

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Black Millennials are very different in a lot of ways when compared to other Millennials. Black Millennials are highly receptive to advertising and are keenly aware of who’s doing what, and have their antennae up for any signs of alienation and stereotypes. They will go out of their way to support companies involved in the Black community.”
– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How do Black Millennials differ from other Millennials?
- Have Black Millennials lost their connection to Black culture and traditions? How can brands integrate this into their marketing efforts?
- Which media touch points are the best ways to reach Black Millennials?

Millennials represent 27% of the total Black population – some 11.4 million people. Black Millennials are very different from other Millennials in many ways – from the lifestyle they lead, their attitudes toward life, how they view themselves, and their goals and aspirations.

Black Millennials are very image conscious and tend to be strong influencers and trendsetters in everything from music to electronics and fashion. Although they embrace other cultures, they have a strong attachment to Black culture, and are highly sensitive to the issues impacting the Black community – perhaps equally sensitive as people during the Civil Rights era. They are much more receptive than their White counterparts to both traditional and digital advertising. In fact, they have their antennae up for a brand’s commitment to the Black community, stereotypes, and exclusion from advertising and marketing messages.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

- What you need to know
- Definition
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

- Millennials account for more than one quarter of the Black population
 - Figure 1: Population share by generations, by Black and total, 2015
- Leading companies and marketing strategies
- The consumer
- Living situation and expenses
- Generational and self-perceptions
 - Figure 2: How Black Millennials see themselves, other Millennials, and how they think they are seen by older generations, December 2014
- Outlook on life
- Cultural connection
- Goals and aspirations
 - Figure 3: Millennials' career-related goals, by race/Hispanic origin, December 2014
- Shopping, fashion and trendsetting
 - Figure 4: Millennials' attitudes toward shopping, by race/Hispanic origin, December 2014
- Sustainability and global views
- Internet access and online activities
 - Figure 5: How Black Millennials consume television content by gender, December 2014
- Social media
- Attitudes toward advertising
- Appealing brand qualities and brand interactions
- What we think

Issues and Insights

- How do Black Millennials differ from other Millennials?
 - The issues
 - The implications
- Have Black Millennials lost their connection to Black culture and traditions? How can brands integrate this into their marketing efforts?
 - The issues
 - The implications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Which media touch points are the best ways to reach Black Millennials?

The issues

The implications

Trend Application

Trend: Entrepreneurial Spirit

Trend: Green and Lean

Trend: Moral Brands

Black Millennials by the Numbers

Key points

Millennials represent more than one quarter of Black population

Figure 6: Population share by generations, by Black and total, 2015

More than one in six Millennials are of Black

Figure 7: Black share of US population, by generation, 2015

Black Millennials' median household income is lower than total Blacks' median household income

Figure 8: Median household income for households headed by Blacks, by age of householder, 2013

The income gap narrows for Blacks in their 20s and 30s

Figure 9: Median household income for households, by race/ Hispanic origin of householder, 2013

Leading Companies and Marketing Strategies

Overview of the brand landscape

The Millennial mindset

Campaign case studies

Brand analysis: Cîroc

Campaign analysis: Sprite's 'obey your thirst'

Figure 10: Coca-Cola Company (Sprite brand), "Sprite Presents: LeBron James' First Home Game," online video, October 2014

Figure 11: Coca-Cola Company (Sprite brand), "What We need – Sprite Films 2014 Finalist," online video, April 2014

Campaign analysis: Verizon's '#PotentialOfUs'

Figure 12: Verizon Wireless, "#PotentialOfUs | Black Girls RUN! Hits the Ground Running |," online video, April 2014

Campaign analysis: Toyota green initiative

Campaign analysis: Beats by Dre's '#SoloSelfie'

Figure 13: Apple (Beats by Dre brand), "Beats by Dre Presents: #SoloSelfie Kenan Thompson Tutorial," November 2014

Figure 14: Apple (Beats by Dre brand), "Beats by Dre Presents: #SoloSelfie," November 2014

Black Millennials' Living Situation and Expenses

Key points

Black Millennials more likely to say solely responsible for living expenses

Figure 15: Millennials' responsibility for living expenses, by race/Hispanic origin, December 2014

Blacks twice as likely as others to live alone

Figure 16: Who Millennials live with, by race/Hispanic origin, December 2014

Figure 17: Black Millennials' responsibility for living expenses, by gender, December 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Black Millennials' Generational and Self-Perceptions

Key points

Black Millennials more confident, unique, and open-minded than Whites

Figure 18: How Millennials see themselves, by race/Hispanic origin, December 2014

Black women feel more ambitious, responsible, and independent

Figure 19: How Black Millennials see themselves, by gender, December 2014

Personal appearance speaks volumes, fuels confidence and individuality

Figure 20: Black Millennials' attitudes toward personal appearance, by gender, December 2014

Black Millennials' opinion that their generation is materialistic and self-centered runs counter to how they see themselves

Figure 21: How Millennials see other Millennials, by race/Hispanic origin, December 2014

Millennials believe older generations' negative perceptions outweigh positives

Figure 22: How Millennials think they are seen by older generations, by race/Hispanic origin, December 2014

Perceptions may be attributed to life stage, generation gap, and cultural differences

Correspondence analysis

Methodology

Results yield interesting direction that could impact advertising

Figure 23: Correspondence Analysis - Black Millennials' perceptions, December 2014

Black Millennials' Attitudes toward Family and Parenting

Key points

Close family relationships key to Black Millennials, especially women

Figure 24: Black Millennials' general attitudes toward family, by gender, December 2014

There's a stronger family bond among parents than among nonparents

Figure 25: Black Millennials' general attitudes toward family, by parental status and presence of children in household, December 2014

Black Millennials' Outlook on Life

Key points

Black Millennials optimistic about what life has in store

Figure 26: Importance of spirituality to Millennials, by race/Hispanic origin, August 2013-September 2014

Figure 27: Black Millennials' general attitudes toward life, by gender, December 2014

Biggest worries are about financial stability, health, racism, and violence

Figure 28: Things Blacks Millennials are most concerned about (net), by gender, December 2014

Technology is valued and gives a glimpse of who they are

Black Millennials' Cultural Connection

Key points

Black Millennials have pride in heritage, important to maintain it

Half believe they are judged negatively because they are Black

Figure 29: Black Millennials' attitudes toward culture and discrimination, December 2014

Millennials spend most of their time with other Blacks

Figure 30: Race/Ethnicity of who Black Millennials spend most of their time with, December 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Election of Barack Obama one of the leading things Millennials proud of

Black Millennials' Goals, Aspirations, Concerns, and Financial Challenges

Key points

Millennials most proud of technology, personal achievements, and accomplishments by other Blacks

Future goals include owning a business, stable career, and having a family

Blacks have a strong will to overcome obstacles, race plays a role

Figure 31: Millennials' general attitudes toward success, by race/Hispanic origin, December 2014

Money is less of defining factor for success among women

Figure 32: Black Millennials' general attitudes toward success, by gender, December 2014

Blacks want to impact positive change in Black community

Figure 33: Millennials' personal goals and aspirations, by race/Hispanic origin, December 2014

More Blacks than Whites and Hispanics want to be entrepreneurs

Figure 34: Millennials' career-related goals, by race/Hispanic origin, December 2014

Blacks more likely than others to worry about paying student loan debt

Figure 35: Millennials' financial challenges, by race/Hispanic origin, December 2014

Figure 36: Black Millennials' financial challenges, by gender, December 2014

Figure 37: Millennials' attitudes toward finances, savings and investments – Any agree, by race/Hispanic origin, December 2014

Figure 38: Black Millennials' attitudes toward finances, savings, and investments – Any agree, by gender, December 2014

Perseverance more of indicator of success than being college educated

Black Millennials' Attitudes toward Shopping, Fashion, and Trendsetting

Key points

Black Millennials want to stand out and be different, fashion helps

Figure 39: Trendsetting among Millennials, by race/Hispanic origin, August 2013-September 2014

Word of mouth is powerful, experiential is also key

Figure 40: Millennials' attitudes toward shopping, by race/Hispanic origin, December 2014

Blacks shop a wider variety of stores, enjoy shopping

Figure 41: Level of enthusiasm Millennials have for shopping, by race/Hispanic origin, August 2013-September 2014

Store environment is important to Blacks, will travel to favorite stores

Figure 42: Millennials' attitudes toward store environment, by race/Hispanic origin, August 2013-September 2014

Price is important, but not at the sacrifice of getting what they want

Figure 43: The role price plays in where Millennials shop, by race/Hispanic origin, August 2013-September 2014

Black Millennials' Attitudes toward Sustainability and Global Views

Key points

Six in 10 say US should take care of home first before helping other countries

Figure 44: Black Millennials' world view, December 2014

Blacks less likely to lead green lifestyle, not due to lack of interest

Figure 45: Millennials' attitudes toward living a sustainable lifestyle, by race/Hispanic origin, August 2013-September 2014

Brands' sustainability practices important to Blacks, but less so than it is for others

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 46: Millennials' attitudes toward brands' sustainability efforts, by race/Hispanic origin, August 2013-September 2014

Black Millennials' Internet Access and Online Activities

Key points

Nine in 10 Black Millennials use mobile devices to access the internet

Figure 47: Devices Black Millennials used to access the internet, by gender, December 2014

Black Millennials consume more than one quarter of content via online TV

Figure 48: How Black Millennials consume television content, by gender, December 2014

Nine out of 10 Black Millennials shop online

Figure 49: Black Millennials' online activities, by gender, December 2014

Black Millennials' and Social Media

Key points

Three out of 10 Black Millennials follow 20+ brands

Figure 50: Number of companies/brands Blacks follow, by Millennials versus all, February 2014

Celebrities and TV shows among the top entities Millennials follow

Figure 51: Black companies, celebrities, and organizations following, by Millennials versus all, February 2014

Millennials are more likely to follow Black-related entities on social media

Figure 52: Companies, celebrities, and organizations Millennials follow, by Black versus non-Black entities, February 2014

Millennials more likely to unfriend or unfollow for too many posts and controversy

Figure 53: Blacks' attitudes toward social media, by Millennials versus all, February 2014

One quarter of Millennials post or retweet about brands, more so than others

Figure 54: Blacks' attitudes toward companies/brands on social media, by Millennials versus all, February 2014

Black Millennials' Attitudes toward Advertising

Key points

Black Millennials more receptive than others to advertising

Figure 55: Millennials' attitudes toward advertising in general, by race/Hispanic origin, August 2013-September 2014

Humorous ads appeal to Millennials

Figure 56: Millennials' attitudes toward advertising, by race/Hispanic origin, December 2014

Advertisers may be missing the mark when it comes to Millennials

Figure 57: Attitudes toward how Blacks are depicted in ads, by generation, May 2014

Vast majority of Millennials want more ads that reflect their culture

Figure 58: Blacks' attitudes and receptivity to targeted advertising, by generation, May 2014

Targeted efforts can pay off for marketers, if the messages are culturally relevant

Millennials are twice as likely to avoid brands that don't support the Black community

Figure 59: Blacks' attitudes and receptivity to targeted advertising, by generation, May 2014

TV and sponsorships are the best way to impact purchase funnel

Figure 60: Effectiveness of advertising media on purchase funnel among Black Millennials, May 2014

Appealing Brand Qualities and Brand Interactions

Key points

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Quality is important, but so is affordability and personal relevance

Figure 61: Appealing brand qualities, by race/Hispanic origin, December 2014

Figure 62: Appealing brand qualities, by gender, December 2014

Reading and posting reviews are a key way to interact with brands

Figure 63: Black Millennials' interactions with companies, by gender, December 2014

Consumer Segmentation

Overview

Figure 64: Black advertising receptivity segments, May 2014/December 2014

Cluster 1: Cultural Activists

Demographics

Characteristics

Opportunity

Cluster 2: Cultural-listics

Demographics

Characteristics

Opportunity

Cluster 3: Cultural Advocates

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 65: Black Millennials' responsibility for living expenses, by Black advertising receptivity segments, December 2014

Figure 66: Who Black Millennials live with, by Black advertising receptivity segments, December 2014

Figure 67: How Black Millennials view themselves, by Black advertising receptivity segments, December 2014

Figure 68: How Black Millennials see other Millennials, by Black advertising receptivity segments, December 2014

Figure 69: How Black Millennials think they are seen by older generations, by Black advertising receptivity segments, December 2014

Figure 70: Black Millennials' general attitudes toward life, by Black advertising receptivity segments, December 2014

Figure 71: Things Black Millennials are most concerned about (net), by Black advertising receptivity segments, December 2014

Figure 72: Black Millennials' general attitudes toward family, by Black advertising receptivity segments, December 2014

Figure 73: Black Millennials' general attitudes toward success, by Black advertising receptivity segments, December 2014

Figure 74: Black Millennials' personal goals and aspirations, by Black advertising receptivity segments, December 2014

Figure 75: Black Millennials' career-related goals, by Black advertising receptivity segments, December 2014

Figure 76: Black Millennials' attitudes toward culture, discrimination, and world view, by Black advertising receptivity segments, December 2014

Figure 77: Race/Ethnicity of who Black Millennials spend most of their time with – At home, by Black advertising receptivity segments, December 2014

Figure 78: Race/Ethnicity of who Black Millennials spend most of their time with – Out of home (not at work), by Black advertising receptivity segments, December 2014

Figure 79: Race/Ethnicity of who Black Millennials spend most of their time with – At work, by Black advertising receptivity segments, December 2014

Figure 80: Appealing brand qualities, by Black advertising receptivity segments, December 2014

Figure 81: Financial challenges Black Millennials face, by Black advertising receptivity segments, December 2014

Cluster demographic profile tables

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 82: Black advertising receptivity segments, by demographics, December 2014

Appendix – The US Black Population

Key points

Buying power

Figure 83: Buying power trends among Black consumers, 1990-2018 (projections)

Black buying power is growing at a faster rate than that of White consumers

Figure 84: Changes in buying power, by race, June 2013

Black buying power more than \$1 trillion

Figure 85: Top 10 states or areas ranked by share of Black buying power, 2013

Top 10 states with highest buying power represent two thirds of buying power

Figure 86: Top 10 states ranked by value of Black buying power, 2013

Population statistics

Black population growing at a faster rate than Whites

Figure 87: Population by race and Hispanic origin, 2009-19

Black population growth slows

Figure 88: Asian, Black, and Hispanic populations, 1970-2020

Children younger than 18 account for 27% of Black population

Figure 89: Black population, by age, 2009-19

Geographic concentration

Majority of Blacks reside in the South; a different marketing approach may be needed

Figure 90: Black geographic concentration, by region, 2010

Population grows in the South, reverse migration may be occurring

Figure 91: Top 20 states or areas with highest Black population and percentage change from 2000-10, 2010

New York, Chicago, Philadelphia, Detroit, and Houston are top Black metros

Figure 92: Top 10 cities with the largest population of Blacks, 2010

More than 80% of Detroit's and Jackson's population is Black

Figure 93: Top 10 cities with the highest percentage of Blacks [in millions], 2010

Gender

Figure 94: Men by race and Hispanic origin, 2009-19

Figure 95: Women by race and Hispanic origin, 2009-19

Generations

iGeneration and Millennials represent nearly half of Black population

Figure 96: Population of generations, by race/Hispanic origin, 2014

Figure 97: Distribution of population by race and generation, 2014

Marital status

Only one third of Blacks are married, compared to 50% or more of others

Figure 98: Percentage of married and not married people aged 18 or older, by race and Hispanic origin, 2013

Blacks twice as likely never to marry

Figure 99: Marital status of adults aged 18 or older, by race/Hispanic origin, 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 100: Marital status of Blacks, by age, 2013

Figure 101: Marital status of Black adults, by gender, 2013

Parental status

One third of Black households are headed by women

Figure 102: Households type, by race of householder, 2013

More Black children born to unmarried women in 2012

Figure 103: Fertility rate, by race and Hispanic origin of mother, 2002-12

Figure 104: Percentage of births to unmarried mothers, by race and Hispanic origin of mother, 2002 and 2012

Figure 105: Households with own children, by race and Hispanic origin of householder, 2013

Figure 106: Who children live with, by race and Hispanic origin, 2012

Figure 107: Black households, by presence and ages of own children, 2013

Education

Majority of Blacks seek college, while others may be relying on entrepreneurship

Figure 108: Educational attainment of Blacks aged 25 or older, by age, 2012

Income

Blacks have lower household incomes, attributed to several factors besides occupation

Figure 109: Median household income, by race and Hispanic origin of householder, 2012

Figure 110: Household income distribution by race and Hispanic origin of householder, 2012

Appendix – Other Useful Consumer Tables

Race/Hispanic origin

Figure 111: Millennials' attitudes toward TV as an ad medium, by race/Hispanic origin, August 2013-September 2014

Total Millennial population

Figure 112: Things Black Millennials are most concerned about, December 2014

Gender

Figure 113: How Black Millennials see other Millennials, by gender, December 2014

Figure 114: How Black Millennials believe older generation sees them, by gender, December 2014

Figure 115: Things Black Millennials are most concerned about (net), by gender, December 2014

Figure 116: Black Millennials' responsibility for living expenses, by gender, December 2014

Figure 117: Black Millennials' attitudes toward advertising, by gender, December 2014

Age

Figure 118: Black Millennials' responsibility for living expenses, by age, December 2014

Age and income

Figure 119: Black Millennials' responsibility for living expenses, by age and household income, December 2014

Parental status

Figure 120: Things Black Millennials are most concerned about (net), by parental status and presence of children in household, December 2014

Figure 121: Black Millennials' responsibility for living expenses, by parental status and presence of children in household, December 2014

Appendix – Black Advertising Firms

Burrell Communications Group

Carol H. Williams (CHWA)

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Black Millennials - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Commonground
GlobalHue
LimeGreen
Muse Communications
Sanders/Wingo Advertising
UniWorld Group
Walton Isaacson

Appendix – Black Community Organizations

100 Black Men of America, Inc
Alpha Kappa Alpha Sorority, Inc
Alpha Phi Alpha Fraternity, Inc
Delta Sigma Theta Sorority, Inc.
Kappa Alpha Psi Fraternity, Inc.®
National Association for the Advancement of Colored People (NAACP)
National Black MBA Association, Inc.
National Coalition of 100 Black Women (NCBW)
National Grand Lodge of Prince Hall Masons and Order of the Eastern Star
National Urban League
Omega Psi Phi Fraternity, Inc
Zeta Phi Beta Sorority, Inc

Appendix – Trade Associations

Advertising Research Foundation (ARF)
American Advertising Federation (AAF)
American Association of Advertising Agencies (AAAA)
American Marketing Association (AMA)
Association of National Advertisers (ANA)
Digital Media Association (DiMA)
Generations United
Interactive Advertising Bureau (IAB)
International Advertising Association (IAA)
Social Media Advertising Consortium (SMAC)
Social Media Association (SMA)
WOMMA
World Federation of Advertisers (WFA)

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com