

African-American Community

Statistics at a Glance

Total Recruitment Pool	320,000 Registered Users
Stable Panel Size	15,000
Avg. Response Rate	34%
Avg. Freq. of Use	43 days

Employment Status

Employed by someone else working outside your home	65%
Employed by someone else working from home	2%
Self-employed working outside your home	5%
Self-employed working from home	10%
Homemaker	18%

Household Income

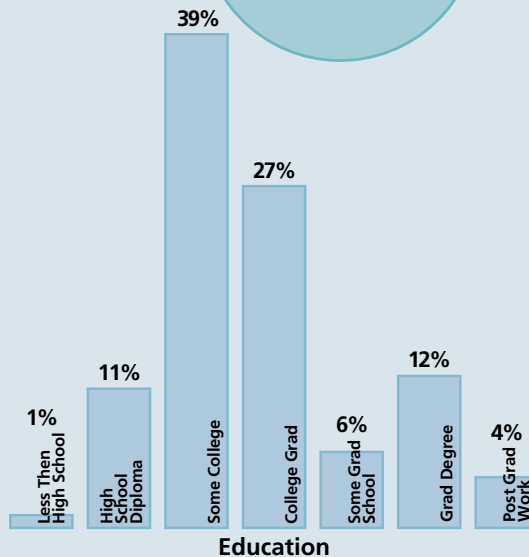
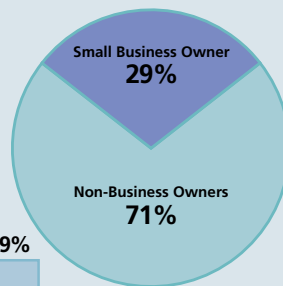
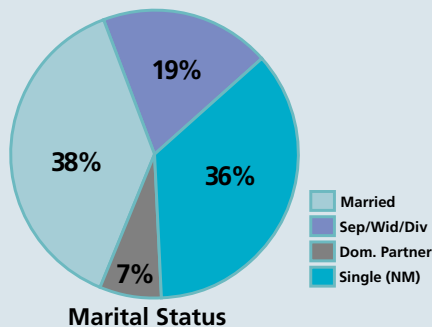
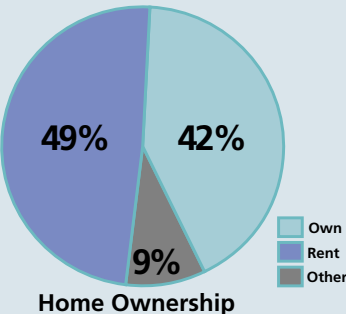
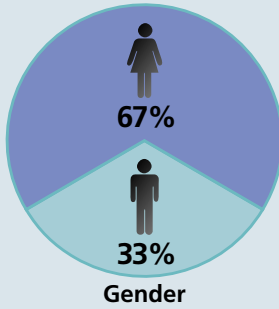
< \$20k	12%
\$20k - \$49,999	41%
\$50k - \$74,999	23%
\$75k - \$99,999	11%
\$100k - \$149,999	8%
\$150k - \$199,999	3%
\$200k +	2%
Avg. HHI (\$)	59,000

Age

<25	9%
25-34	31%
35-44	29%
45-54	20%
55+	11%

Residence

Georgia	8%
New York	8%
California	8%
Texas	8%
Illinois	6%
Florida	6%
North Carolina	5%
Maryland	5%
Pennsylvania	5%
Ohio	4%
New Jersey	3%
Michigan	3%
Virginia	3%
Tennessee	2%
Other	26%



Market Notes

There are an estimated 39 million African-Americans in the United States who control a buying power of over \$723 billion. The buying power is expected to grow by 33% over the next 5 years to an estimated \$964.6 billion.¹

- Nearly 4 million African-Americans have earned a higher degree (bachelor's, master's, doctorate, etc.).²
- When traveling, African-Americans enjoy: shopping (41%), nightlife or dancing (13%), visiting historical places or museums (12%), attending cultural events or festivals (12%), visiting theme or amusement parks (12%), gambling (12%).³
- An estimated 26,421,262 African-Americans in the U.S. are 18 years old and over and 54% are women (14,202,141).¹
- Nearly 70% of African-American women are single* compared to only 42% of the general market.⁴
- 52% of African-American women tend to have children in the household across all ages versus only 40% of general market women.⁴
- The largest percentage (51%) of African-American women reside in the southern part of the United States.⁴

¹2003, July US Census
²2004 U.S. Census

³TIAA, 2003 Study
⁴2004 MRI Fall
* = single, separated, widowed, divorced

