

Black Consumers and Media Consumption - US - 2022

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This report looks at the following areas:

- Media use overview
- Video entertainment
- Power of urban radio
- Written media use
- Influences of media use
- Attitudes toward culture and representation

Like many consumers, the world around them has transformed the way Black consumers interact with media and also their expectations of it. Black consumers want their media to do more than just entertain, they want it to empower, sustain and enrich the way they live their lives. Because of this, Black consumers are seeking influence from multiple sources and making way for brands to add value to their lives through effective advertising, affordability and meaningful content.

Black consumers are consuming diverse types of media from multiple sources. They are lifestyle focused and want to see content that is in alignment with not only their lifestyles but also their culture. Their ability to access media is in a state of flux as inflation continues to rise and media companies begin to hunker down on streaming parameters.

In all this, Black consumers remain consistent with their need for value in both budget and content representation. They are also consistent in their top influences, with family and friends being at the forefront. Through the assessment of Black consumers' media consumption patterns, we see how their communities and attitudes help tell the unique story of how they exist in the media landscape.



"Black consumers are consuming media from multiple sources. While video and audio media are in higher demand, print and digital media is still relevant to the total population and more relevant to specific groups like young Millennial Black women and fathers."

- Courtney Rominiyi,
Multicultural Consumers and
Culture Analyst

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