



Stretched Black Straddlers

Summary

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.



Overview

Demographics

- **Young Adults**
 - 80% are 18-34
- **6 in 10 are women**
- **Middle socioeconomics:**
 - Almost two-thirds (65%) have HH incomes between \$25-\$100K
 - Almost three-quarters (72%) are employed (and the rest are students)
 - Over two-fifths are suburban
- **56% have never been married**
- They are **more likely than average to use the Web and magazines** to get product information
- **Nearly half have been recently racially discriminated against (highest segment)**
- They are the **segment most likely to:**
 - Say they act differently among Blacks than among other races

Life Attitudes

- **Highly Stressed:**
 - **More stressed than all other segments by:**
 - Balancing family and work
 - Their job
 - Lack of time
 - Worrying about the happiness and well-being of their children
 - Figuring out how to pay for further education (both for self and children)

Black Identity, Attitudes, and Experience

- **Only 23% (lowest for any segment) prefer to be described as “African American” instead of “Black” – but 23% have no real preference**
- **Most likely to say:**
 - *I act differently when I am among people of other ethnic groups*
 - *Black slang is an important way of staying connected to Black culture*
- **More likely than average to say:**
 - *It is important to take advantage of the opportunities won by previous generations*
 - *The history of slavery is a key way in which Blacks are different than other minorities*

Technology and Activities

- **Technology**
 - Most likely to:
 - (1) have high speed Internet at home, (2) have gotten it in the last year, (3) have only a cell phone (no landline), (4) text message on a cell phone
- **Activities**
 - More likely than average to need help: (1) finding Web sites that recognize and appreciate their culture and heritage (from *Yankelovich Multicultural* data)

Consumerism

- **Consumerism:**
 - Segment most interested in style in clothing and shoes
 - More likely than average (and much more likely than other, younger segments) to prefer brands respectful of their cultural background
 - Most likely to say they will purchase a PDA in the next year