



Black is Better

Summary

This confident, optimistic, fun-loving segment is very focused on family and their job. They are the most responsive to Black media and most likely to 'buy Black', consistent with their very strong focus on Black culture, history and solidarity.



Overview

Demographics

- **Predominantly middle-aged: 55% are 35 to 54**
- **Upper-middle socio-economics:**
 - 41% have household income over \$50,000
 - Half own their own home
- While their income is only slightly higher than average, they show a **pattern of upscale spending**, and spend a lot more on clothes and going out to eat.
- **Urban (61%)**
- **Three-quarters are parents:**
 - Half of those are single parents
 - 30% are grandparents
- **They have a strong connection to their “African-Americanness”** and prefer spending their time with other Blacks.
- **They are firm believers in Black solidarity, history and traditions, and in “Buying Black.”**
- They tend to have a **confident, positive outlook on life, and above-average levels of faith and trust in God.**

Life Attitudes

- Attitudes show **high degrees of confidence and a positive outlook on life**
 - **Most likely to say:**
 - *“I know how to have fun”*
 - *“I have the confidence to do my own thing”*
- **Strongest focus on job/career**

- **Strong emphasis on family**
 - **Most likely to say:**
 - “I have enormous respect for the opinions and desires of older family members”
 - “I always put my immediate family first”

Black Identity, Attitudes and Experience

- **This segment is the most likely to identify itself as “African American” (58%)**
- **On average, four-fifths of the closest friends of this segment are Black**
 - Segment members are more likely than average to (1) prefer being around people of their own ethnic group, (2) think it is important for Black children to spend most of their time around other Blacks, and (3) think it is important for Black children to have Black role models
- **This segment has a very strong sense of Black solidarity. It is most likely of all segments to:**
 - Believe that Blacks need to stick together to achieve gains in the community
 - Prefer doing business/shopping in the Black community
- **Despite consciousness of discrimination and oppression, segment members are the most likely to say they are optimistic about the future of Blacks**

Technology

- **Most likely segment to:**
 - Have cable/satellite TV

Activities

- **Most likely segment to:**
 - Go out to eat
 - Travel for business and pleasure
 - Go to home improvements stores for gardening purposes

Finances

- **Most likely to want to:**
 - Learn more about how to make investments

Health

- **Most likely to:**
 - Read nutritional labels on food

Media Consumption and Practices

- **Media Preferences**
 - Above average preference for **R&B, smooth jazz, and gospel**
 - **Most frequently read magazine content** (from *Yankelovich Multicultural* data): (1) music, (2) magazines created especially for African Americans, (3) food/cooking, (4) fitness/health/nutrition, (5) fashion/beauty/grooming, (6) entertainment guides and news, (7) sports/sports news, (8) lifestyle

Consumerism

- **Spend and Intention to Purchase:**
 - Highest average spend on clothing
 - Higher than average spend on groceries and eating out
 - In the next year, most likely to be planning to purchase (1) a new car, truck, or SUV; (2) a home, (3) an iPod; (4) wireless Internet for the home; (5) products/services to improve their home.