

New Media

General Highlights

Consumption of Internet:

- Among African Americans age 13-74, 68% are online
- Among Black teens, over 90% are online
- Spend 31 hours a week using the Internet, including e-mail

Black Websites:

- 39% visit a Black website in a typical month

Technology Use and Intent to Purchase:

- 59% own a desktop, 22% more are likely to buy one in the next year
- 32% own a laptop, 22% more are likely to buy one in the next year
- 55% have high speed Internet connection at home, 43% more are likely to get in the next year
- 22% download music weekly
- 61% own a cell phone with a monthly plan
- 27% like to get the newest technology products as soon as they come out

Media Use and Purchases:

- 47% use TV and computer/Internet at the same time at least weekly

Internet Activities:

- Blacks in America shop online an average of three times a month
- They research products and services before purchasing four times a month
- They visit social networking sites six times a month, read blogs three times a month, and read or send emails fifteen times a month

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Segmentation Highlights

Connected Black Teens

- Spend 26 hours a week on the Internet
- Half of those who are online visit Black websites at least weekly
- Most likely to want to try new technologies and more likely to use an iPod, do a host of social and/or entertainment activities on the Internet

Digital Networkers

- Spend 53 hours a week on the Internet
- Heavy users of social networking sites and instant messaging, highest score for visiting social networking sites such as MySpace and Facebook of all segments

Black Onliners

- Spend 50 hours a week on the Internet
- Nearly 8 in 10 have shopped online in the past month
- Most frequent users of a range of Internet services and sites such as blogs, evites, looking for dates, chat rooms, instant messaging, and online newsletters
- Most likely to listen to a local radio station online and heaviest consumer of satellite radio

Stretched Black Straddlers

- Spend 50 hours a week on the Internet
- Most likely to have high speed Internet at home (89%), but also most likely to have gotten it in the last year

New Middle Class

- Spend 55 hours a week on the Internet
- 100% use the Internet and they have the highest weekly usage of the Internet
- While they have the highest consumption of Internet and magazines, they have the lowest consumption of TV, watching 35 hours a week

Family Struggles

- Spend 37 hours a week on the Internet
- 70% are online, and they use Internet most often for email and to enter contests
- Lower than average interest in technology

Black is Better

- Spend 23 hours a week on the Internet
- More likely than average to visit Black websites, about 5-6 times per week

Sick and Stressed

- Spend 43 hours a week on the Internet
- Above average consumption of TV and Internet, but below average consumption of Black TV and Black websites

Faith Fulfills

- Spends 26 hours a week on the Internet
- Below average consumption of TV and Internet
- Least likely segment to be interested in the latest technology and least likely to buy DVDs

Broadcast Blacks

- Spend less than one hour a week on the Internet
- Highest consumption of broadcast media
- Only 4% of this segment are online

Boomer Blacks

- Spend 41 hours a week on the Internet
- Despite being the oldest segment, 90% are online
- Highest ownership/usage of desktop computers and above average ownership/usage of Plasma/LCD TVs, DVRs, home theater systems, and high speed Internet at home