



## New Middle Class

### Summary

The best educated, most employed and wealthiest segment is mostly between the ages of 25 and 44 and is the most technologically forward segment. They are the most likely to describe themselves as Black rather than African-American and to believe that problems in the Black community can best be solved by Blacks. They are positive about the future and forward looking.



### Overview

#### *Demographics*

- **Younger adults and younger middle-aged:**
  - Two-thirds are between 25 and 44
- **High socioeconomics:**
  - 82% have a household income of at least \$50,000 – and over one-quarter have household incomes over \$100,000
  - Highest-educated, most employed, and most white-collar segment:
    - Over nine-in-ten are employed, and three-fifths have at least a 2-year college degree
  - Tied for highest rate of home ownership
  - Most suburban segment
- **100% use the internet – and segment has the highest weekly usage of the internet** (averaging 55 hours a week)
- This segment tends to be **less stressed (except about their job)**.

#### *Life Attitudes*

- **Positive about the future and forward looking:** They are least likely to say: (1) *I live for today and don't worry about tomorrow*, (2) *I have negative feelings about the future*, (3) *I think about the past more than the future*
- **Among those least likely to think that people of the same sex should not be allowed to get married**
- **More likely than average:** (1) to have the confidence to “do their own thing”, (2) to feel stress about their job

## *Black Identity, Attitudes, and Experience*

- **Most likely to:**
  - Self-describe themselves as Black (and less likely than average as “African American”)
  - Believe that problems in the Black community can best be solved by Blacks
  - Believe that Blacks need to be more responsible for themselves
- **Less likely than average to:**
  - Believe that Black slang is an important way of staying connected to the Black community
  - Say it is important to be accepted by other races and ethnicities
  - Say that recent Black immigrants don’t understand the African-American struggle

## *Technology*

- **Highest usage and/or ownership of a range of technology products and services:**
  - (1) plasma and LCD TVs, (2) home theater systems, (3) cell phones with monthly plans, (4) PDAs, (5) laptops, (6) wireless Internet access, (7) high speed Internet at home (tied), (8) email, (9) searching for a number of different types of information

## *Advertising and Media Attitudes*

- **Top Sources for Information on Products and Services:**
  - (1) Web site of company that makes the product, (2) friends, (3) magazine articles, (4) TV advertising, (5) online advertising, (6) radio talk shows, (7) TV and radio personalities
- The segment is most persuaded by online advertising

## *Media Consumption and Preferences*

- **Highest usage (in hours) of the Internet**
- **Highest reading of books**

## *Consumerism*

- **More likely to shop on the Internet – and shop for fun**
- **Spend and Intention to Purchase:**
  - Highest monthly spend online