



Broadcast Blacks

Summary

Highly confident, independent and positive in their attitudes, this female-skewed, older segment is the most likely to say things are getting better for them. They are heavy users of TV and radio (especially Gospel radio) and have the lowest Internet usage. They place high importance on 'buying Black'.



Overview

Demographics

- **Late middle age or older:**
 - Two-thirds are over 44
 - Highest concentration of those over 65 (18%)
- **Almost two-thirds female**
- **Lowest socio-economics of any segment:**
 - Lowest income: 71% have a household income of less than \$25,000 (and 94% under \$50,000)
 - Most urban: Two-thirds urban (67%)
 - Highest percentage of single parents (53%)
 - 27% are retired
- **Highest rates of parenthood (85%) and grandparenthood (59%)** (but households average only 0.7 children under 18)
- **Only 4% are online -- and they are the least tech savvy.**
- **High consumption of offline media**
 - Highest consumption of radio (especially Gospel)
 - Above-average consumption of:
 - TV
 - Black TV
 - Magazines
- **They place high importance on "Buying Black":**
 - 8 in 10 prefer business that give back to Black community
 - More than half prefer to buy brands that are respectful of Black culture
 - Two thirds want to see more products specifically for Blacks
- **Many feel a strong connection to Black solidarity, history, and traditions.** For example:
 - 57% describe themselves as "African American"

- 80% of closest friends are Black
- 8 out of 10 believe it's important to take advantage of the opportunities won by previous generations of Blacks.

Life Attitudes

- **Highly confident, independent, and positive in their attitudes**
 - **Most likely to say:**
 - They live life the way they want and don't care too much what other people think
 - They dress with flair and style
 - Things are getting better for them
 - They believe that education is the key to success
- **Focused on family:**
 - More likely than average to say they always put their immediate family first, and they have enormous respect for the opinions and desires of older family members.
 - More likely than average to make sure that parents and older family members are getting adequate health care
- **Most likely to say:**
 - Someone who becomes successful/famous has obligation to be a good role model

Black Identity, Attitudes and Experience

- **57% describe themselves as "African American"**
 - Only 35% (the lowest of all segments) describe themselves as "Black"
- **On average, 80% of their closest friends, and 75% of those they interact with, are African American**
- **This segment is "split" or polarized about many questions related to Black identity**
 - **They are most likely of all segments to say:**
 - It is important for Black children to spend most of their time with other Blacks
 - Recent Black immigrants don't understand the African American experience
 - Blacks should avoid using Black slang because it puts them at a disadvantage
 - Things haven't really gotten better for Blacks since the '60's
- **They tend to polarize (with high percentages "strongly" agreeing or "strongly" disagreeing) around issues such as:**
 - It is important to be accepted by other races
 - I prefer to be around members of my own race
 - Problems in the Black community can best be solved by Blacks
 - Blacks need to stick together to achieve gains in the community

- Too much focus is put on oppression
- Black slang is an important way of staying connected to the Black community

Finances and Health

- **Finances**
 - **Most likely to:**
 - Worry a lot about money
 - Live paycheck to paycheck
 - Pay all their bills every month
 - Say they don't understand how to invest
 - Plan to rely entirely on Social Security when they retire
 - **More likely than average to:** (1) want to learn to invest and (2) feel financially secure
- **Health:**
 - **Most likely segment to:** (1) meditate or practice yoga; (2) have Medicare; (3) have Medicaid
 - **More likely than average to:**
 - Say they have a healthy lifestyle
 - Read nutritional labels
 - Have a family doctor
 - Trust the health care system

Media Consumption

- **Consumption**
 - Highest consumption of Radio
 - Above average consumption of TV and Black TV
 - Above average consumption of magazines
 - Very low internet use

Consumerism

- **Consumerism:**
 - More likely than average to "buy Black"