



Boomer Blacks

Summary

This 'oldest' segment (average 52) is tech savvy with high ownership of computers, DVRs, home theater systems and wireless internet access – 90% are online. They are the most likely to believe that Black children should have Black role models and that it's important to take advantage of the opportunities won by previous generations.



Overview

Demographics

- **Oldest segment** (averaging 52 years old):
 - Three-quarters are over 44
 - 63% are “Boomers”
- **62% female**
- **Upper-middle socio-economics:**
 - 40% have household income between \$50,000 and \$100,000
 - 57% own their homes and 38% are suburban
 - 49% are employed and 36% are retired
- **Three-quarters are parents – but lowest average number of children under 18 (0.6):**
 - Over half are grandparents
- **Despite age, 90% of this segment are online**
 - They tend to view the Internet as a news source, particularly world, health, and sports news
- **More likely than average to own Plasma/LCD TVs, DVRs, and home theater systems**
- **They are more likely to prefer Black advertising.**
 - 75% say they are persuaded by ads that reflect their culture and heritage
- **Similar to *Black is Better*, this segment is strongly inclined to “Buy Black”**
- **For 7 out of 10, all or nearly all their close friends are Black**
 - They are more likely than average to prefer being around other Blacks
- **This segment is among the most religious.**
 - Over 8 out of 10 believe that without faith in God, they are much less likely to recover from serious illness

Life Attitudes

- **Highest levels of active mistrust about a range of institutions**
- **Most likely to:**
 - Believe that it is important for Black parents to prepare their children for prejudice
- **More likely than average to** (from *Yankelovich Multicultural* data):
 - Get a sense of belonging from their church and organizations they belong to
 - Relieve stress by leaving the less important things undone

Black Identity, Attitudes, and Experiences

- **On average 83% of this segments closest friends are Black** (highest of all segments)
- **They are the most likely segment to believe:**
 - Black children should have Black role models
 - It is important to take advantage of opportunities won by previous generations

Technology

- **Highest ownership/usage of:**
 - Desktop computers
 - Getting health information online
- **Above-average ownership/usage of:**
 - Plasma/LCD TVs
 - DVRs
 - Home theater systems
 - Wireless Internet access
 - High speed Internet at home
 - Desktop computers (highest usage)
 - On the Internet
 - Visiting of faith-based Web sites
 - Play games and enter contests
 - Learning about travel

Activities

- **Highest levels of:**
 - Buying lottery tickets
 - Entering contests
- **From the *Yankelovich Multicultural* data, more likely than average to:**
- Volunteer as a member or leader of a religious or non-profit group
- Garden
- Want help finding Web sites that recognize/appreciate your culture and heritage
- Go to a home improvement store to enhance the look of the home or remodel/upgrade

Finances and Health

- **Finances:**
 - **Most likely to:**
 - Have a pension
- **Health:**
 - **More likely than average to:**
 - Read nutritional labels
 - Have a family doctor
 - Have private insurance
 - From *Yankelovich Multicultural* data, more likely to:
 - Use home remedies and/or herbal medications
 - Not exercise as much as they'd like

Consumerism

- **Consumerism:**
 - **Segment most interested in:**
 - “Buying Black”
 - Brands that are respectful of their culture