



Image Source: <http://www.cchsmarketing.com/>

Marketing in a manner that is equitable to consumers would require mixed strategies to reach diverse groups. U.S National Telecommunications and Information Administration (NTIA) reports televisions, internet, radio, and print news are the most popular sources for news and knowledge. In the case of internet access 50% of households earning less than \$25,000 per year and less than 60% of minority households (non-White and non-Asian) have internet access. Hence, internet based marketing, although popular, favors some groups more than others. Marketing to diverse groups allows more opportunities for different groups to access information and have the ability to benefit from the innovation, which is essential to the advancement of social equity.