



HIGHLIGHTS FROM AFRICAN-AMERICAN CONSUMERS: STILL VITAL, STILL GROWING

2012 REPORT

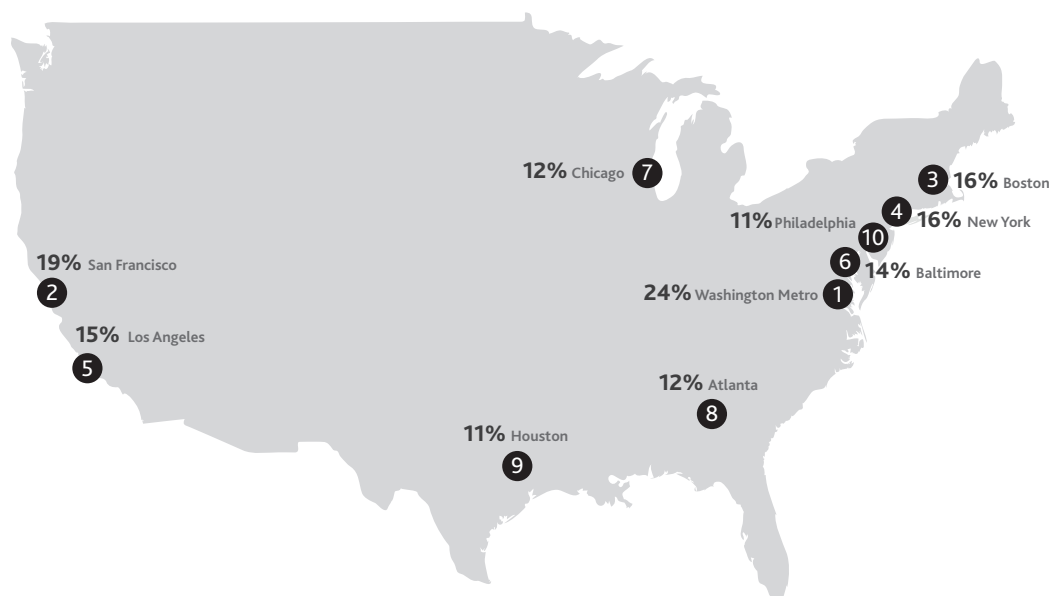
The following four pages are excerpts from a full 26-page report produced collaboratively by Nielsen, the global information and measurement company that measures what consumers watch and what consumers buy, and the National Newspaper Publishers Association (NNPA), a 72-year old federation of more than 200 Black community newspapers. To download the full report, go to www.nielsen.com/africanamerican.

EXECUTIVE SUMMARY

In 2012, the African-American consumer population continues to be a vibrant and dynamic market segment, providing both emerging and mature market attributes. Still the largest racial minority group in America, with a projected buying power of \$1.1 trillion by 2015¹, Black consumers remain at the forefront of social trends and media consumption. Companies that seek to better understand the unique lifestyles, habits and shopping patterns highlighted within can enhance their chances of creating better connectivity with Black consumers. Similarly, African-American consumers and entrepreneurs will find information that can be helpful in making informed decisions about which products or services to buy and have a better understanding about the companies that provide them. The disparity in advertising dollars spent with African-American media is mapped out, suggesting a need for more fair methods of administering advertising spending to better reflect and align with Blacks' preferences and the media environments most trusted by Black consumers.

- Black households are 127% more likely to include a single parent, most often a woman.
- 48% of Black grandparents who live in the same household with their grandchildren serve as their primary caregivers.
- 10% of African-American households earn \$100,000 or more.
- 35% of African-American households earn \$50,000 or more.

TOP 10 DMA'S FOR HIGHEST CONCENTRATION OF HIGHER INCOME AFRICAN-AMERICAN HOUSEHOLDS



*The U.S. Black population is 43 million strong. Larger than 163 of the 195 countries in the world including Argentina, Poland, Canada and Australia.**

¹ The Multicultural Economy 2012 by the Selig Center for Economic Growth

* The U.S. government does not recognize Taiwan as a country.

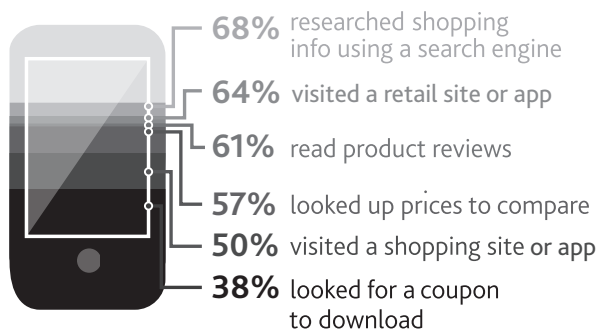
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NATIONAL GENERAL MARKET MEDIA BUYS

Media Type	AA	General Market (Total - AA) 2011
Business to Business	NA	\$2,439,867,500
Cable TV	\$907,006,937	\$20,124,471,063
FSI Coupon	NA	\$374,696,375
Local Magazine	NA	\$452,814,094
Local Newspaper	NA	\$9,528,492,000
Local Sunday Supplement	NA	\$38,774,566
National Internet	NA	\$9,132,402,000
National Magazine	\$334,809,250	\$15,563,489,750
National Newspaper	NA	\$1,519,057,250
National Sunday Supplement	NA	\$1,211,739,875
Network Radio	NA	\$1,040,818,562
Network TV	\$7,793,410	\$21,092,720,590
Outdoor	NA	\$3,543,337,000
Spanish Language Cable TV	NA	\$513,354,969
Spanish Language Network TV	NA	\$3,674,157,000
Spot Radio	\$757,479,438	\$4,823,606,062
Spot TV	NA	\$23,039,266,000
Syndicated TV	\$89,615,570	\$2,330,946,180
Total	\$2,096,704,605	\$120,444,010,836

Jan. 1, 2011 – Dec. 31, 2011

Many African-American consumers have conducted research on mobile phones before making a purchase.



Total dollars spent with African-American media (\$2.10 billion) is just under 2% of total advertising dollars spent with general market media (\$120 billion) during the same period.

BLACKS' PERCEPTIONS OF BLACK MEDIA

Many companies assume that because there are no language barriers, there is no need to advertise to Black audiences through African-American media outlets. This is a missed opportunity for companies, who can use such outlets to reach Black consumers in trusted environments where Blacks see themselves most often reflected. Consider the following facts on Blacks' perceptions on advertising.

91%

believe that Black media is more relevant to them

81%

believe that products advertised on Black media are more relevant to them

77%

believe that Black media has a better understanding of the needs and issues that affect them

73%

believe that Black media keeps them in touch with their heritage

68%

want to see more commercials directed specifically to Black audiences

67%

want to see more advertising targeting Black consumers

78%

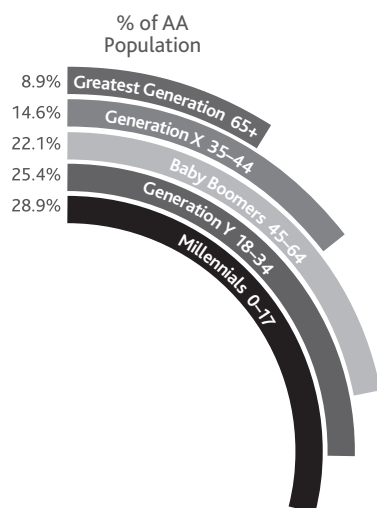
would like to see more Black models/actors used in ads

Source: Burrell 40, 2011

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The Black population is not a homogeneous group. A deeper understanding of the unique lifestyles, viewing habits and shopping patterns can help companies create better connectivity with Black consumers. Here we show how behavior and shopping patterns differ by generations..

AFRICAN-AMERICAN GENERATIONAL AGE DISPERSION



AFRICAN-AMERICAN GENERATIONAL TV USAGE

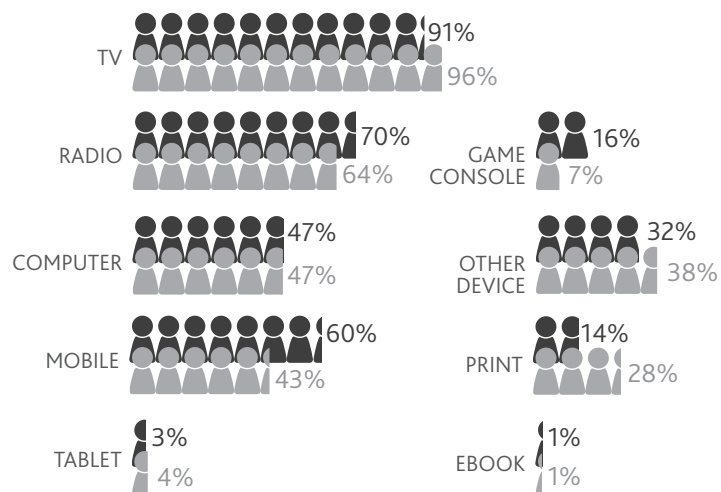
Viewing Source	Gen-Y	Baby Boomers
Live TV	5:12	7:53
DVR Playback	0:18	0:21
DVD Playback	0:13	0:12
Video Games	0:20	0:03
Total Use of TV	6:03	8:29

Daily in Hours:Minutes, May 2012

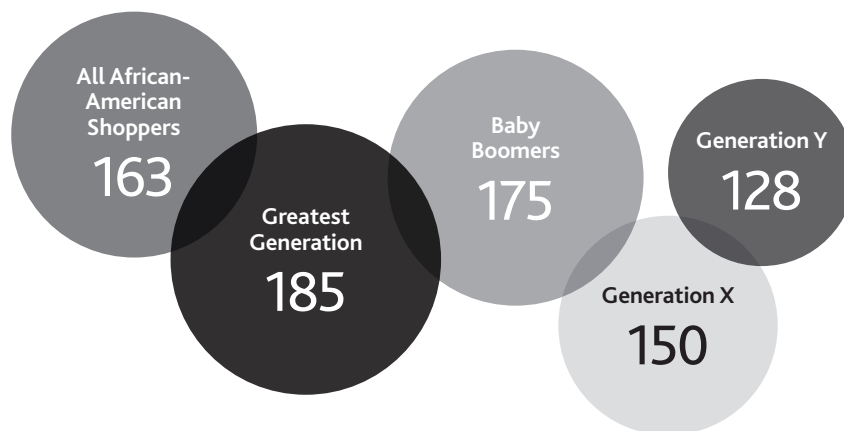
HOW BLACKS SPENT TIME BY GENERATION

● Generation Y ● Baby Boomers

MEDIA CONSUMPTION



ANNUAL SHOPPING TRIPS ACROSS AFRICAN-AMERICAN GENERATIONS



Source: USA TouchPoints Study, 2012.1

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TOP 10 PROGRAMS WATCHED BY AFRICAN-AMERICANS PRIME TIME

	Originator	Program Name	Viewers Ages 18-49
1	BET	The Game S5	1.93
2	VH1	Love And Hip Hop S2	1.83
3	VH1	Basketball Wives S4	1.39
4	VH1	Single Ladies S2	1.39
5	VH1	T.I. And Tiny	1.38
6	BET	Let's Stay Together S2	1.26
7	CNN	Whitney Houston: Her Life	1.13
8	VH1	La La's Full Court Life S2	1.09
9	ABC	Scandal	1.02
10	WE: Women's Entertainment	Braxton Family Values	0.90

12/26-6/6/24/12, Prime Time, Live +7 Days, Persons 18-49

Excludes specials, sporting events and award shows

Viewers shown are in millions.

TOP 10 PROGRAMS WATCHED BY AFRICAN-AMERICANS TOTAL DAY

	Originator	Program Name	Viewers Ages 2+
1	FOX	American Idol Audition Special	3.00
2	ABC	New Year's Rockin' Eve Part 1	2.97
3	BET	The Game S5	2.86
4	Disney Channel	Let It Shine	2.56
5	CNN	Whitney Houston: Her Life	2.43
6	ABC	Scandal	2.15
7	CBS	Judge Judy	2.07
8	ABC	Dancing With The Stars	2.06
9	FOX	American Idol-Wednesday	1.95
10	BET	Celebration Of Gospel	1.90

12/26-6/24/12, Total Day, Live+7 Days, Persons 2+

Viewers shown are in millions.

MOST POPULAR AFRICAN-AMERICAN MOVIES

Movie Title	Box Office Earnings (Gross)
Think Like a Man	\$91,547,205
Madea's Witness Protection	\$55,611,721
Red Tails	\$49,875,589
Tyler Perry's Good Deeds	\$35,010,192
Woman Thou Art Loosed: On the 7th Day	\$1,201,562
Beasts of the Southern Wild	\$1,692,675
Pariah	\$758,099
A Beautiful Soul	\$54,008
Restless City	\$8,106
Elevate	\$3,547

Sept. 2011 - June 2012

You may download a full copy of this report by going to www.nielsen.com/africanamerican. We are optimistic that it will empower you to value your role in the economic infrastructure of the United States. Each purchasing decision, viewing opportunity, mobile phone activity and digital experience you have impacts a company's bottom line. We encourage you to use that power wisely and with care. Whether you are a single mother, Baby Boomer or Millennial, your consumer dollars matter. You Matter!

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