



Family Struggles

Summary

Mostly female and heavy TV watchers, this segment is struggling economically and is stressed trying to raise their children on a tight budget. They are the most likely of any segment to relate to the ways Blacks are portrayed on Black TV. Most of their friends and co-workers are Black.



Overview

Demographics

- **Spread across a broad range of age groups:** less likely to be under 18/more likely to be 35-44
- **Predominately women (86%).**
 - Two-thirds of them are mothers, and a majority are single mothers.
- **Low socio-economics:**
 - 55% with household income under \$25,000 (and 81% under \$50,000)
 - Most likely segment to be unemployed (20%)
 - Least likely to own a home (tied)
 - Highest percentage of mobile homes (8%)
 - 23% have not graduated from high school
 - Most likely to be rural (26%), while 50% are urban
- **77% parents:** 45% are single parents and 32% are grandparents
- **Seventy percent are online, yet ...**
 - They use internet most often for email and to enter contests.
- **They are the heaviest watchers of TV**
 - In particular they prefer court shows, Black channels, and women's channels.

Life Attitudes

- **Most likely to be stressed by a large number of different items, including:**
 - Their main personal relationship
 - Taking care of children
 - Keeping their home organized and clean
 - Their health
 - Problems in their community
- They live more in the past than in the future
- They distrust government
- They distrust credit card companies

Black Identity, Attitudes, and Experience

- On average, four-fifths of their closest friends and over seven-in-ten of their daily associates are Black

Technology and Activities

- Technology:
 - More likely than average to:
 - Have or frequently use (1) a desktop computer, (2) a pre-paid cell phone, and (3) voice mail
 - Look for a job online
 - Lower than average usage of social networking on the Internet

Advertising and Media Attitudes

- **Segment is most persuaded by ads that:** (1) send a positive message to the Black community; (2) show benefits; (3) feature a person like me (4) make me laugh; and (5) show people who live the way I'd like to live

Consumerism

- Consumerism:
 - Most price-conscious segment (when buying clothing and shoes)
 - **Most likely than average to:**
 - Agree that branded and non-branded products are the same
 - Prefer brands that are respectful of their culture
 - More likely than average to:
 - Intend to buy a digital camera in the next year