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**THE GULF COAST'S ONLY URBAN TV STATION**

**AFRICAN AMERICAN  
VS.  
HISPANIC  
MARKET**



WHILE IT'S THE HISPANIC MARKET THAT HAS GOTTEN MOST OF THE INK IN THE LAST FEW YEARS, THE AFRICAN AMERICAN MARKET HAS ALSO BEEN GROWING, MOSTLY AS A RESULT OF ADVANCES IN EDUCATION AND EMPLOYMENT.

\*THE AFRICAN-AMERICAN MARKET NOW COMMANDS A BUYING POWER OF **\$762 BILLION**, AND IS EXPECTED TO INCREASE TO **\$981 BILLION** BY 2010, ACCORDING TO MARKET RESEARCH FIRM PACKAGED FACTS.

"MARKETERS WOULD BE WISE, HOWEVER, TO TAP INTO THE AFRICAN AMERICAN SEGMENTS THAT OUTPACE THEIR HISPANIC COUNTERPARTS, SUCH AS THOSE WITH INCOMES GREATER THAN \$50,000; OWNER-OCCUPIED HOUSEHOLDS; MARRIED-COUPLE FAMILIES; AND AFRICAN AMERICAN WOMEN - ALL SECTORS WHICH OFFER HUGE POTENTIAL IN THE CONSUMER GOODS MARKETS."

*-DON MONTUORI, PUBLISHER OF PACKAGED FACTS*

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