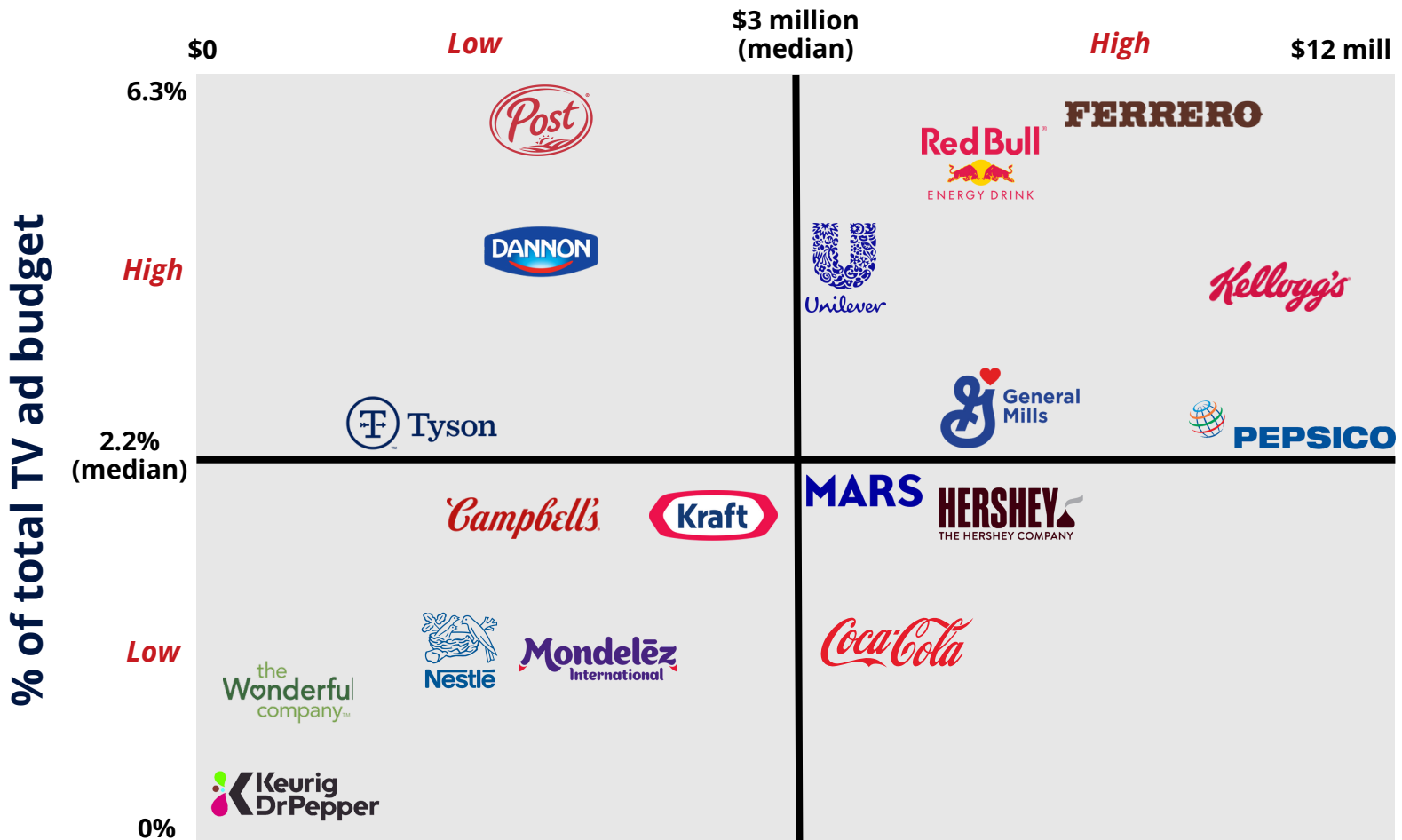


Companies varied widely in advertising targeted to Black consumers.

Ad spending on Black-targeted TV:

Amount spent*



Six companies were responsible for more than half (55%) of all advertising on Black-targeted TV

*One company had <\$0.1 in Black-targeted TV spending: Conagra

Learn more:

[uconnruddcenter.org/
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