

Digital Trends - Black Consumers - US - July 2015

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Despite having lower household incomes on average, Black consumers' strong desire to keep up with the latest in technology suggest they are willing to sacrifice in other areas so that they can have the same products that higher income earners have. This consumer group loves being among the first to own the latest gadgets – both for the entertainment value and the image it projects – smart, tech savvy, successful, etc.

This report looks at the following areas:

- Technology not for the sake of it – It's about talk value, image and entertainment
- Blacks aren't ready to cut the cord – The bigger the screen the better
- Blacks more confident in their tech savvy, but that's not always a good thing
- Blacks want smart devices, even if it means owning multiple products

It is estimated that Black consumers spent over \$10 billion on select electronics – representing about 9% share of the categories included in the estimate. Television represents the largest share, followed by telephones and accessories. A closer look shows that although computers represent a smaller share, more money was spent in the category – \$4.5 billion versus \$4.2 billion for televisions. Given the role TV and the internet play in Black consumers' lives, we can expect as buying power increases, so will their expenditures in the electronic category – particularly TVs, computers and telephones.

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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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