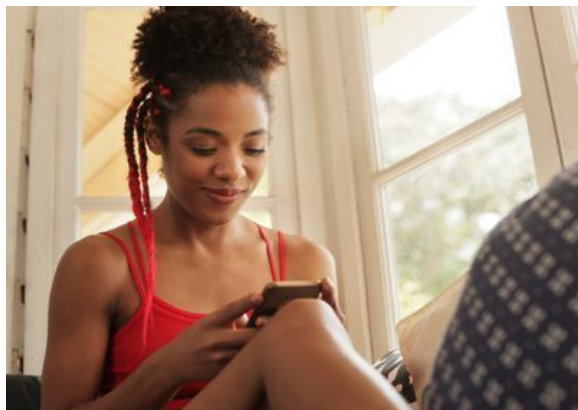


Black Consumers and Social Media - US - May 2018

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Nearly all Black consumers use social media to be entertained and connected to their family and friends anytime and anywhere. Social media exposes Black consumers to new ideas and information while simultaneously serving as a public platform to create and maintain agency over their identity and beliefs.

This report looks at the following areas:

Brand communication that is integrated in Black users' social media experience may be noticed, supported, and lead to consumer action.

- Black adults visit on average 3.6 social media sites
- Black consumers have diverse online connections who share their interests
- Black adults visit social media sites all day long
- Brands entertain, but don't connect with Black consumers

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Black adults visit on average 3.6 social media sites

Figure 1: Social media site visits, February 2018

Black consumers have diverse online connections who share their interests

Figure 2: Black consumers' social media behavior, February 2018

Black adults visit social media sites all day long

Figure 3: Social media site usage frequency, February 2018

Brands entertain, but don't connect with Black consumers

Figure 4: Branded content perceptions, February 2018

The opportunities

Brand integration rather than advertising drives greater brand consideration

Figure 5: Social media site visits by consumer brand engagement, February 2018

Use platform functionality to visually tell brand stories

Figure 6: Social media content perception by site, February 2018

Brands can use data to reach Black consumers – but only if delivering value

What it means

The Market – What You Need to Know

The Black population is young

Educational attainment impacts Black adults' professional network

Black consumers want more privacy online, but it feels out of reach

The Black Population by the Numbers

The Black population share holds steady at 13% of the total US

Figure 7: US population by race, 2013-23

One third of Black people are in the iGeneration or younger

Figure 8: Black population generation distribution, 2018

Share of Black households with kids on par with the average

Figure 9: US households by detailed type, by race and Hispanic origin, 2017

Market Perspective

Two in 10 Black adults have earned a college degree

Figure 10: Educational attainment by race and Hispanic origin, 2017

Three in 10 Black adults hold a managerial or professional job

Figure 11: Occupation distribution by race and Hispanic origin, 2017

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Share of Black households earning <\$25K annually impacts median income

Figure 12: US household income distribution by race and Hispanic origin, 2017

Market Factors

Privacy issues impact online engagement

Black consumers prefer greater control of their personal information, but some feel powerless

Figure 13: Consumer privacy attitudes, Black vs all, October 2016-November 2017

Privacy safeguards give little comfort to Black consumers

Figure 14: Consumer privacy attitudes, Black vs all, October 2016-November 2017

Key Players – What You Need to Know

Black consumers create and connect within affinity communities

Black consumers are content creators – for free

Brands adapt product messaging to integrate in social media platforms

What's Working?

Using social media for social change – and business applications

Affinity groups on social media platforms foster online fellowship

What's Struggling?

Black consumers drive content and express concern in reaping financial rewards

Figure 15: Doubletree Hilton Twitter post featuring Kalin Elisabeth and consumer response, April 2018

Brand blunders trigger social media boycotts

Figure 16: Consumer brand engagement, February 2018

What's Next?

Brand communication tailored by social media platforms

The Consumer – What You Need to Know

Facebook and YouTube lead social media usage

Visits up across all sites over last year

Social media is addictive and constantly accessed

Brand messaging on social media is entertaining but irrelevant

Black consumers more likely to support, rather than reject brands

Social Media Site Visits

Facebook and YouTube top Black consumers' social media site visits

Figure 17: Social media site visits, Black vs all, February 2018

Instagram extends social media audience reach, appealing to both women and men

Figure 18: Social media visits by social media visits, February 2018

Facebook offers something for everyone

Figure 19: Demographic profile of Facebook visitors, February 2018

YouTube is the network TV of social media

Figure 20: Demographic profile of YouTube visitors, February 2018

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Black men use open platforms – Black women prefer discovery

Figure 21: Social media site visits, by gender, February 2018

Fast and easily consumable content drives 18-24-year-old usage

Figure 22: Social media site visits, by age, February 2018

Social Media Visitation Changes

Original, entertaining content drives site visit increases

Figure 23: Social media site visitation changes, February 2018

Social media grows in greater importance among Black versus average users

Figure 24: Net increases of social media site visitation, Black vs all, February 2018

Black men seek relevant voices and places to be heard across most sites

Figure 25: Net increases of social media site visitation, by gender, February 2018

Mature Black women reconnect on Facebook, younger women discover elsewhere

Figure 26: Net increases of site visitation, by women and age, February 2018

Social Media Site Usage Frequency

Social media use is woven into Black consumers' daily media diet

Figure 27: Social media site usage frequency, February 2018

Heavy social media users visit multiple sites all day long

Figure 28: Social media site usage frequency by sites visited, February 2018

Social Media Content Preferences

Black consumers balance escapism with reality on social media

Figure 29: Social media content preferences, Black vs all, February 2018

Entertainment and news appeal to everyone, but Black women seek instruction

Figure 30: Social media content preferences, by gender, February 2018

Parents of young children open to help from outsiders on social media

Figure 31: Social media content preferences, by gender, February 2018

18-34s use social media instead of traditional platforms for entertainment

Figure 32: Social media content preferences, by age, February 2018

Social Media Content Perception by Site

Facebook connects users to all forms of content – YouTube entertains and educates

Figure 33: Social media content perception by site, February 2018

Women 18-34 most likely to see entertaining content across multiple sites

Figure 34: Social media content perception by site, by women and age group, February 2018

Young men are entertained – middle-aged men look for news

Figure 35: Social media content perception by site, by men and age group, February 2018

Black Consumers' Social Media Behavior

Black consumers' social media connections mirror their "real life" network

Figure 36: Black consumers' social media behavior, February 2018

Social media connections are more diverse on smaller sites

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Figure 37: Social media site visitation by Black consumers' social media behavior, February 2018

Men prefer like-minded people on social media whether they know them or not

Figure 38: Black consumers' social media behavior, by men and age group, February 2018

Mature women limit their social media engagement to people like them

Figure 39: Black consumers' social media behavior, by women and age group, February 2018

Integrated spaces in life impact social media connections

Figure 40: Black consumers' social media behavior, by educational attainment, February 2018

Brand Perception on Social Media

Black consumers relate to brands that tell compelling stories on social media

Figure 41: Branded content perceptions, February 2018

Men aged 35-54 find the greatest value in branded messages on social media

Figure 42: Branded content perceptions, by men and age group, February 2018

Brand effectiveness decreases as household income rises

Figure 43: Branded content perceptions, by household income, February 2018

Consumer Brand Engagement on Social Media

Consumer engagement occasionally leads to consumer action

Figure 44: Consumer brand engagement on social media, February 2018

Black consumers on visual-based sites will support and buy from brands on social media

Figure 45: Social media site visits by consumer brand engagement, February 2018

Upper-income households more likely to support and boycott brands on social media

Figure 46: Consumer brand engagement on social media, by household income, February 2018

Parents are engaged on social media, but moms take action

Figure 47: Consumer brand engagement on social media, by parental status, February 2018

Single parents are most engaged with brands, but feel left out of the conversation

Figure 48: Branded content perceptions, by parent and marital/partnered status, February 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Consumer

Figure 49: Consumer privacy attitudes, Black and all, October 2016-November 2017

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