



Black Onliners

Summary

Heavy web users, this mostly male segment is stressed by their work/life balance and the need to straddle Black and White worlds; they are focused on money as the most meaningful measure of success and are the most stressed of any segment about 'having to fit in'. They are the most frequent users of Black websites and the most frequent online shoppers.



Overview

Demographics

- **“Youngish”:**
 - 45% are 18-34
 - And 33% are 25-44
- **70% are male**
- **Middle to upper socioeconomics:**
 - Highest percent (64%) who live in owned homes (tied with *New Middle Class*)
- **True to their name, Black Onliners live an online lifestyle:**
 - Email, social networking, IMing, visiting YouTube, Black websites, and music websites
 - Nearly 8 in 10 have shopped online in the past month. They report averaging a \$115/month online spend
- **Consumerists:**
 - More brand conscious
 - 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.
- In sharp contrast with *Digital Networkers*, **this segment places greater importance on being with other Blacks:**
 - For half of this segment, all or nearly all of their close friends are Black
 - Four in 10 say they prefer being around other Blacks (highest segment)
- **Stressed by work/life balance, and by having to “straddle” Black and White worlds**
 - They are the most likely segment to say that:
 - They are often in situations where they feel the need to hide their Black identity
 - They are more likely than average to report having been discriminated against in the past 12 months (34%)

Life Attitudes

- **Stressed about work/life balance, their main personal relationship, children, jobs, daycare, keeping the house clean, taking care of parents, academic pressure, health, and commute:** They are the most stressed segment for many of these concerns. This reflects their higher level of parenthood and the increasing challenges of their life stage.
 - **To relieve this stress, they are more likely to:** (1) drink alcoholic beverages, (2) pay someone else to take care of things for them, (3) exercise, (4) go “out”, or (5) visit a salon or spa (from *Yankelovich Multicultural* data)
- **Most likely to say that money is the only meaningful measure of success**

Black Identity, Attitudes, and Experience

- **Strongly believe in “being with their own”:** This segment is the most likely to say that they prefer being around their own racial/ethnic group. They are also more likely to say that Black children should spend most of their time with other Blacks.

Technology and Activities

- **Technology**
 - **Most frequent/heaviest users of a range of online services and web sites:**
 - Most frequent online shoppers and bookers of travel online
 - Most frequent/heaviest users of a range of internet services and sites: (1)blogs, (2) evites, (3) looking for dates, (4) chat rooms, (5) instant messaging, (6) online newsletters
 - Most likely to listen to a local radio station online
 - Heavy User of Productivity Web Sites (maps, paying bills, looking for a job, taking a class, etc.)
 - Also heavy user of the Internet for news, information, and product information
 - **From the *Yankelovich Multicultural* data, more likely to say they:**
 - Are saving:
 - For their children’s education
 - To start a business
 - To buy a home
 - For a large celebration
 - Are searching for ways to reduce mortgage payments
 - Visit home improvement stores to add value to their home

- **Media attitudes:**

- **View of Black media is more positive than average:** Less likely to think that Hip Hop hurts the image of Blacks, or that Blacks are portrayed the same way in Black media as they are in the mainstream media
- **Most likely to say that their idea of physical beauty is strongly influenced by how celebrities look**

Consumerism

- **Consumerism:**

- **Strong Brand Consciousness:** Like *Connected Black Teens*, this segment has a strong orientation towards brands.
- **They've Gotta Have It:** They are more likely than average to say that "If I see something I like, I have to have it, even if it costs too much."