

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Digital electronic devices are the conduit whereby Black consumers are entertained and engage with their family and friends. Their need to be at the forefront of technology trends drives their ownership, purchase intent, and desire for advanced technology. New technology opens new worlds, which allow Blacks access to entertainment and information previously not available to them."

- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Blacks' purchase intent and desire for new tech eclipses the general market
- Virtual reality devices may be seen as next generation gaming among Blacks
- Anywhere, anytime television and video choice drives advanced television ownership
- Black men are the tech purchase decision makers in the household

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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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