

## Black Consumers' Lifestyles and Entertainment - US - April 2015

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

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“It is estimated that Blacks spent nearly \$42 billion on leisure and entertainment in 2014, which is up 9% from 2013. The vast majority plan to spend even more in 2015. Television plays a key role in some of the activities that Blacks do for fun at home. Blacks are very social, and participate in a wide range of activities away from home.”  
 – Tonya Roberts, Multicultural Analyst

### This report looks at the following areas:

- What role do faith and spirituality play in entertainment?
- How has spending changed, and what are plans for the coming year?
- What are opportunities for advertisers and how can they connect with Black consumers?

The Black population represents roughly 14% of the US population, and \$1 trillion in spending power. The growth in the Black population and buying power continue to outpace that of Whites. Black consumers lead very hectic busy lives – they work hard and play harder. They find enjoyment and entertainment in the simple things in life from watching their favorite TV show to dining out or going to the park or beach. Watching movies and TV shows is a popular pastime, whether at home or at a friend's house. This gives them greater exposure to TV ads, which they are highly receptive to. In addition to TV, Blacks are very active socially, especially Millennials and men.

This report builds on the analysis presented in Mintel's *Blacks and Entertainment – US, July 2012*.

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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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