

**Income**

Between 2000 and 2009, the number of African-American households earning \$75,000 or more grew by 63.9%, a rate 11.7% greater than the change in the overall population.

**Education**

The percentage of African-Americans attending some college or attaining a degree has grown for both men and women from 39.6% to 45.3% and 44.9% to 53.6%, respectively.

With a buying power of nearly \$1 trillion annually, if African-Americans were a country, they'd be the 16th largest country in the world.\*\*

| Rank*** | Country        | GDP (purchasing power parity)(Billion \$) |
|---------|----------------|---|
| 1       | United States  | 14,660                                    |
| 2       | China          | 10,090                                    |
| 3       | Japan          | 4,310                                     |
| 4       | India          | 4,060                                     |
| 5       | Germany        | 2,940                                     |
| 6       | Russia         | 2,223                                     |
| 7       | United Kingdom | 2,173                                     |
| 8       | Brazil         | 2,172                                     |
| 9       | France         | 2,145                                     |
| 10      | Italy          | 1,774                                     |
| 11      | Mexico         | 1,567                                     |
| 12      | Korea, South   | 1,459                                     |
| 13      | Spain          | 1,369                                     |
| 14      | Canada         | 1,330                                     |
| 15      | Indonesia      | 1,030                                     |
| 16      | Turkey         | 961                                       |
| 17      | Australia      | 882                                       |
| 18      | Taiwan         | 822                                       |
| 19      | Iran           | 819                                       |
| 20      | Poland         | 721                                       |

\* Source: Target Market News, "The Buying Power of Black America."

\*\* If comparing buying power to Gross Domestic Product (GDP), defined as the value of all goods and services produced within the geographic territory of an economy in a given interval, such as a year.

\*\*\* Source: Index Mundi

**WHAT AFRICAN-AMERICANS WATCH**

**Television Viewership**

Not only does the average African-American household have four or more televisions, but also spends an average of seven hours 12 minutes each day—or 213 hours per month—watching them. This amounts to about 40% more viewing time than the rest of the population.

African-American households tend to prefer premium cable channel programming, drama, live or reality television program and sporting events. The 12.5 million African-Americans who tuned into Super Bowl XLV, vs. the

11.2 million who watched the previous year, helped make it the most watched Super Bowl ever. It ranks as the #1 Most Watched Show for African-Americans for January through June 2011. The *Grammy Awards*, *BET Awards* and *Academy Awards* attracted 4.1 million, 3.9 million and 2.5 million African-American viewers respectively. *Dancing with the Stars* and *American Idol* drew 2.5 and 2.3 million African-American viewers respectively, while *The Voice* and *Sunday Best 4* garnered approximately 1.5 million each\*.

\*Persons Ages 2+. All Day Parts. Live+7. Excludes breakouts, repeats.

**Top 10 Most Watched Among African-Americans, Ages 18-49**

Excluding Sports  
January-June 2011 (In Millions)

| Rank | Program                 | Viewers |
|------|-------------------------|---------|
| 1    | The Game: Season 4      | 3.08    |
| 2    | Real Housewives Atlanta | 1.76    |
| 3    | Let's Stay Together     | 1.56    |
| 4    | American Idol-Wednesday | 1.08    |
| 5    | House of Payne          | 0.97    |
| 6    | American Idol-Thursday  | 0.96    |
| 7    | Dancing With the Stars  | 0.95    |
| 8    | Grey's Anatomy          | 0.83    |
| 9    | Law and Order: SVU      | 0.81    |
| 10   | Apprentice 11           | 0.80    |

Persons 18-49. Prime Day Part Live+7. Excludes breakouts, repeats, specials, programs <5 minutes, and programs <2 telecasts.

