

Marketing to Black Moms - US - November 2018

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"Black moms' lives are totally consumed with taking care of their children, making most decisions regarding their lives on her own. She looks to technology to help her feel organized, reduce her "mommy load," and maximize her budget. Her dreams lead with spending more time with her kids, followed by nurturing her passions, all feeding into making a better life for herself and family."
- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Older Millennial moms represent the average Black Mom
- She would love to relax alone, but will entertain the kids to more spend time with them
- Black moms want to change course for a better life
- Black moms make all the purchase decisions for their kids

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Three in 10 Black females are moms

The Black birth rate continues to drop overall, but is rising among older women

One third of Black moms have never married

Most Black moms have some college credit, but more schooling may not lead to higher incomes

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- TV commercials featuring Black moms in interracial partnerships are on the rise
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- Black Millennial moms seek to create safe spaces to have unfiltered, open dialogue

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Older Black Millennial moms represent the average mom

Smartphone ownership is ubiquitous among Black moms

Technology makes moms' lives easier to manage

If she can find time, Black moms choose to relax alone

Black moms would spend time and money to overhaul her life if possible

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