

The Station That Cares



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AFRICAN AMERICAN WOMEN BUYING POWER

THE MOST DRAMATIC CHANGE THAT OCCURRED AMONG AFRICAN AMERICAN CONSUMERS WAS IN THE EARNINGS OF BLACK WOMEN. AFRICAN AMERICAN WOMEN ACCOUNT FOR **48%** OF THE DOLLAR EARNED BY BLACK HOUSEHOLDS IN 1999.

IN 2002, **38%** OF THE NATION'S AFRICAN AMERICAN OWNED BUSINESSES ARE OWNED BY WOMEN, A HIGHER PERCENTAGE THAN ANY OTHER MINORITY ETHNIC GROUP.

THE PURCHASES MADE BY BLACK WOMEN ARE THE SINGLE BIGGEST INFLUENCE ON THE GROWTH OF AFRICAN AMERICAN SPENDING.

BLACK WOMEN HAVE INCREASED EXPENDITURES OVER THE LAST YEAR IN THE FOLLOWING CATEGORIES IN WHICH THEY ARE DOMINANT BUYERS: CHILD CARE, PERSONAL CARE PRODUCTS, GIFTS (155%), FOOD, WOMEN'S APPAREL, WOMEN'S FOOTWEAR.

AFRICAN AMERICAN WOMEN HEAD UP **60%** OF BLACK HOUSEHOLDS AND ARE **65%** OF BLACK NEWSPAPER SUBSCRIBERS.

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