



# BLACK TV VIEWERS WANT & WATCH MORE LIFESTYLE CONTENT

**88%**

Say **BLACK TV** programs should portray the **REALITY** and **DIVERSITY** of **BLACK** lives

**81%**

Want more **LIFESTYLE** programming with a focus on **BLACK** culture

Representation **MATTERS**

**4** OUT OF **5** **BLACK TV VIEWERS WATCH LIFESTYLE CONTENT EACH WEEK**

**VIEWER AFFINITY 88%**

**ASPIRE** offers **AUTHENTIC & POSITIVE** content with **CULTURAL RELEVANCE**

Viewers agree **ASPIRE:**

**CELEBRATES** Black Culture & Urban Lifestyles **91%**

Promotes the **POSITIVE** aspects of Black culture **88%**

Trust Aspire to provide **AUTHENTIC** content **88%**

Is "in-the-know" about **BLACK CULTURE** **86%**

## LIFESTYLE GENRES

% INTEREST IN SUBJECT FROM A BLACK PERSPECTIVE



**60%**

CULINARY COOKING



**58%**

DOCUMENTARY



**53%**

TRAVEL



**49%**

WELLNESS FITNESS WEALTH



**48%**

DESIGN DIY



# VIEWERS ARE ENGAGED IN LIFE & STYLE

82%

Spend more time cooking, barbecuing, baking now than two years ago

71%

Are first to buy new products or shop new stores

64%

Travel more than I did two years ago

# DELIVERS A VALUABLE AUDIENCE

Trendsetters / Early Adopters / Brand Loyalists

82%

Share experiences about products / services with others

78%

Enjoy new TV shows and music

72%

People come to me for advice about products

85%

When I find a brand I like, I stick to it

76%

Willing to pay more for premium brands

73%

If a store doesn't carry a brand I like, I'll shop elsewhere



78%

Want content with messaging that reflects my culture

## CULTURAL IMPACT

83%

Believe ads on **ASPIRE** are for people like me

79%

More likely to purchase items promoted on shows culturally relevant to me

70%

Trust ads on shows that are culturally relevant to me more

*Aspire "gives black culture an opportunity to shine with the different lifestyles and talents"*

**F25-39**