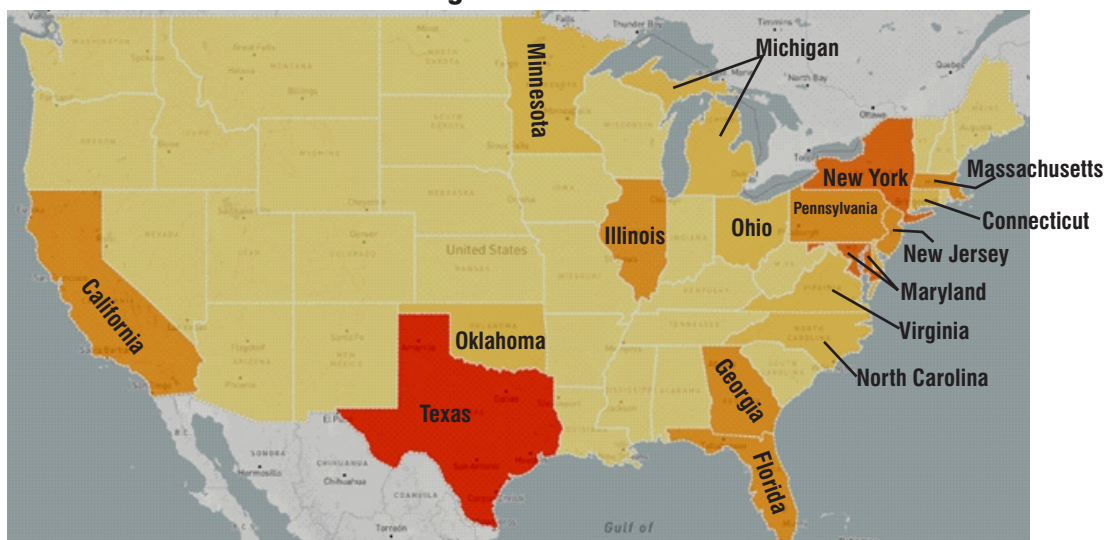
In 2015, the United Nations Trends in Migration report showed that the USA had the highest concentration of Nigerians in the Diaspora – 237,221; the Migration Policy Institute estimated 367,000 individuals and the American Community Survey showed 390,225 individuals which represented 11.2% of the Sub-Saharan African population, resident in the U.S., and 0.12% of the U.S.A population.

**There are 461,695  
Nigerian immigrants  
in the USA (ACS, 2019)**

In 2019 the ACS stated that there are 461,695 Nigerian immigrants in the USA (holding steady at 11% of the Sub-Saharan African population and showing a slight increase to 0.14% of the total U.S. population).

Not all of this population was foreign-born though, about 15% of those reporting Nigerian ancestry were born in the United States.

### Where Nigerians Live in the U.S.A



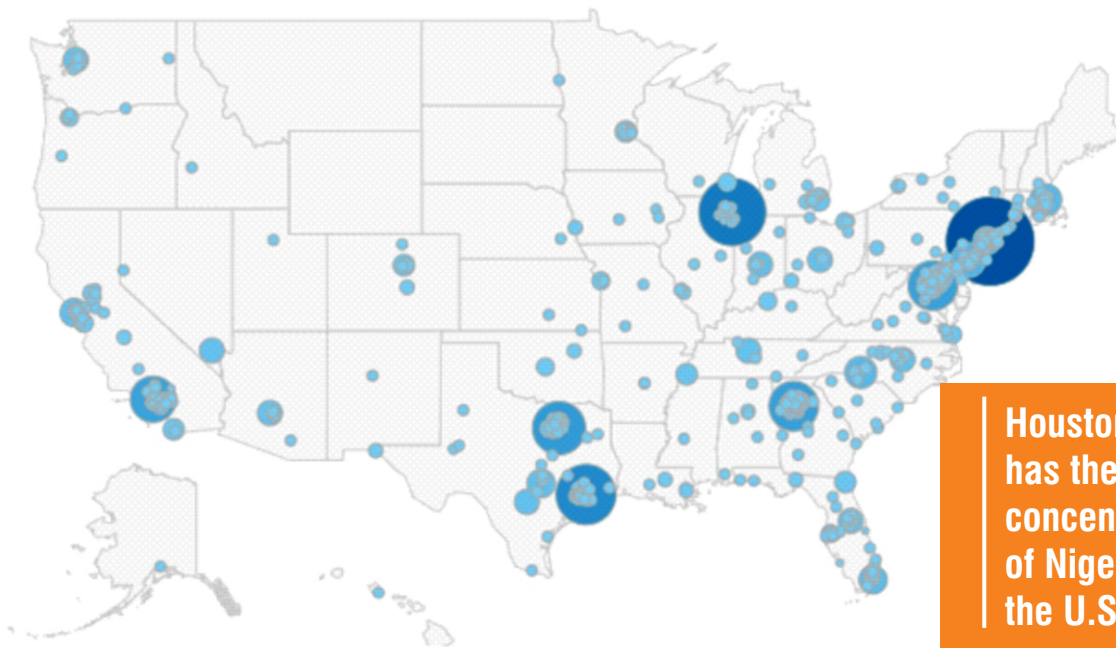
Source: NGEX DATA

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While Nigerians are located throughout the United States, there are states and cities with significant populations. States with large populations of Nigerians include Texas, New York, Maryland, California, and Georgia.

Cities such as New York, Chicago, Houston, Dallas, Atlanta, Los Angeles and Philadelphia, are already recognized as having a high concentration of Nigerians. While their presence in cities such as San Antonio, Charlotte, Orlando, Austin and Indianapolis is growing.

### Nigerians in the United States (cities)



Houston, Texas has the highest concentration of Nigerians in the U.S.A

Source: NGEX DATA

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### COMPOSITION

Compared to the total foreign-born population in the United States, Nigerians are better educated, tend to participate in the labor force at higher rates, and are likely to speak more than one language at home. Nigerians are also more likely to have private health insurance but experience poverty at higher rates than the general U.S population though lower than Sub-Saharan immigrants.

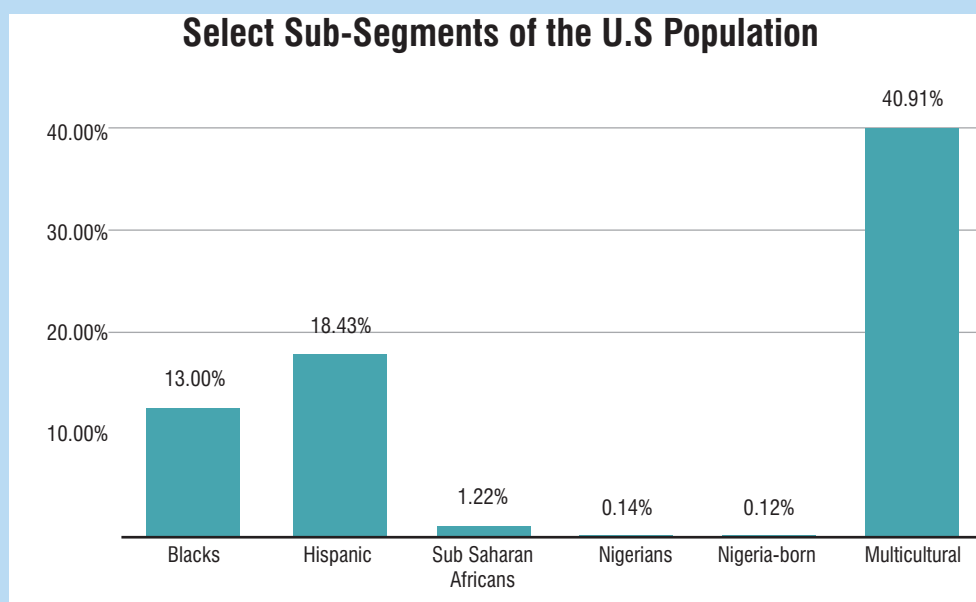
#### Nigerian Immigrant Population

Currently, there are 461,695 Nigerian immigrants in the U.S. and they account for 11% of Sub-Saharan immigrants in the U.S, 0.3% of the U.S multicultural segment and 0.14% of the total U.S. population.

85% of Nigerian immigrants in the U.S were born in Nigeria and this means that as the immigration of Nigerians, in large numbers, into the U.S is fairly recent – the population of 2<sup>nd</sup> and 3<sup>rd</sup> generation Nigerians is very small and of a young age.

**Nigerian immigrants still have a strong connection to the norms, cultures and brands of Nigeria.**

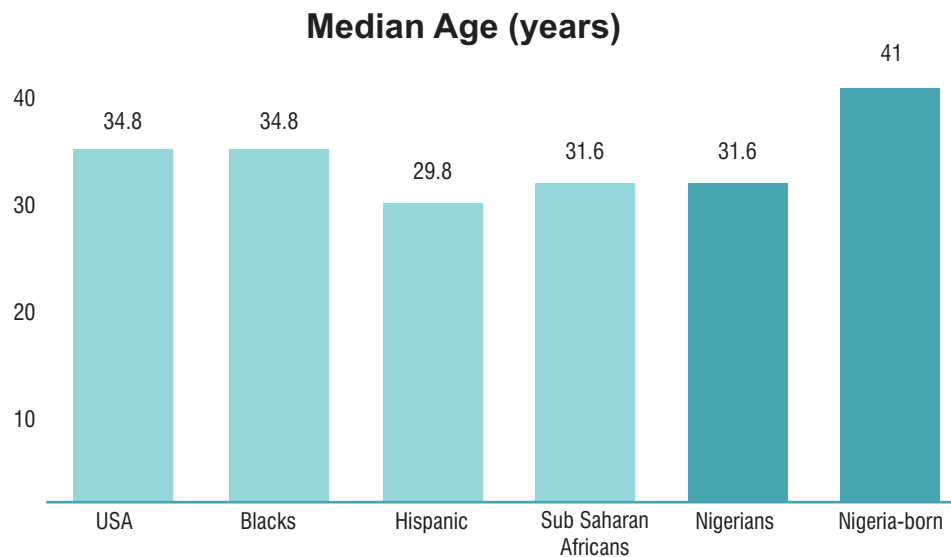
The high percentage of the Nigeria-born also indicates that Nigerian immigrants still have a strong connection to the norms, cultures and brands of Nigeria. Understanding and embedding this in awareness and engagement efforts can help businesses and brands establish a strong and persistent connection with this audience



Source: 2019 American Community Survey (ACS), U.S Census Bureau

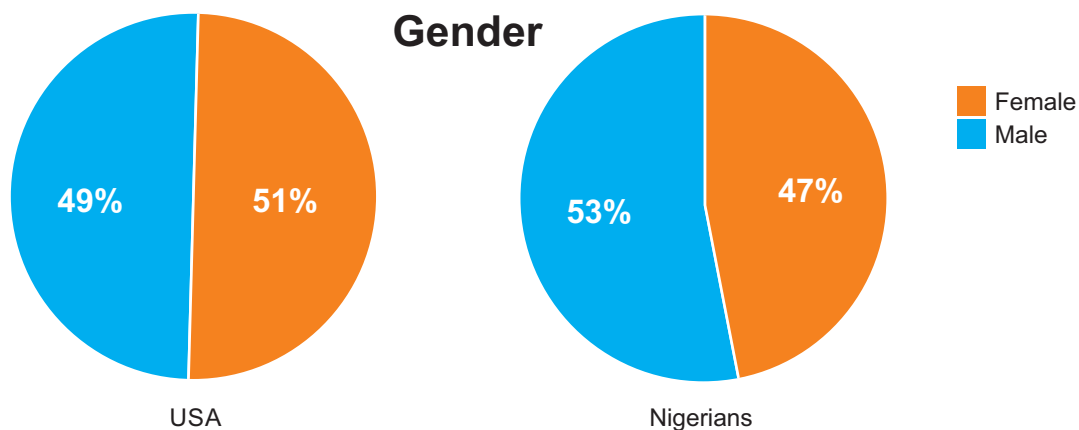
### Age, Education, and Employment

The median age of Nigerian immigrants, (~32 years), is slightly younger than the overall U.S. foreign-born and African-American populations (~35 years) but is at par with the Sub-Saharan African population. However, the median age of the Nigeria-born (~41) is considerably higher than other cohorts.



Source: 2019 American Community Survey (ACS), U.S Census Bureau

Males represent a slightly higher percentage (53%) of the Nigerian immigrants compared to the U.S population (49%). The almost even split between the genders suggests that marketing efforts should focus on both.



Source: 2019 American Community Survey (ACS), U.S Census Bureau

**The 18-64 year-old cohort represents 64% of Nigerian immigrants compared to 61.3% for the U.S population .**

	USA	Blacks	Hispanic	Sub-Saharan Africans	Nigerians	Nigeria-Born
Under 5 years %	5.9	6.3	8.3	8	8.5	1
5 to 17 years %	16.3	18	22.5	20.4	18.6	9.1
18 to 24 years %	9.3	10.6	11.4	10.7	11.1	8.1
25 to 34 years %	13.9	15.4	15.7	16.4	17.4	17.6
35 to 44 years %	12.8	13.1	14.3	15.6	18.1	22.8
45 to 54 years %	12.4	12.4	11.8	12.3	11	17.7
55 to 64 years %	12.9	12	8.4	9.5	9.9	15.3
65 to 74 years %	9.6	7.6	4.7	4.9	4.2	6.3
75 years + %	6.9	4.5	3	2.2	1.3	2.1

*Source: 2019 American Community Survey (ACS), U.S Census Bureau*

Gen Alpha the population cohort born in the early 2010s and the first generation to be born entirely in the 21st century make up the 2nd largest share of Nigerian immigrants.

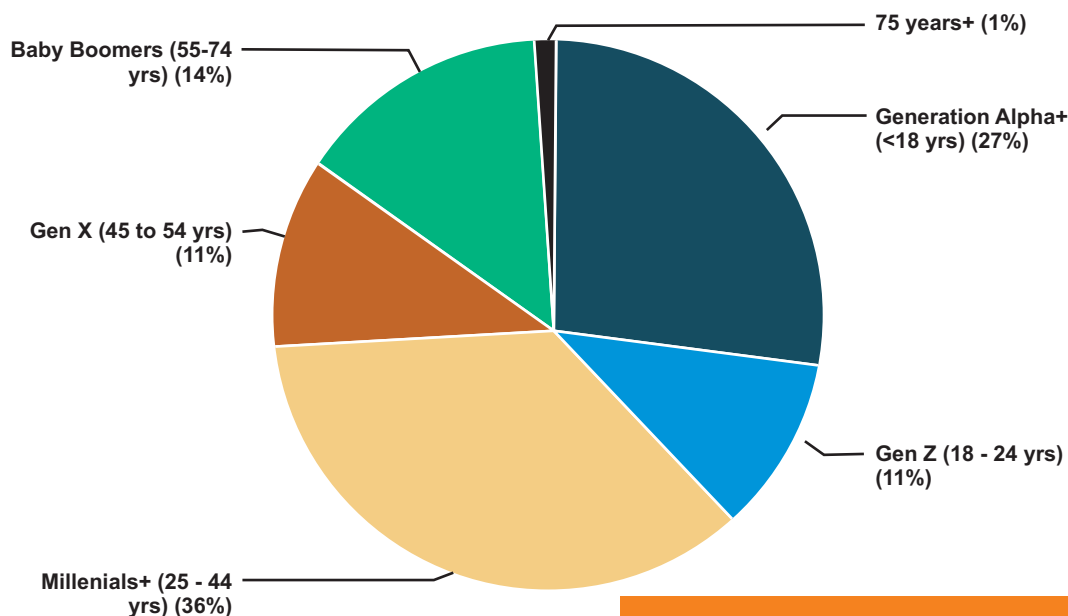
However, we extended the Gen Alpha range to include those born in the early 2000's and capture the under 18-year olds, and have renamed this mega cohort Gen Alpha+ for this report.

**Most Gen Alpha+ are children of the Millennials+ cohort, who are predominantly first generation Nigerians**





### Nigerians in the United States



Source: 2019 American Community Survey (ACS), U.S Census Bureau

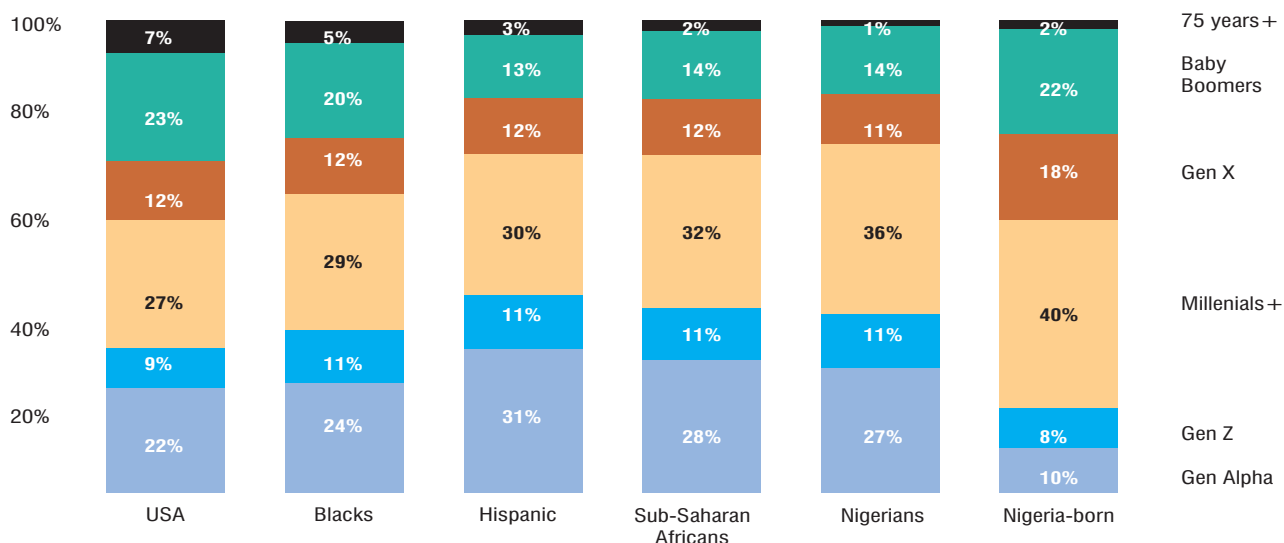
**The Millennials+ cohort is 36% of Nigerians and 40% of Nigerian-born in the U.S.A**

When compared to the general U.S population, the Nigerian immigrant Millennials+ cohort (25 – 44 years), the largest segment (36%), is larger than the Millennial+ cohort of the general U.S population (27%). The size of the Millennial+ cohort is more pronounced when only the Nigerian-born sub-segment is extracted. This cohort represents 40% of the Nigerian-born population.

This is much larger than any of the cohorts of any of the compared segments - the Hispanic Millennial+ cohort has the next largest non-African segment at 30%.

The large percentage of the Millennial+ cohort, who are between early adulthood and midlife stages of life, have many responsibilities, including finding a home and partner, establishing a family or circle of friends, and/or getting or maintaining a good job, etc., and marketers would be well served to carefully understand their interests and preferences in order to engage effectively with this cohort.

## Select Sub-Segment of the U.S. Population



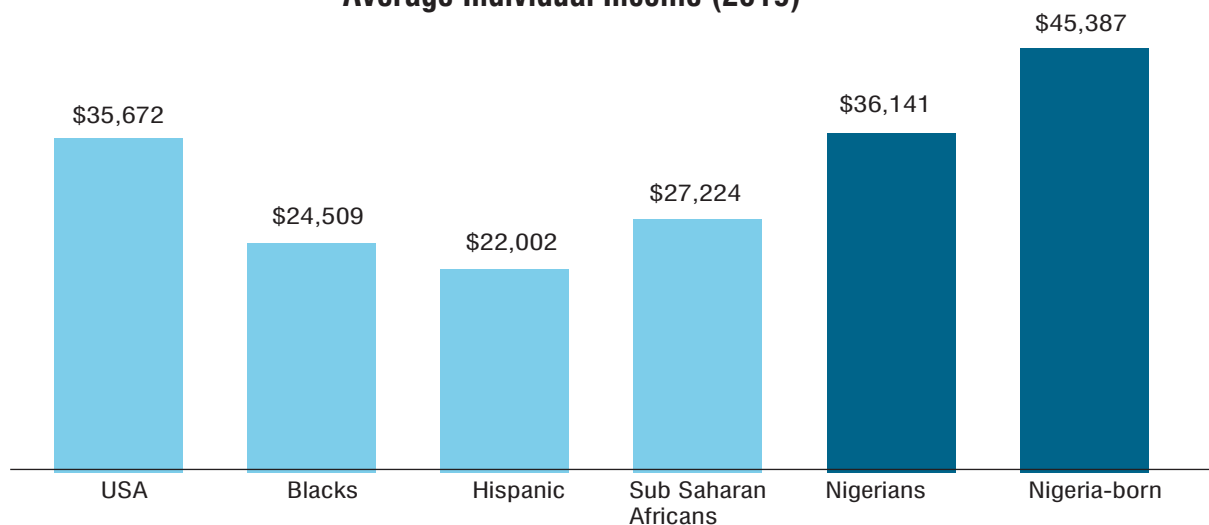
Source: 2019 American Community Survey (ACS), U.S Census Bureau

Ignoring the needs of Nigerian immigrants, particularly the Millennials+ cohort, means missing out on an enormous audience (a fast-growing segment of the Nigerian immigrant population).

## Average Annual Income

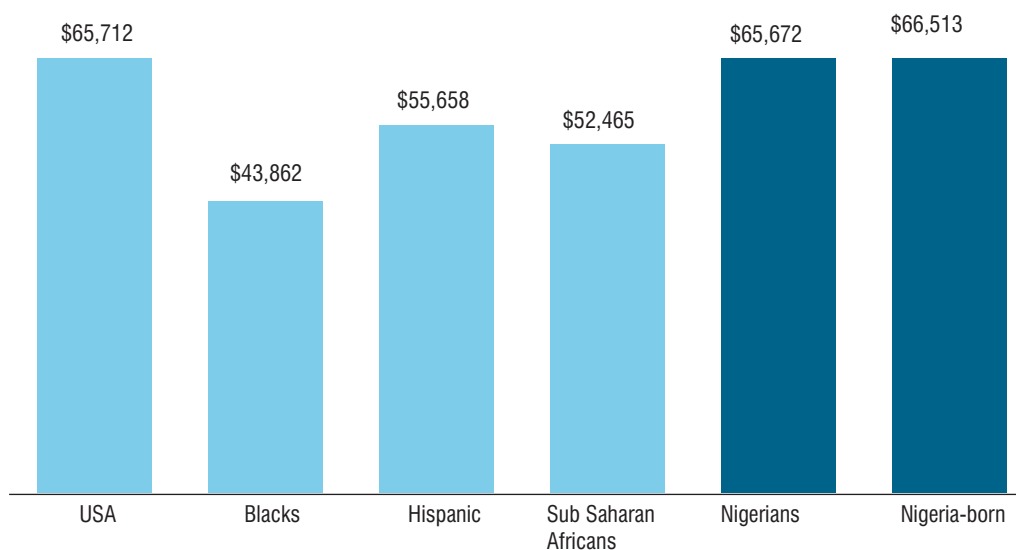
The average annual income for Nigerian immigrants, at \$36,141, is 1.3% higher than the average annual income for total U.S. individuals. However, the Nigeria-born segment has an average annual income of \$45,387 which is 27.2% higher than the average annual income for U.S. individuals.

## Average Individual Income (2019)



Source: 2019 American Community Survey (ACS), U.S Census Bureau

### Median Household Income 2019



Source: 2019 American Community Survey (ACS), U.S Census Bureau

Nigerian immigrant households earned almost \$14.3 billion and paid over \$2.7 billion in federal income taxes and \$1.4 billion in state and local taxes in 2018 alone.

### Economic Impact of Nigerian Immigrants in the United States

	United States
Household Income	\$14.3 Billion
Total Taxes Paid	\$4.1 Billion
Federal Income Tax Paid	\$2.7 Billion
State and Local Taxes Paid	\$1.4 Billion
Spending Power	\$10.2 Billion

Source: New American Economy analysis of 2018 1 year ACS data downloaded from IPUMS-USA ([www.ipums.org](http://www.ipums.org))

### Poverty

About 14% of Nigerians lived in poverty compared to 19% of sub-Saharan immigrants and 12% of the U.S. born. Those born in Nigeria have a similar poverty rate of 14%.

### Lifestyle

#### Language and Culture

Most Nigerians speak multiple languages - 48% of Nigerian immigrants speak a language other than English, compared to 22% of the U.S population while 62% of the Nigerian-born segment speak a language other than English.

Nigerians also have high levels of proficiency in English which is not surprising, as English is the official language of Nigeria and most Nigerians emigrating to the U.S are highly educated.

Although Nigerians in the U.S are very proficient in English, they also speak Pidgin English and other native languages. Pidgin English is very dominant amongst Nigerians, across the world, and it cuts across all socioeconomic classes.

Pidgin is more widely spoken than English amongst Nigerians. Some Nigerian immigrants also speak one or more of the many native languages of Nigeria. such as Bini, Efik, Hausa, Igbo, Tiv, Urhobo, and Yoruba.

**64% of Nigerian immigrants in the U.S have a bachelor's degree or higher compared to 33% of the general U.S and 37% of the Sub-Saharan Africa immigrant populations.**

Nigerian immigrants continue to maintain strong traditions and links to Nigeria. They are very proud of their culture and these influence their buying and lifestyle choices.

#### Some Nigerian Languages

Adara	Ibibio	Kanuri
Anaang	Idoma	Khana
Bade	Igala	Mumuye
Berom	Igbo	Ngas
Ebira	Ijaw	Nupe
Edo	Ikwerre	Nya Huba
Efik	Ikwo	Saya
Esan	Isoko	Tangale
Ezaa	Itsekiri	Tarok
Fulfude	Izon	Tiv
Gbayi	Jju	Urhobo
Gbari	Kalabari	Yala
Hausa	Kamwe	Yoruba

**Understanding the impact that tradition and culture have on Nigerian immigrants creates an opportunity for brands to offer in-culture, culturally relevant and traditionally accurate marketing creatives.**

**These can be infused with phrases or slang from Nigerian languages to drive better engagement with them.**

### Community and Activities

Nigerians tend to be very social and congregate largely in groups. Rough estimates suggest that the average Nigerian in the Diaspora belongs to at least one Nigerian group. Nigerian groups tend to be focused around culture, community, religion, professional development, civic engagement, alumni organizations, sports and entertainment.

These groups are typically informally organised, staffed primarily by volunteers and vary in size and reach.

**Some Nigerian Diaspora Groups**

Group	Type
Alliance of Nigerian Organizations in Georgia	General
Association of Nigerian Physicians in the Americas - ANPA	Professional
Association of Nigerian Women Entrepreneurs and Professionals (ANWEP)	Professional
Egbe Omo Yoruba	Cultural
National Council of Nigerian Muslim Organizations	Religious
Nigerians in Diaspora Organization (NIDO)	General
Umu Igbo International	Cultural - Youth
Zumunta Association	Community

Source: NGEX Data: More groups and details available in the NGEX Database

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Nigerians are also very religious, predominantly of the Christian and Muslim faiths, and as such religious institutions have a big influence in the lives of Nigerian immigrants too. Churches and other places of worship in the U.S are also spaces where Nigerians congregate and interact with each other.

Some of these institutions have expanded from Nigeria and spread across the U.S. For example, the Redeemed Christian Church of God (RCCG) and the Mountain of Fire and Miracles Ministries (MFM) both founded and with headquarters in Nigeria, now have hundreds of branches across the U.S.

### Redeemed Christian Church of God (RCCG) branches - USA



Source: NGEX Data More details available in the NGEX Database

**NgEX** INSIGHTS

Social events such as weddings, birthdays, wake keepings and other significant life events are also prominent in the Nigerian community and they can be large - guest lists can number in the hundreds - and are sometimes quite extravagant.

Nigerian-owned or focused food stores, restaurants and clubs also get patronized frequently by Nigerian immigrants. These events and places sometimes offer good opportunities to engage with the Nigerians in U.S

Though, 2<sup>nd</sup> generation (U.S born and raised) Nigerians are still a relatively young and small segment of the population, it is also important to engage and help them understand more about Nigeria and what it can actually mean to them. Since they have more in-depth experiences in the U.S, and through exposure and encouragement by their parents also have a strong connection to Nigeria, they can be leveraged for adopting new products and services and driving initiatives in their countries of birth and ancestry.

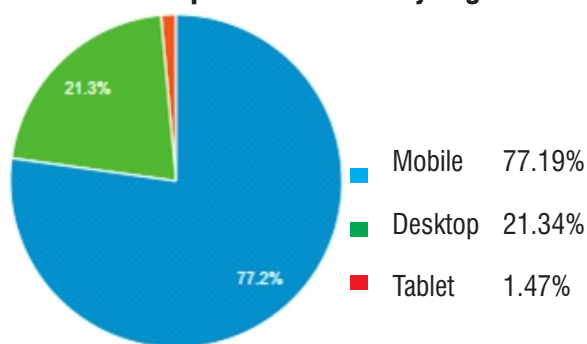
### Technology and Digital

Nigerians in the U.S are a digital-savvy group, who increasingly embrace mobile and social media platforms. 98.5% of Nigerian families have a computer at home, compared to 93% of the U.S population and 95% of the sub-Saharan Africa populations.

92% have broadband internet at home compared to 82% of the U.S population and 86% of the Sub-Saharan Africa populations

Nigerians are more likely to browse the internet with a mobile phone rather than with a desktop/laptop, and 77% of Nigerians browse the internet with mobile phones

**Top Devices used by Nigerians in the U.S to access the internet**



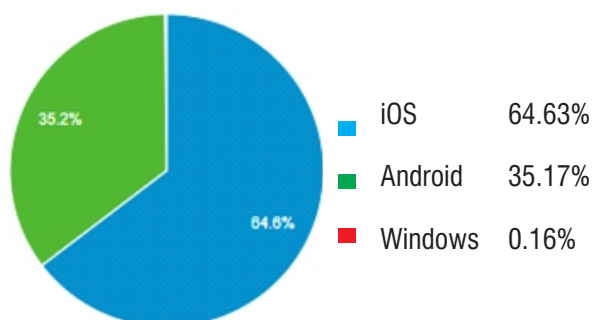
Source: NGEX Data

**NgEX** INSIGHTS

**77% browse the internet with mobile phones.**

Nigerians in the U.S, are more likely to use an Apple device when browsing the web with a mobile device. This is in line with mobile phone usage by brand in the total U.S population – 65% of mobile browsing by the U.S population is done with an Apple device.

**Top Mobile Device operating systems used by Nigerians in the U.S to access the internet**



Source: NGEX Data

**NgEX** INSIGHTS

**65% of mobile browsing by Nigerians, in the U.S, is done with an Apple device.**



Apple and Samsung are the dominant mobile device brands amongst Nigerian in the U.S. Combined, both brands command almost 87% of the mobile phone ownership in this segment.

60% of iPhone users are female, while 50% of Samsung users are female.

With usage patterns and behaviour differing between iPhone and Android users, marketers will be well served to understand and embed tactics that reflect these differences in their marketing outreach to Nigerians.

For example, iPhone users spend about \$83 every month on makeup and beauty products, more than double what Android users spend (\$40). They are also more likely to make purchases on their phones on a regular basis.

1.	■ Apple	64.64%
2.	■ Samsung	22.15%
3.	■ LG	3.94%
4.	■ Motorola	1.90%
5.	■ Google	1.44%
6.	■ Tecno	0.73%
7.	■ Infinix	0.59%
8.	■ OnePlus	0.45%
9.	■ Amazon	0.44%
10.	■ Alcatel	0.42%

Source: NGEX Data

**NgEX** INSIGHTS

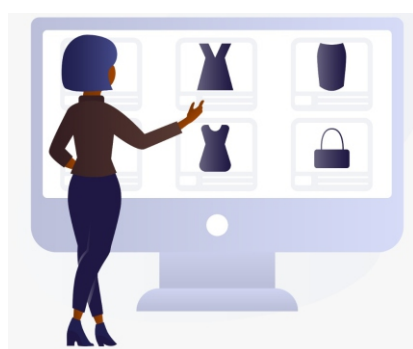
### Interests & Behaviours

Understanding the interests of audiences helps advertisers identify the segments that potentially have a strong interest in their products and are engaged in higher funnel activities (Top of Funnel).

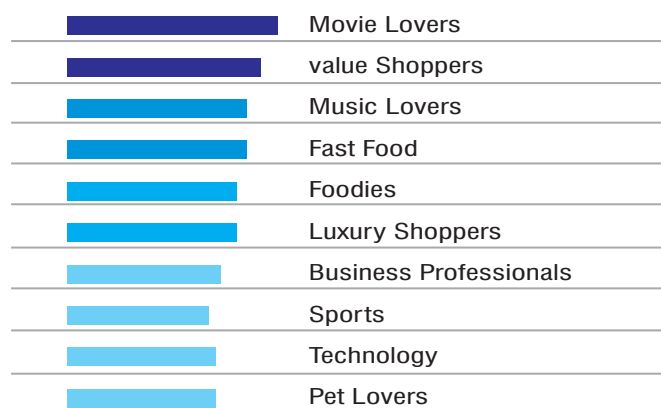
Members of this audience should not be seen as belonging to only one interest group, rather they should be seen as potentially having multiple interests. For example, a Nigerian might be a Value Shopper, and also a lover of Music and Movies.

These insights can enable marketers to understand the overall interests, passions, and lifestyle to get a better sense of their overall identity, how to raise awareness and drive consideration within these segments.

### Affinities of the Nigerians in the U.S

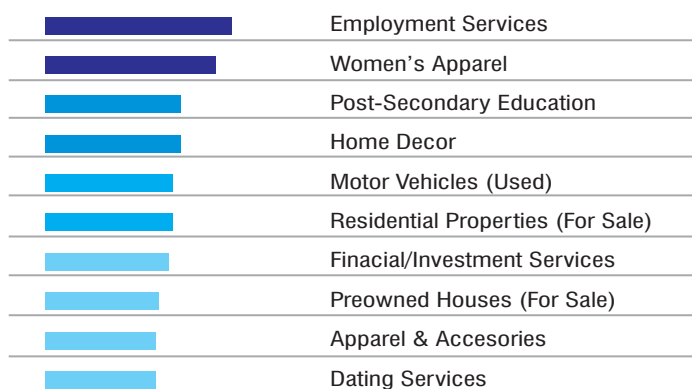


- 1 Shopping
- 2 Food
- 3 Movies
- 4 Music
- 5 Sports



Purchase behaviour patterns help identify the segments that are actively researching or looking to buy products and services. These are potential customers who are likely to be converted to buyers. Engaging with employment and post-secondary school education services, as well as shopping for women's clothing and home décor rank high with Nigerian immigrants.

### Purchase Behaviour of Nigerians in the United States (Top 10)





### About NGEX

NGEX is a data-driven marketing company that helps companies identify and engage with consumers in Africa and the African Diaspora. We source and aggregate data from diverse strategic sources and our in-house platforms to provide data, marketing and research solutions for the global African audience.

We combine our solutions with powerful analytics and modeling tools to offer a comprehensive understanding of the global African audience to marketers, brands and organizations.

NGEX's deep understanding of the global African and friends of Africa audience provides insights that help marketers understand the interests, preferences, behaviors of this audience. They can define who their best customers are, where they are, how to connect with them and capture growth opportunities.

**We provide Data and Insights that help businesses and brands understand the interests, preferences and behaviours of the global African audience."**

These insights also help enable marketers tailor their campaigns, messaging and promotions to the wants and needs of this audience.

### NGEX Brands & Platforms



# NgEX



### Targeting African Consumers around the world

Data and marketing solutions from NGEX can be applied to a wide variety of situations using our in-house solutions and proprietary applications, such as the NGEX Data Portal and the NGEX Insight Vault.

#### Our solutions can apply to:

- Data and Analytics: APIs, Visualizations, Insight, etc
- Database Mining & Modeling
- Consumer Segmentation and Targeting
- Market Research: Surveys, Focus Groups etc.
- Advertising & Marketing Communication
- Market Entry & Market Potential Assessment
- Strategic Planning
- Product Development and Positioning



To learn more about how to identify and engage  
consumers in Nigeria/Africa and the Diaspora

Visit: [www.ngex.com/about](http://www.ngex.com/about)

Call: +1-408-676-6439

Email: [info@ngexmail.com](mailto:info@ngexmail.com)

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