

Family Dynamics of Black Consumers - US - May 2015

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

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“Black families are very different from other families, due in part to household dynamics. Although there has been some improvement over the years in how Black families are depicted in advertising, many ads today are still viewed as stereotypical or not inclusive of the lifestyle of Black families.”

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How are family dynamics different for Blacks than they are for other families?
- What are some of the core values of Black families?
- What stereotypes should be avoided when depicting Black families?

There are more than 16 million Black households in the US – more than any other multicultural group. The vast majority of Black households are headed by single people. This has strong implications on the dynamics within the family, and how brands would depict Black families in their advertising.

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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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Black Families by the Numbers

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Cluster #2: Cultural-listics (28% of the Black population)

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Parenting Style

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Black population growing at a faster rate than Whites

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Carol H. Williams (CHWA)

Commonground

GlobalHue

LimeGreen

Muse Communications

Sanders/Wingo Advertising

UniWorld Group

Walton Isaacson

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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)

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