



Connected Black Teens

Summary

They are tech savvy, highly social, brand driven and fans of Black music (Hip Hop and R&B). They have a plan for their future, they want to preserve Black cultural traditions and believe that too much focus is put on the oppression of Blacks.



Overview

Demographics

- **Young** (almost two-thirds under 18)
- **Other demographics correlate with youth:**
 - Many are students
 - Few are married
- **Larger than average family sizes** (because they are more likely to have or be children in the households)
- **Over half (52%) are being raised by a single parent**
- **Like Other (non-Black) Teens:**
 - Tech savvy
 - Heavily social
 - Music-oriented
 - Brand conscious
 - Impetuous in their spending, (and heavier spenders on clothing)
 - The majority have a positive outlook on life and their future
- **Unlike Other ((non-Black)) Teens, They Have Embraced Black Media:**
 - Nearly half of the time they're watching TV, they're watching Black-focused TV
 - Half of those who are online, visit Black websites at least weekly

Life Attitudes

- **Positive Attitudes:** Tend to have positive attitudes about life and are more likely to say that (1) they have a plan for their life, (2) they know how to have fun, (3) they dress with a sense of style and flair, and that (4) things are getting better.
- **Live for Today – but Optimistic About the Future:** Reflecting their age group, they are more likely to “live for today,” and not to worry too much about the future – but they are also more likely to see “education as the key to success.”
- **Value Family and Respect Elders:** Despite stereotypes about Teenagers, this segment is more likely than average to (1) “put their family above everything else,” (2) “have enormous respect for the opinions and desires of older family members”.

- **“Associates” are Predominantly – But Not Exclusively – Black:** An above average number (about 58%) report that all or most of their friends are Black, and they also report that about two-thirds of all the people they interact with regularly are Black.
- **Less “Exclusive” Attitudes About Associating With Non Blacks:** This segment is less likely than average to think that Black children should have Black role models.
- **Focus on Black Heritage – But Not Black Oppression:** 84% say it is important to preserve Black cultural traditions – but this segment is also the most likely to say that too much focus is put on the oppression of Blacks.
- **Positive Future For Blacks:** Reflecting the optimism of youth, less direct experience of historical racism and discrimination, and/or improving conditions, this segment is more likely than average to expect a good future for Blacks.

Technology and Activities

- **Technology:**
 - Most likely to want to try new technologies
 - **More likely than other segments to:**
 - Use an iPod
 - Do a host of social and/or entertainment activities on the Internet
 - Use a digital camera

Media Behavior

- **Listening to music:** Spends above-average amounts of time listening to music, and the highest amount of time of any segment (4.2 hrs/week) listening to iPods/MP3 players.
- **Hip-Hop and R&B:** 48% (the highest of any segment) report that Hip Hop is the type of music they listen to most on radio – but 30% choose R&B
- **DVDs and Pay Per View:** Segment is more likely than average to purchase DVDs and to watch movies on pay-per-view
- **Most frequently watched types of TV channels:** (1) Black Channels, (2) MTV and VH1, (3) Kids/Family channels

Consumerism

- **Consumerism:**
 - **Importance of brands – especially those “popular with my culture”:** As is typical of teenagers generally, this segment is more likely than average to use brands as a means of choosing products. Reflecting a typical teenage desire to belong and be current, the segment is more likely than average to prefer brands that are “popular with my culture.”
 - **They’ve Gotta Have It:** Reflecting the consumerism of many teens, this segment is the most likely to say that “if they see something they like, they have to have it – even if it costs more than they want to spend.” They are also the most likely segment to say that they “shop for fun.”