

Seniors

General Information

Demographics

- Age 61 and older
- 62% female
- 17% have a college degree or more and 38% have less than a high school diploma
- 59% live in a city

Technology and Media

- They are the group most likely to watch news or news magazine shows
- They have the greatest degree of trust out of all groups for mainstream media
- The group that's most likely to say that hip hop has hurt the image of Blacks (61%)

Faith

- The group most likely to say they rely on church for most of their information (59%)
- Most likely to trust in God to take care of things (89%)

Consumerism

- Largest group that lives paycheck to paycheck (61%)
- They are the largest group that prefers businesses that give back to the Black community (76%), but they do not prefer to buy brands that are popular with their culture
- Largest group that says Black media influences their purchasing habits more than mainstream media (54%)

Identity, Attitude and Experience

- They are the least likely group (83%) to speak or act differently with Blacks and the least likely group to feel the need to hide their Black identity (90%)
- They believe they have a healthy lifestyle and are the biggest practitioners of meditation and yoga (17%)
- They put family in front of everything (78%) and believe that it is important for Black children to be prepared for prejudices they may experience (89%)
- They believe things are getting better for them, but that things haven't really gotten better for Blacks since the Civil Rights struggles in the 60s