

The Station That Cares



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THE GULF COAST'S ONLY URBAN TV STATION

AFRICAN AMERICAN MARKET



Expand Your Business into The African American Markets

According to a report by the University of Georgia's Selig Center for Economic growth, African Americans are now the second largest ethnic group in the nation, with a total population of 34.7 million people. They make up 12.9 percent of the U.S. population.

The buying power of African Americans rose 127% in 14 years, from \$318 billion in 1990 to \$723 billion in 2003. By 2009, it is expected to reach \$965 billion.

Here are some other facts to consider:

- AFRICAN-AMERICAN CONSUMERS SPEND MORE THAN OTHER MARKETS ON PRODUCTS AND SERVICES SUCH AS TELEPHONE SERVICES, PERSONAL-CARE PRODUCTS, ELECTRICITY AND NATURAL GAS, CHILDREN'S APPAREL, AND FOOTWEAR.
- THE NATION'S AFRICAN-AMERICAN POPULATION IS YOUNG, WITH AN ESTIMATED MEDIAN AGE OF 30.4 YEARS.
- BETWEEN 2001 AND 2055, AFRICAN-AMERICANS WILL TRANSFER AN ESTIMATED \$1.1 TO \$3.4 TRILLION OF THEIR WEALTH TO YOUNGER GENERATIONS.
- IF AFRICAN-AMERICAN BUYING POWER WERE A COUNTRY, IT WOULD RANK 10TH IN THE WORLD, AHEAD OF INDIA, SOUTH KOREA, MEXICO, AUSTRALIA AND BRAZIL.

As a result, many successful companies want the way to reach the African American markets with their huge purchasing power

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