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FOR IMMEDIATE RELEASE

**LARGEST NATIONAL SURVEY OF AFRICAN AMERICANS PROVIDES
SURPRISING LOOK AT BLACK AMERICA TODAY**

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*Survey of 13 to 74 Year-Olds Finds 70% of Blacks in America
Have a Plan for Their Future*

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*Eleven Specific Segments within Black America Today Counter Long-Held
Perceptions; Digital Divide has Faded, 68% Online*

(Lanham, MD) – June 2008 – According to one of the largest-ever studies of Black America, 70 percent of African Americans already have a plan for their future. The survey was released today by Radio One Inc., the study’s sponsor, and Yankelovich, the Chapel Hill-based research firm.

The survey of 3,400 African Americans between 13 and 74 years of age, the only study to include Black teens and seniors, found also that 54 percent were optimistic about their future and 60 percent believe “things are getting better for me.”

The study provides the most detailed snap shot of African American life in the United States today, and finds strong group identity across age and income brackets. It also discloses a comprehensive and nuanced look at how African Americans feel about many aspects of life in America, and cautions against a simplistic reading of Black America as a monolithic group. In fact, it shows that Blacks are divided evenly on how they liked to be described, with 42 percent (who are more likely to be affluent) preferring to be called “Black” and 44 percent preferring “African American.”

The survey, representing nearly 30 million Black Americans, identified eleven specific segments within Black America today, ranging from Connected Black Teens, Digital Networkers and Black Onliners at the younger end, to Faith Fulfills, Broadcast Blacks and Boomer Blacks at the older end.

The segmentation analysis identifies differences in Black America regarding everything from what it means to be Black today, perceptions about African American history and expectations for the future of Blacks, to consumer trends, media preferences and confidence in key institutions (such as the church, government, financial services companies and the media).

For instance, among the Connected Black Teens segment, 25 percent are saving to start a business. Yet, among Digital Networkers, the majority of whom are in their 20s, 45 percent are already saving for retirement.

“While people are less inclined these days to think that all Blacks are the same, they really do not understand the diversity within the African American community,” Catherine Hughes, Founder and Chairperson of the Board, said. “Blacks share many commonalities regardless of age, income and geography, but there are also differences -- that suggest a new understanding of the past and a more optimistic sense of the future. We’re confident that Black Americans – and all Americans – will find the results of the survey useful and in some cases surprising, given perceptions about Black life that are still pervasive in our country.”

Alfred C. Liggins, CEO and President, explained that Radio One commissioned Yankelovich to conduct the study to learn more about what Black Americans are thinking today about all aspects of their lives, including their hopes for the future, their fears, the institutions they love and hate, how they get information, whether they are plugged into the Internet, and what they want for themselves and their children.

“We wanted to know in detail who we are, what we want and where we are going,” Mr. Liggins said.

What is Black America today? The average household of those surveyed has three people in it, half of whom live in a single family home, one-third in apartments, one-third in the suburbs and half in cities. Among 29 to 74 year-olds, one-third are married. 61 percent of Black Americans are parents, five percent of 13 to 17 year-olds are parents, and half of all parents are single parents.

From an educational and economic standpoint, 34 percent of those surveyed who are 18 or older have some college or a two-year degree, 21 percent have a BA or higher, 40 percent have an annual income under \$25,000 (20 percent of whom are retired), and one-third more than \$50,000.

The digital divide has faded. 68 percent of those surveyed are online (compared to 71 percent of all Americans), and two-thirds of them shop online. Among Black teens, over 90 percent are online. Blacks who live in the south are least likely to be online (63 percent).

Black identity remains strong across all age and economic groups. While 56 percent of those surveyed have “all” or “almost” all Black friends, only 30 percent said they prefer being around people of the same race. Black solidarity too is strong across all groups, with 88 percent saying they have enormous respect for the opinions of their elders (84 percent among teens). While 71 percent overall said they believe Blacks need to stick together to achieve gains for their community, only 54 percent of teens concurred.

Discrimination remains a very real part of Black life in America. While 24 percent said they had been personally discriminated against in the past three months, 82 percent said they believe it is “important for parents to prepare their children for prejudice.” 67 percent overall said they believe the history of slavery is a key way in which Blacks are

different from other groups, but one-third also say that too much emphasis is put on the oppression of Blacks.

While 72 percent of Blacks say they know how to have fun and 60 percent think things are getting better for them, many often feel stressed (33 percent). Money is the greatest cause of stress (53 percent) followed by the well being of kids (49 percent) and health (40 percent). While only 3 in 10 feel financially secure, 8 in 10 pay their bills each month.

Among other findings in the report:

- 83 percent of those surveyed have health insurance, a majority (66 percent of women and 52 percent of men) has family doctors, and 40 percent of Blacks who go online search the internet for health and medical information.
- 83 percent of those surveyed describe themselves as Christian, though only 41 percent go to church at least once a week. 70 percent of women and 59 percent of men believe that faith in God is more likely to help them recover from a serious illness.
- 72 percent want to learn more about how to invest. 50 percent believe banks and other financial institutions do not understand their needs; and only 8 percent trust credit card companies.
- 21 percent shop for fun frequently and 19 percent said they have to have what they like even if it costs more than they would like to spend.
- Blacks are wary of many American institutions. They have the highest level of trust in the education system and Black media to treat them and their families fairly (30 percent) compared to 24 percent for the healthcare system, 12 to 16 percent for police, government, and mainstream media and 8 percent for credit card companies.

- Other media highlights include: 84 percent of households have cable, 81 percent of those surveyed watch Black TV channels weekly, 87 percent listen to radio in a typical week (only 16 percent listen to Satellite radio), 64 percent watch news or news magazines and 50 percent watch Court shows (compared to 41 percent for sports and 46 percent for entertainment)
- Blacks are not satisfied with how they are portrayed by the media. Only 29 percent agree that the mainstream media portrays Blacks in a positive light – compared to 50 percent who do not relate to the way Blacks are portrayed on most Black TV shows. Two-thirds believe there should be more television shows that focus on Blacks. Forty percent think Black TV is reinforcing a negative stereotype of Blacks.

For more information about the Black America Today study, please visit

<http://www.BlackAmericaStudy.com>.

About Radio One, Inc.

Radio One, Inc. (www.radio-one.com) is one of the nation's largest radio broadcasting companies and the largest radio broadcasting company that primarily targets African American and urban listeners. Radio One owns and/or operates 53 radio stations located in 16 urban markets in the United States. Radio One also owns Magazine One, which publishes Giant Magazine (www.giantmag.com), interests in TV One (www.tvoneonline.com), a cable/satellite network programming primarily to African Americans, Reach Media (www.blackamericaweb.com), owner of the Tom Joyner Morning Show and other businesses associated with Tom Joyner, and Interactive One, which includes the highly popular social networking websites BlackPlanet.com and MiGente.com and additional websites targeted to African Americans such as NewsOne.com, TheUrbanDaily.com and HelloBeautiful.com. The company is led by Chairperson and Founder Catherine L. Hughes, and her son, Alfred Liggins, III, who is Chief Executive Officer and President.

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