WHY WE ARE HERE

CAPITAL
Black audiences and their spending potential

CONNECTION
Black voices power brands through media connections

COMMUNITY
Black media delivers necessary reach and representation

CHANGE
Changing the narrative in our industry and beyond
The business case for equitable advertising
Today’s Black audience is young, affluent and more diverse

- **48 Million Population Size**
  - > Argentina’s population (42.6M)

- **32 Median Age**
  - < U.S. Pop (38) & NH White (43)

- **54% % Under 35**
  - > U.S. population (46%)

- **$1.4T Buying Power**
  - > Australia’s GDP ($1.3T)

- **1-in-10 # of Blacks that were foreign born in 2019**
  - 2 x higher than 1-in-20 in 1990
THEIR MOBILITY INDICATES A REVERSAL IN THE GREAT MIGRATION

Source: Selig Center for Economic Growth, Terry College of Business, University of Georgia, June 2019
THEIR INFLUENCE IS FELT IN LARGE MARKETS AND HIGH-GROWTH STATES

Source: Selig Center for Economic Growth, Terry College of Business, University of Georgia, June 2019
IN THE PAST 12 MONTHS, BLACK AMERICANS CONTINUED TO LEAD THE REST OF THE COUNTRY IN THE SHIFT TO E-COMMERCE

48% of Black households shopped online in 2020, 11% more than the average household

Source: Scarborough Retail Internet Lifestyles 2020
THEIR ASPIRATIONS ARE HIGH WITH THE POTENTIAL TO RESHAPE THE ECONOMY OF A RECOVERING AMERICA

14% Plan to go back to school
   Index: 194

31% Plan to start a new business
   Index: 225

17% Plan to take out a new loan
   Index: 122

23% Plan to make a career change
   Index: 163

17% Expecting a promotion
   Index: 120

Source: Global Web Index USA survey Q4 2020
BLACK DISPOSABLE INCOME IS RISING FASTER RATE THAN THE GENERAL MARKET

Source: Selig Center for Economic Growth, Terry College of Business, University of Georgia, June 2019
DESPITE HISTORY AND SYSTEMIC OPPRESSION, SELF CONCEPTS REVEAL OPTIMISM AND RESILIENCE

45% CONFIDENT
Index: 107

33% TALENTED
Index: 125

17% PERSUASIVE
Index: 116

Source: Global Web Index USA survey Q4 2020