

The Media Audit

NEWS RELEASE

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Biggest Increases in Online Shopping are among Ethnic Groups

(Houston November 29, 2012) A national e-commerce study conducted among different ethnic groups signifies that while online shopping continues to grow for U.S. consumers, it is growing at a significantly faster rate among certain ethnic groups. According to the five-year trending study, the percent of all U.S. consumers who have made at least one online purchase in the past year has increased from 58.7% in 2007 to 67.2% in 2011. The latest figure represents a growth of 15% in e-commerce activity in five years.

However, among African Americans and Hispanics, the growth in e-commerce purchases is even greater. Among African American consumers, 45.8% made at least one or more online purchase in 2007, compared to 56.7% who did so in 2011. The latest figure represents a growth of 24%.

Furthermore, among Hispanics who have made at least one online purchase within the past year, the figure has grown by 25% in the five year period. In 2007, 44.4% of Hispanics made at least one online purchase, while 55.5% made at least one online purchase in 2011.

The same study reveals that Asian consumers have more quickly adapted to online shopping. In 2007, 75.5% of Asians had made at least one online purchase in the past year, compared to 81.8% in 2011. The latest figure represents a growth of 8% in e-commerce activity.

E-Commerce 1+ Purchases Past Year

| Target | 2007 | 2008 | 2009 | 2010 | 2011 | % Increase |
|------------|------|------|------|------|------|------------|
| All Adults | | | | | | |
| 18+ | 58.7 | 61.7 | 64.6 | 65.1 | 67.2 | 15% |
| White | 64.0 | 67.2 | 70.4 | 70.3 | 71.7 | 12% |
| Black | 45.8 | 48.4 | 51.8 | 53.4 | 56.7 | 24% |
| Hispanic | 44.4 | 47.9 | 49.5 | 53.2 | 55.5 | 25% |
| Asian | 75.5 | 74.8 | 79.9 | 76.4 | 81.8 | 8% |

Commenting on the findings, The Media Audit President, Bob Jordan said “The ethnic market represents a significant opportunity for growth with online retailers. Because the average age for ethnic consumers is significantly younger than the general population, they are more likely to be making purchases for the first time. Whether it is an automobile, or a home, that means many of them are at a life stage where shopping activity is above average. And, as we see more ethnic consumers adapt to technology, such as mobile Internet, it is only natural for e-commerce activity to rise.”

Over the same five year period, the percent of African Americans who made three or more online purchases in the past year grew by 38%, while the percent who made twelve or more online purchases grew by 52%. Among Hispanics, the rate of growth for three or more online purchases is 39%, while the percent of Hispanics who made at least twelve purchases grew by 45% over the five year trend. E-Commerce activity among Asians grew by 28% for those who made three or more purchases, and grew by 36% for those who made twelve or more purchases in a year.

Among categories in which online retailers could anticipate growing demand among ethnic groups are home electronics, computers, furniture, and appliances. For example, Hispanic consumers are 32% more likely to be planning the purchase of a CD player, MP3 player, or an iPod, while the same group is 33% more likely than the general population to be purchasing video equipment such as a video camera or DVD player.

The same study highlights the fact that African Americans are 80% more likely to be planning the purchase of video equipment, as well as 61% more likely to be purchasing a new TV.

Among the Asian group, computers and computer software are in demand. According to the report, Asians are 17% more likely to be planning the purchase of a computer, and 30% more likely to be purchasing computer software in the next year.

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| Targets | Caucasian | Black | Hispanic | Asian | Other |
|--|-----------|-------|----------|-------|-------|
| PLAN BUY NEXT 12 MOS--CD PLAYER OR MP3 PLAYER/IPOD | 80 | 154 | 132 | 89 | 100 |
| PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/DVD PLAYER | 72 | 180 | 133 | 104 | 97 |
| PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT | 91 | 127 | 107 | 117 | 93 |
| PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE | 95 | 121 | 94 | 130 | 92 |
| PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE | 96 | 119 | 103 | 87 | 104 |
| PLAN BUY NEXT 12 MONTHS--NEW TV | 85 | 161 | 116 | 82 | 93 |
| PLAN BUY NEXT 12 MONTHS--NEW FURNITURE | 90 | 134 | 109 | 109 | 89 |
| PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC. | 81 | 155 | 128 | 102 | 85 |
| INTERNET E-COMMERCE-- 1 + PURCHASES PAST YEAR | 107 | 84 | 83 | 122 | 96 |
| INTERNET E-COMMERCE-- 5 + PURCHASES PAST YEAR | 110 | 73 | 76 | 129 | 96 |
| INTERNET E-COMMERCE-- 12 + PURCHASES PAST YEAR | 114 | 69 | 69 | 124 | 99 |

The Media Audit is a 41 year old syndicated local market research company that surveys 100+ markets. The Media Audit is used by more than 1,000 media for selling the strengths of their medium to advertisers. More than 200 ad agencies subscribe to The Media Audit to help define their clients consumers and to help them in the planning and buying of their media. The Media Audit was the first local market research company to survey local media websites and today, it is considered the standard for local media website sales.

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