

Entertainment and Sports

General Highlights

Views on Portrayals of Blacks in Media

- Only one-third believe that Blacks are portrayed in the same way by Black media as they are by mainstream media
- Only 21% believe that mainstream media no longer reinforces Black stereotypes and only 29% believe that mainstream media are doing a good job of portraying Blacks in a positive light
- But Black media is not off the hook, as 50% don't relate to the way Blacks are portrayed on most Black TV shows
- 66% say there should be more television shows that focus on Blacks
- 40% believe that Black radio and TV shows are reinforcing a negative stereotype of Blacks

Media Consumption (Weekly)

- 80% of all weekly Black media times is spent on TV, radio or Internet
 - 45 hours watching TV
 - 31 hours on Internet
 - 22 hours listening to radio
- More than 60% read a magazine during a typical week

Television

- 84% of households have cable or satellite
- 81% watch Black TV channels weekly
- 1/3 of time is spent on Black channels
- 40% named at least one Black TV channel in their top five most-watched

Radio

- 87% listen to radio in a typical week
- Most listened to formats are R&B (28%), gospel (19%) and hip hop (16%)

Sports

- 28% of Blacks frequently play sports
- Blacks watch sports programs 9 times a month
- 15% of Blacks frequently seek sports news on the Internet

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Segmentation Highlights

Connected Black Teens

- 91% of teens listen to radio in a typical week, averaging 25 hours per week
- Nearly half the time they're watching TV, they're watching Black-focused TV
- They are 25% more likely to attend a professional sporting event than a concert
- Tech savvy, heavily social, and music-oriented

Digital Networkers

- 70% listen to AM or FM in a typical week
- 24% name ESPN/2 as one of their top 5 most watched channels

Black Onliners

- They are more engaged in Black media (TV and Internet)
- 45% of their time watching TV is spent watching Black channels
- Heavy consumers of magazines, satellite radio and TV

Stretched Black Straddlers

- Six in 10 do not relate to the portrayals of Blacks on TV

New Middle Class

- 76% read magazines in a typical week

Family Struggles

- They are the heaviest watchers of TV of any segment, watching a total of 54 hours weekly
- They prefer court shows, Black channels and women's channels

Black is Better

- 95% watch Black TV channels in a typical week
- 78% read magazines in a typical week
- Nearly half say that Black media influences their purchases more than mainstream media

Sick and Stressed

- They watch an average of 51 hours a week watching TV

Faith Fulfills

- They are most likely to listen to Gospel music than most other segments (34%)

Broadcast Blacks

- They are avid TV watchers and radio listeners (Gospel most often)
- They spend the most time of any segment listening to AM or FM radio (28 hrs a week)

Boomer Blacks

- They are the least likely to say that Blacks are portrayed the same way on mainstream media as on Black media (54%)
- They trust Black media (59%) and have little trust for mainstream media (19%—the lowest of any segment)
- 79% read magazines in a typical week