



Digital Networkers

Summary

Over half of this web savvy, high tech, mobile segment are college or high school students who ‘network’ heavily using Facebook, MySpace, instant messaging and their cell phones. They are saving money – to buy a home or for retirement.



Overview

Demographics

- **Younger** (38% are 18-24, 92% are under 35):
 - 57% students
 - 72% have never married
- **69% Male**
- **Middle and upper middle socioeconomics:**
 - 76% have HH income of at least \$25K
 - 61% live in owned homes
 - 44% are suburban
- **Completely online**
 - Heavy users of social networking sites and instant messaging.
 - High ownership and usage of mobile technology (laptop and wireless)
- **Less focused on TV:**
 - Lower ownership/usage of high-end TV-related technology (plasma TVs and home theater systems)
- **Less in touch with Black solidarity, history, and culture** than other segments ... but they have not turned their back on their race
 - Nearly half strongly believe that Blacks need to stick together to achieve gains in their community.

Life Attitudes

- **Less positive, less confident attitudes:**
 - Less likely than average of other segments to say:
 - They know how to have fun
 - They have a plan for their future
 - They have the confidence to “do their own thing.”
- **Less religious:**
 - They have lowest scores of any segment on “*I trust God to take care of things.*”

- **Lower general levels of stress:**
 - Highest stress levels are caused by:
 - Not having enough time
 - School/academic work
 - Planning for their children's future
- **Highest acceptance of gay marriage**
- **Less attuned to/invested in their "Blackness":**
 - "Non-exclusive" attitude: Least likely to say that "*It is important for Black children to spend most of their time with other Blacks.*"

Technology and Activities

- **Technology: Tech savvy, connecting to others online**
 - **Tech Savvy:**
 - High scores on ownership/usage of: (1) "cell phones only," (2) iPods/MP3 Players, (3) laptops, (4) text messaging, (5) wireless Internet, (6) downloading music, (7) watching video/TV on the Web, (8) taking classes online
 - Uses internet for social networking:
 - Highest score for visiting social networking sites such as My Space and Facebook
 - High scores for email, chat rooms, and instant messaging

Consumerism

- **From Yankelovich Multicultural data:**
 - **More likely to prefer shopping online:** Reflecting its strong presence online and its lower interest in "activities in the real world," this segment is much more likely to disagree that "even though I can go shopping online, I prefer shopping retail."
 - **More likely to be saving to buy a home – and for retirement.** This segment appears much more likely to be "savers"