

## General Media

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### General Highlights

**Media Consumption (TV):**

- Spend 45 hours a week watching TV, not including time spent watching DVDs
- 84% of households have cable or satellite

**Media Consumption (Internet):**

- Among Blacks age 13-74, 68% are online
- Among Black teens, over 90% are online
- Spend 31 hours a week using the Internet, including email

**Media Consumption (Radio):**

- Spend 22 hours listening to AM or FM radio in a typical week
- Spend less than an hour a week listening to satellite radio

**Media Consumption (Print):**

- Nearly 9 in 10 spend more than an hour reading magazines every week
- Spend 2 hours a week reading the newspaper

**Black Media Consumption:**

- Among all Black households, 81% watch Black TV channels weekly
- 66% believe there should be more television shows that focus on Blacks
- Of the TV watched in a typical week, 32% is spent watching channels focused on African Americans/Blacks
- Visit Black websites four times a month

**Black Media Attitudes:**

- 50% of Blacks do not relate to the way Blacks are portrayed on most Black TV shows
- Only 34% believe Blacks are portrayed in the same way by Black media as they are by mainstream media
- 53% do not believe that mainstream media has stopped reinforcing Black stereotypes
- 40% believe Black radio and television reinforce negative stereotypes of Blacks
- 46% believe Hip Hop has hurt the image of Blacks
- Blacks are more than twice as likely to trust Black media as they are to trust mainstream media

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### Segmentation Highlights

#### *Connected Black Teens*

- Nearly half the time they're watching TV, they're watching Black-focused TV
- Nearly half believe that when it comes to choosing what they buy, Black media influences them more than mainstream media

#### *Digital Networkers*

- In general, they are less tuned in to Black media and advertising, 40% do not watch any Black channels weekly
- Less focused on TV and lower ownership/usage of high-end TV-related technology
- Lowest consumption of radio, magazines and newspapers
- Low trust in both Black and mainstream media

#### *Black Onliners*

- Are more engaged in Black media (TV and Internet)
- Less likely to think Hip Hop hurts the image of Blacks or that Blacks are portrayed the same way in Black media as they are in mainstream media
- Heaviest consumer of magazines, satellite radio, and streaming music online

#### *Stretched Black Straddlers*

- Least likely to say that mainstream media no longer reinforces negative Black stereotypes
- Less likely to think that Black radio, Black TV or Hip Hop have hurt the images of Blacks

#### *New Middle Class*

- 6 in 10 do not relate to portrayal of Blacks on TV
- Highest consumption of Internet and magazines, yet lowest weekly consumption of TV, watching 34 hours weekly
- Low levels of trust of both Black and mainstream media

#### *Family Struggles*

- Spend 54 hours a week watching TV, not including time spent watching DVDs
- They are the heaviest watchers of TV, particularly they prefer court shows, Black channels and women's channels
- High affinity for Black media
- Over two-fifths of all TV viewing is Black TV
- Most likely segment to relate to the way Blacks are portrayed on Black TV and least likely to believe that Black media reinforces negative stereotypes
- Below average consumption of print and magazines

### *Black is Better*

- Their strong feelings for their race are carried over in their media preferences as they have the highest degree of trust in Black media
- 67% trust Black media while only 30% trust mainstream media
- 98% watch Black TV channels in a typical week
- Nearly half believe that Black media influences their purchases more than mainstream media
- Most likely segment to have cable/satellite TV

### *Sick and Stressed*

- Spend 51 hours a week watching TV, not including time spent watching DVDs
- Above average consumption of TV and Internet but below average consumption of Black TV and Black Websites
- Below average trust in both Black and mainstream media
- More likely than average to say Black radio and TV are reinforcing a negative image of Blacks

### *Faith Fulfills*

- They tend to watch Black TV less than other segments, instead opting for the major networks
- Above average consumption of magazines and newspapers, but below average consumption of TV, Internet, and radio
- Less likely than average to say there should be more television shows that focus on Blacks

### *Broadcast Blacks*

- Spend 51 hours a week watching TV, not including time spent watching DVDs
- Highest consumption of offline media with above average consumption of TV, Black TV and magazines
- Most trusting segment of mainstream media and more trusting than average of Black media
- Most likely to say Hip Hop has hurt the image of Blacks
- Highest consumption of radio

### *Boomer Blacks*

- They are the least likely to say that Blacks are portrayed the same way on mainstream media as on Black media
- 59% trust Black media, while only 19% trust mainstream media
- Above average use of Internet, with 90% online, and above average reading of newspapers