

Black Consumers' Lifestyles and Entertainment - US - January 2017

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“Black consumers are optimistic about life in general and they rely on family and faith to keep them grounded and emotionally fulfilled while living out their passions. Income and age are the great differentiators in how Blacks live their lives and make choices in the entertainment that feeds their interests.”

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Family is at the center of Blacks' choice of leisure and entertainment activities
- Less access to green space, parks, other recreational spaces in Black neighborhoods impact participation
- If you build it, they will come
- Budgetary constraints impact entertainment choices and outlook

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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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