

## Black Consumers

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### General Highlights

#### ***Consumer Attractiveness:***

- 64% prefer businesses that give back to the Black Community
- 49% prefer to buy brands that are respectful of their culture
- 33% prefer to buy brands that are popular with their culture

#### ***Spending in a Typical Month:***

- Clothes - \$135 per month
- Eating out, including Fast Food - \$81 per month
- Rx and OTC Medications - \$46 per month
- Avg. spent/per month shopping Online - \$125

#### ***Purchasing Habits:***

- 21% shop for fun frequently
- 19% have to have what they like even if it costs more than they would like to spend
- 12% say brand-name is a top motivator

#### ***Advertising Persuasiveness:***

- Black Radio and Black television are equally persuasive environments in influencing what Blacks buy

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### Segmentation Highlights

#### *Connected Black Teens*

- Brand conscious, impetuous in their spending, and heavier spenders when it comes to clothing
- Nearly 50% say that when it comes to choosing what they buy, Black media influences them more than mainstream media

#### *Digital Networkers*

- More likely to prefer buying online and tend to be saving to buy a home or plan for retirement

#### *Black Onliners*

- Nearly a third admit that if they see something they like, they have to have it, even if it costs more than they would like to spend

#### *Stretched Black Straddlers*

- Nearly 6 in 10 are persuaded by ads that reflect their culture or heritage and ads that send a positive message to the Black community

#### *New Middle Class*

- This segment spends more than other segments on Internet purchases and going out to eat.
- Highest monthly spent online

#### *Family Struggles*

- Family Struggles spend \$285/month on groceries, the highest of any segment

#### *Black is Better*

- 88% shop at drugstores, convenience stores, and price clubs at least once per month

#### *Sick and Stressed*

- Sick and Stressed are more likely than average to be price conscious, particularly with clothes and shoes
- Least likely segment to go out to eat

#### *Faith Fulfills*

- More likely than average to be saving for retirement and searching for ways to reduce monthly debt payments

- This segment is most persuaded by ads that show the benefits of a product and ads that send a positive message to the Black community

### *Broadcast Blacks*

- 8 out of 10 Broadcast Blacks prefer businesses that give back to the community

### *Boomer Blacks*

- 75% of Boomer Blacks say they are more persuaded by ads that reflect their culture and heritage
- 2/3 want to see more products specifically for Blacks