

Connected Black Teens

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.

Digital Networkers

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.

Black Onliners

Heavy web users, this mostly male segment is stressed by their work/life balance and the need to straddle Black and White worlds; they are focused on money as the most meaningful measure of success and are the most stressed of any segment about 'having to fit in'. They are the most frequent users of Black websites and the most frequent online shoppers.

Stretched Black Straddlers

Mostly 18-34, this online, cell phone toting segment is the most stressed by 'straddling' the needs of family and work. Stressed about money and a lack of time, they are heavy users of Black TV and websites and the most likely to say they have been racially discriminated against in the past three months.

New Middle Class

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.

Family Struggles

Mostly female and heavy TV watchers, this segment is struggling economically and is stressed trying to raise their children on a tight budget. They are the most likely of any segment to relate to the ways Blacks are portrayed on Black TV. Most of their friends and co-workers are Black.

Black is Better

This confident, optimistic, fun-loving segment is very focused on family and their job. They are the most responsive to Black media and most likely to 'buy Black', consistent with their very strong focus on Black culture, history and solidarity.

Sick and Stressed

Mostly over the age of 35, this struggling segment is stressed about money and health, pessimistic about their personal future, and least likely to say things are getting better for them. They are the least likely to have a healthy lifestyle, to play sports or work out or have health insurance.

Faith Fulfills

This highly religious segment, who spend more time than average volunteering for religious or non-profit organizations, is most likely to trust God to take care of things. With an average age of 48, they experience low levels of stress and are the least likely to have been raised by a single parent or to worry about money a lot.

Broadcast Blacks

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'.

Boomer Blacks

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.