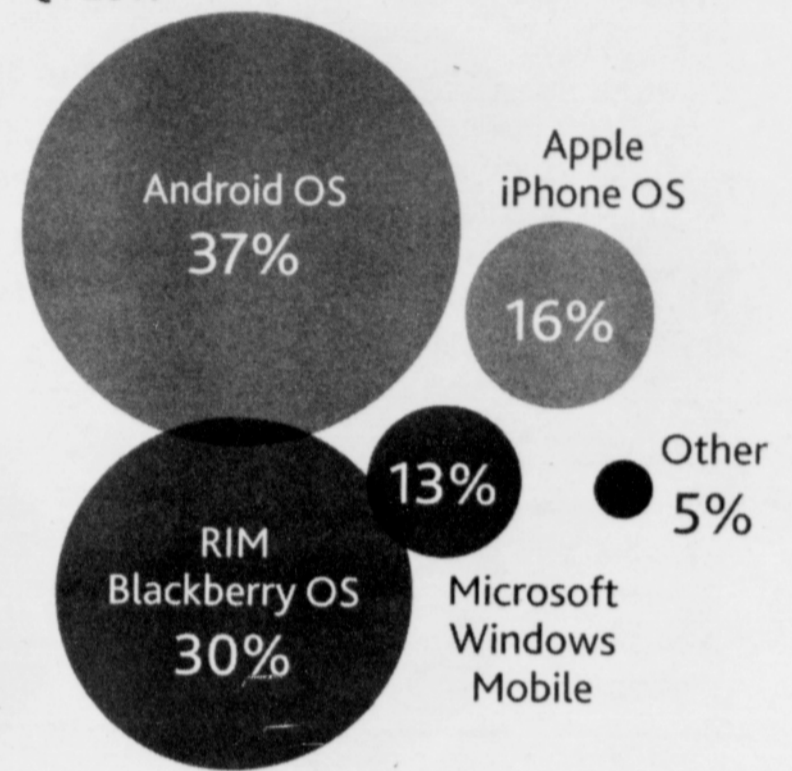


Mobile Phones

Among mobile phone users, 33% of all African-Americans own a smartphone. Additionally, 44% of all new mobile phone purchases by this group are smartphones.

African-Americans tend to use phones primarily for talking and texting. African-Americans talk an average of 1,298 minutes a month, more than twice that of White Americans, who talk an average of 606 minutes a month. African-Americans also exhibit high use of phones for emailing (43%) accessing the mobile internet (41%) and visiting social networking sites (37%).

African-Americans' Preference of Smartphone Q1 2011



“1/3 of all African-Americans own a smartphone.”

Average Voice Minutes Used by African-Americans per Person Q1, 2011



Average Number of Billed SMS Sent/Received by African-Americans Q1, 2011



Online

African-American Internet Users and Visits to Categories of Sites During July 2011...

There were 23.9 million active African-American Internet users of which...

- 76% visited a Social Networking/Blog site
- 54% visited a Travel site
- 50% visited a Mass Merchandiser site
- 50% visited a Current Events & Global News site
- 44% visited a Health, Fitness & Nutrition site
- 39% visited a Sports site
- 37% visited a Coupons/Rewards site
- 37% visited a Broadcast Media site
- 31% visited a Financial Info & News site

“African-Americans are 30% more likely to visit Twitter.”

Source: Nielsen, NetView, Total (July 2011)
These figures should not be trended with Home and Work data used prior to July 2011.