



# **equity**

BY MAGNA

# **upfront**



# WHY WE ARE HERE

## CAPITAL

—  
Black audiences  
and their spending  
potential

## CONNECTION

—  
Black voices power  
brands through media  
connections

## COMMUNITY

—  
Black media delivers  
necessary reach and  
representation



## CHANGE

Changing the narrative in our industry and beyond



# CAPITAL

The business case for  
equitable advertising

# TODAY'S BLACK AUDIENCE IS YOUNG, AFFLUENT AND MORE DIVERSE

**48**

**Million Population Size**

> Argentina's population  
(42.6M)

**54%**

**% Under 35**

> U.S. population  
(46%)

**1-in-10**

**# of Blacks that were  
foreign born in 2019**

2 x higher than  
1-in-20 in 1990

**32**

**Median Age**

< U.S. Pop (38)  
& NH White (43)  
**Median Age**

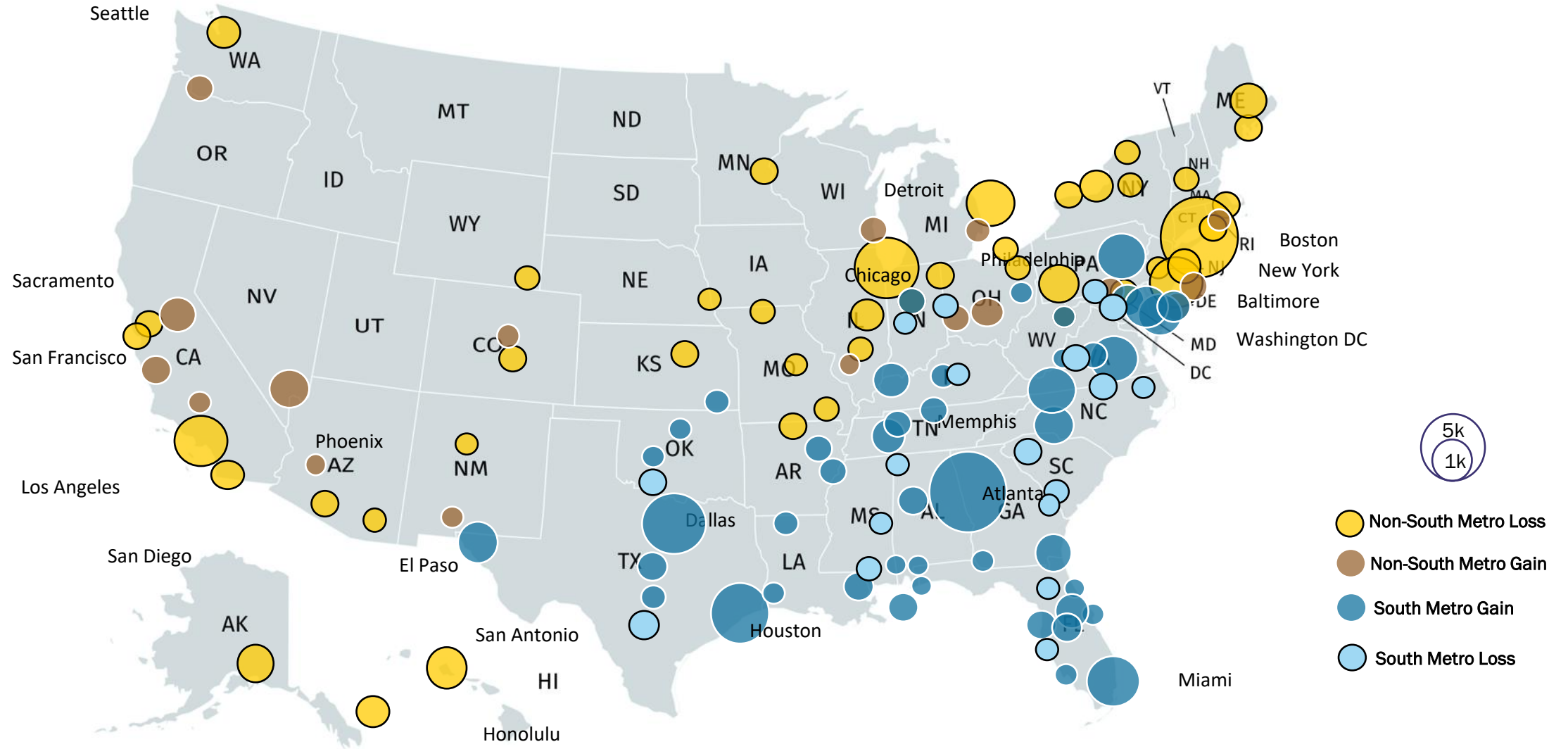
**\$1.4T**

**Buying Power**

> Australia's GDP  
(\$1.3T)

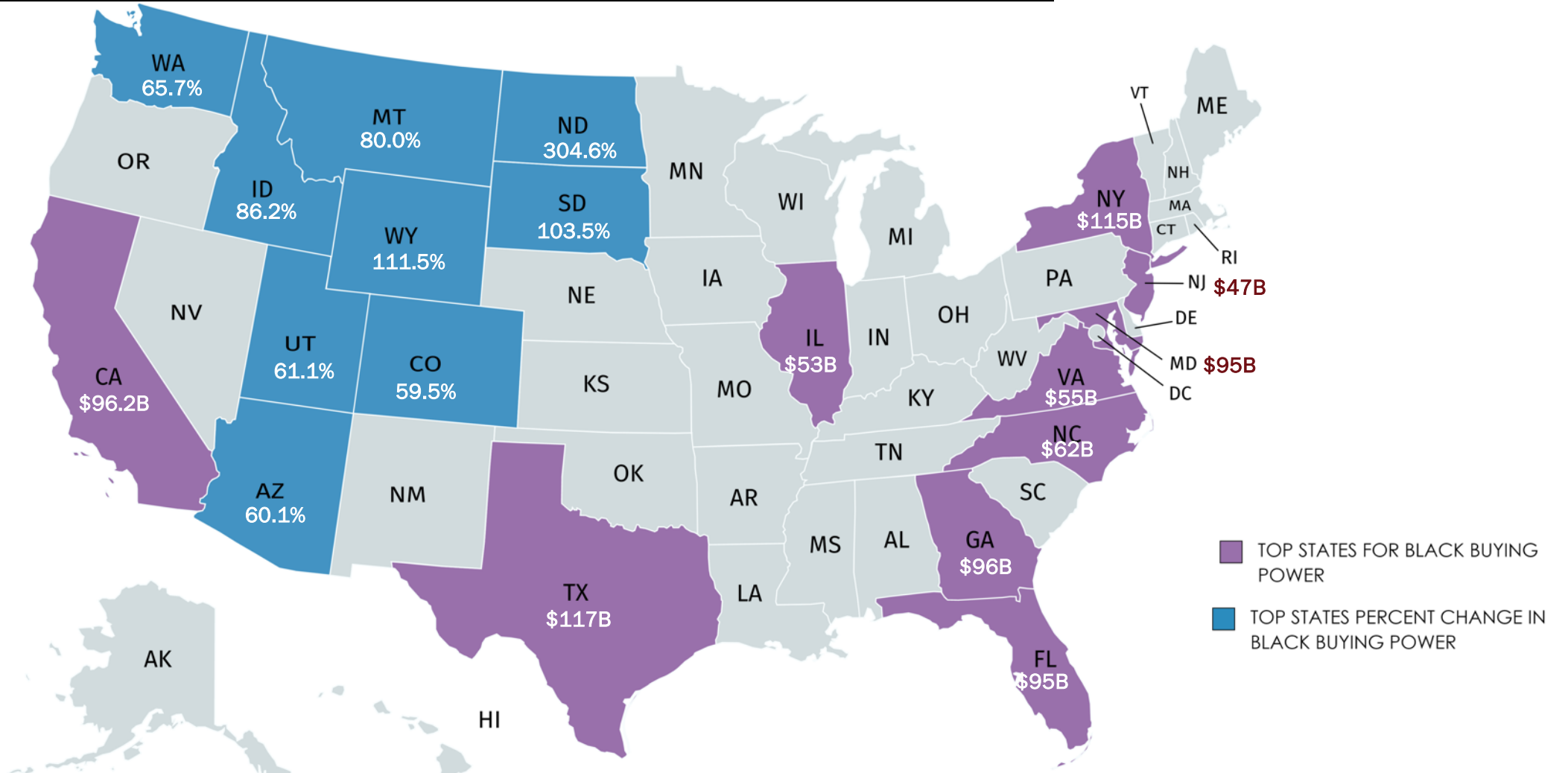


# THEIR MOBILITY INDICATES A REVERSAL IN THE GREAT MIGRATION



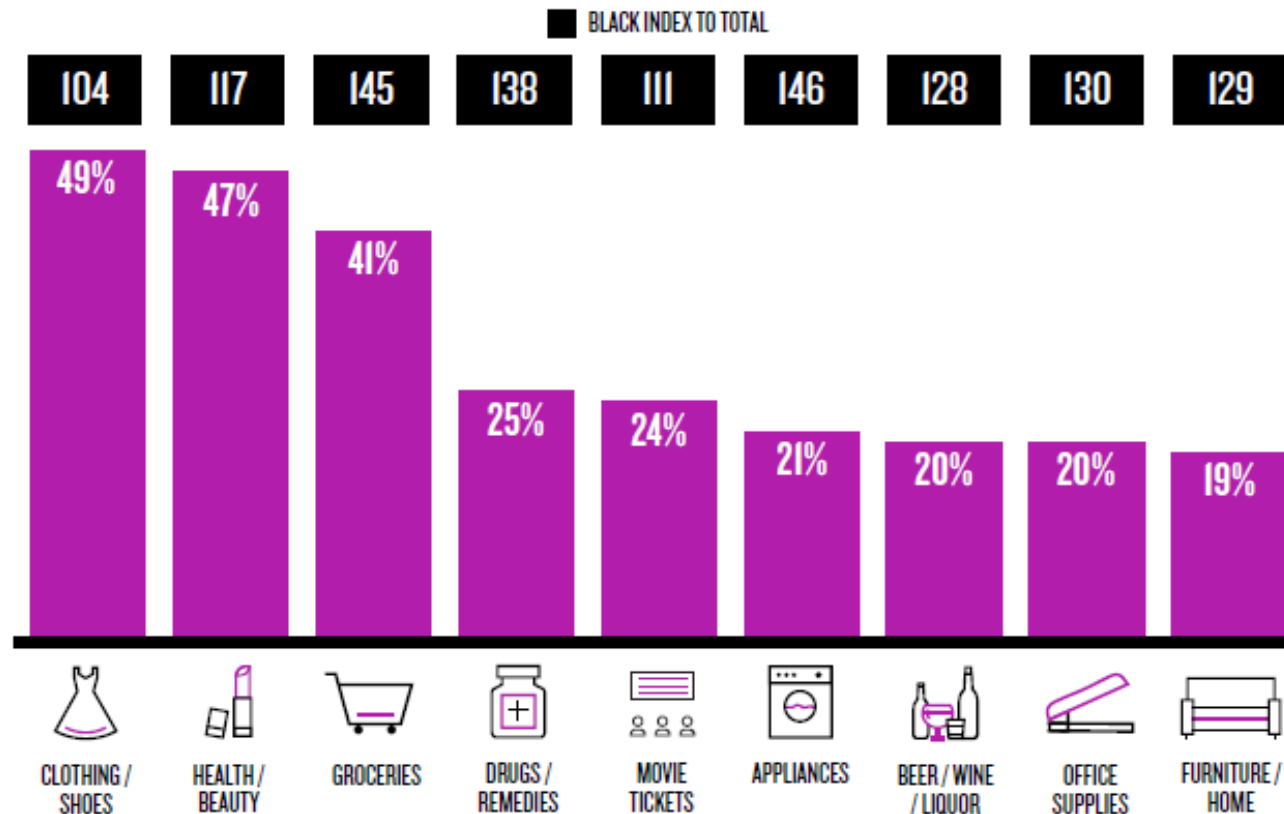
Source: Selig Center for Economic Growth, Terry College of Business, University of Georgia, June 2019

# THEIR INFLUENCE IS FELT IN LARGE MARKETS AND HIGH-GROWTH STATES



# IN THE PAST 12 MONTHS, BLACK AMERICANS CONTINUED TO LEAD THE REST OF THE COUNTRY IN THE SHIFT TO E-COMMERCE

## ITEMS BLACK ADULTS BOUGHT ONLINE IN PAST 6 MONTHS



48% of Black households shopped online in 2020, 11% more than the average household

Source: Scarborough Retail Internet Lifestyles 2020

# THEIR ASPIRATIONS ARE HIGH WITH THE POTENTIAL TO RESHAPE THE ECONOMY OF A RECOVERING AMERICA

**14%**

Plan to go back to school

Index: 194

**31%**

Plan to start a new business

Index: 225

**17%**

Plan to take out a new loan

Index: 122

**23%**

Plan to make a career change

Index: 163

**17%**

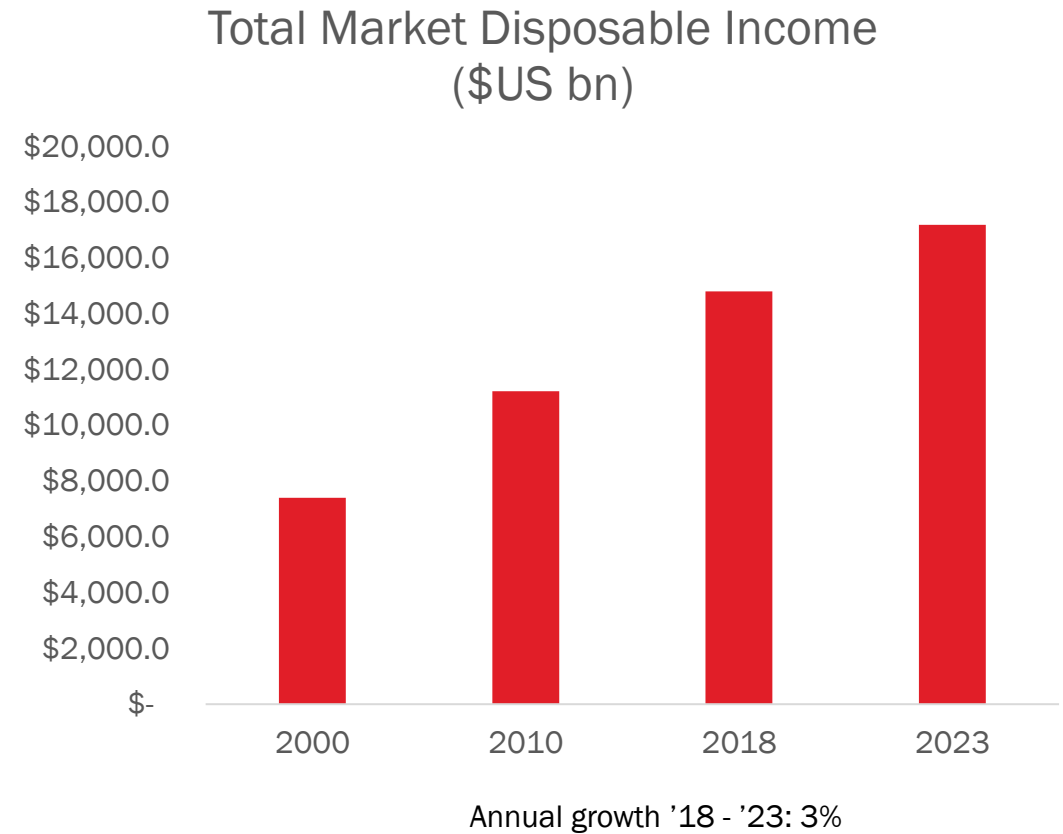
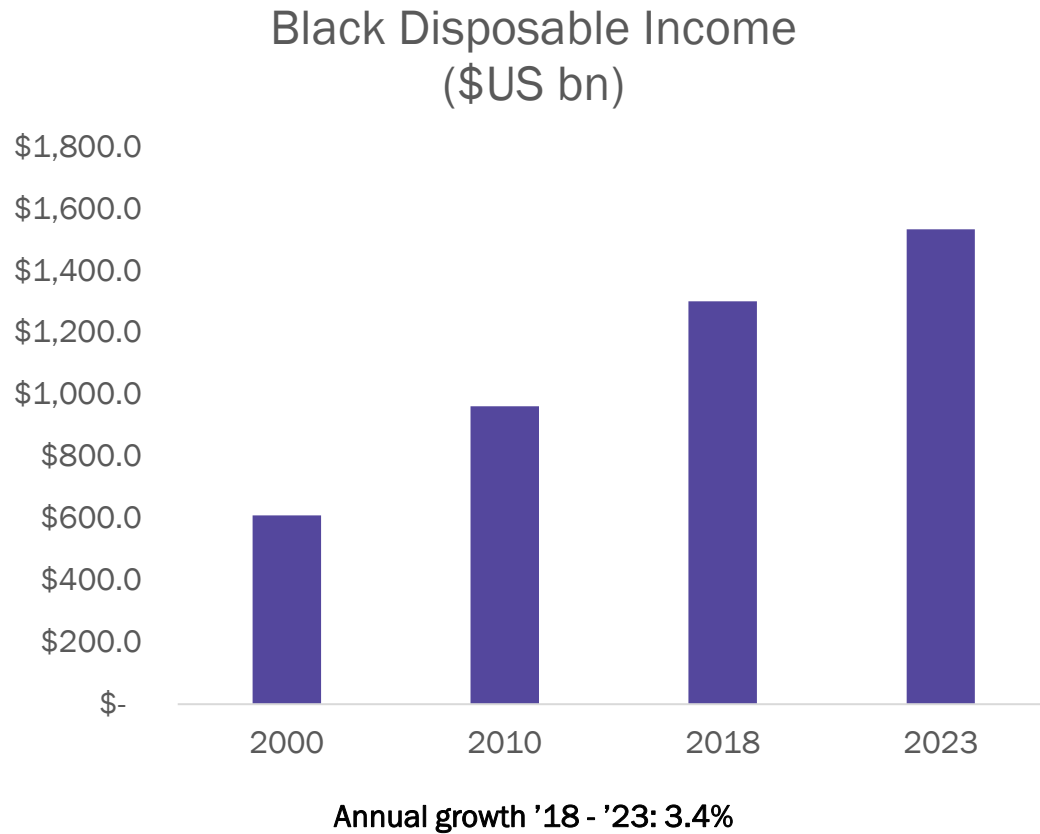
Expecting a promotion

Index: 120

Source: Global Web Index USA survey Q4 2020



# BLACK DISPOSABLE INCOME IS RISING FASTER RATE THAN THE GENERAL MARKET



Source: Selig Center for Economic Growth, Terry College of Business, University of Georgia, June 2019

# DESPITE HISTORY AND SYSTEMIC OPPRESSION, SELF CONCEPTS REVEAL OPTIMISM AND RESILIENCE

**45%**

CONFIDENT

Index: 107

**33%**

TALENTED

Index: 125

**17%**

PERSUASIVE

Index: 116