

Marketing to Black Millennials - US - June 2017

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"Black Millennials are a diverse group, across age, educational attainment, family structure, and income, all of which impacts how they see themselves and their worldview. While diverse within themselves, there are similarities among them as a group that reveal what they believe about their future."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- While most Black Millennials are optimistic about their future, institutions garner skepticism
- Education underlies Black Millennials' behavior and expectations
- Social media is a lifeline to Black Millennials' personal and professional world
- Black Millennials' lives are more likely to be impacted by social and economic trends
- Working independently is the new normal among Black Millennials

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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

While most Black Millennials are optimistic about their future, institutions garner skepticism

Figure 1: Black Millennials' attitudinal segments, March 2017

Education underlies Black Millennials' behavior and expectations

Figure 2: Black Millennials' attitudes about life, by education, March 2017

Social media is a lifeline to Black Millennials' personal and professional world

Figure 3: Top "must-have" online services, Black Millennials indexed to all Blacks, March 2017

Black Millennials' lives are more likely to be impacted by social and economic trends

Figure 4: Trends positively impacting Black Millennials indexed to all Millennials, March 2017

Working independently is the new normal among Black Millennials

Figure 5: Sharing/gig economy participation, Black Millennials indexed to all Millennials and all Blacks, March 2017

The opportunities

Black Millennials more likely than the general market to engage brands in their personal space

Figure 6: Opinions on social media and perception of trends, Black Millennials indexed to all Millennials and all Blacks, March 2017

Brands should speak directly to Black Millennials in invited spaces

Establish relationships with trusted Millennials to connect with their audience

Connect with entrepreneurial Black Millennials to foster a mutually beneficial business relationship

Show Black Millennials how to access nontraditional information sources to expand their opportunities

What it means

Black Millennials – What You Need to Know

Black Millennials represent the largest group within US Black population

Black Millennials marry later than other groups

Most Black Millennials are in the job market, but have trouble getting hired

Black Millennials most likely to attend graduate school as a career fix

By the Numbers

Black Millennials account for 15% of all Millennials

Figure 7: Black population share, by generation, 2017

Millennials are the largest generation within the Black population

Figure 8: US population estimates, total and Black, Black generational split, 2017

Characteristics of Black Millennials

Black 18-34s most likely to live with adults who are not a spouse

Figure 9: Living arrangements of adults aged 18-34, by race, 2016

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Black adults marry later than any other group

Figure 10: Probability of first marriage, by age and race and Hispanic origin, 2006-10

Black women have children at a younger age vs the average

Figure 11: US birth rates, live-birth order, by mother's age and race and Hispanic origin, 2015

Black Millennial labor force participation on par with Whites, but slightly lag in employment rates

Figure 12: Labor force status, employment, unemployment of Blacks and Whites aged 20-39, annual averages, by age, 2016

Most Black Millennials have some college credit, but no degree

Figure 13: Educational attainment of the Black population 18 years and over, 2016

Black Millennials across educational attainment earn less than their counterparts

Figure 14: Median personal income of people aged 25-34 across educational attainment, by race and ethnicity, 2015

Blacks more likely to attend graduate school to keep their careers on track

Figure 15: Percentage distribution of 2007-08 bachelor degree recipients' employment and additional postsecondary enrollment status: 2012

Key Trends – What You Need to Know

Black Millennials want to be successful, but encounter roadblocks along the way

Black Millennial entrepreneurs are reshaping their industries across category

Some Black Millennials are gaining financial ground, while others drown in debt

What's Working?

Entrepreneurial Black Millennials in tech fields creating and expanding opportunities for the masses

Professional Black Millennials closing the wealth gap

New crop of Black Millennial politicians take on different approach from the past

Black Millennials finding success producing their own stories

Figure 16: Television/music producer, writer, performer Donald Glover – Fast Company, May 2017

What's Struggling?

Black Millennials drive broader cultural trends but don't reap the rewards

Higher education not translating into career opportunities for Black Millennials

Figure 17: Labor force status of 2011 recent* college graduates, by race and Hispanic origin, October 2011

Black Millennials are graduating from college with enormous student loan debt

What's Next?

Black Millennials create opportunities that foster entrepreneurship

The Consumer – What You Need to Know

Social media is a utility for Black Millennials

Access to multiple sources of information equals access to the world

Trends and new platforms are important...for college-educated Black Millennials

"Adulthood" is just real life for Black Millennials, but communication can be a challenge

Black Millennials are somewhat cautious in being themselves around people they don't know

Most Black Millennials are optimistic and believe that their lives are on the right track

Black Millennials' Must-have Services

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Social media is the lifeline for Black Millennials

Figure 18: Must-have online services, Black Millennials indexed to all Millennials, March 2017

Black Millennials more likely to use "life hack" services vs other generations

Figure 19: Must-have online services, Black Millennials indexed to all Blacks, March 2017

Older Black Millennials depend on tracking services, younger Black Millennials look for love

Figure 20: Black Millennials' must-have online services, by younger and older Millennials, March 2017

Black Millennials' Opinions on Social Media

Facebook is the social gathering spot, YouTube offers snackable content

Figure 21: Social media sites visited every day, by all Millennials, all Blacks and Black Millennials January and March 2017

Social media is addictive, informative, and an effective platform to reach Black Millennials

Figure 22: Opinions on social media, Black Millennials indexed to all Millennials, March 2017

Figure 23: Opinions on social media, Black Millennials indexed to all Blacks, March 2017

Black female Millennials use caution and are more sensitive to abuse on social media

In their own words...

Figure 24: Black Millennials' opinions on social media, by gender, March 2017

Social media broadens younger Black Millennials mindset and opportunities

Figure 25: Black Millennials' opinions on social media, by younger and older Millennials, March 2017

Black Millennials' Perceptions of Trends

Social media offers Black Millennials exposure, inclusion, and a greater sense of purpose

In their own words...

Figure 26: Trends positively impacting Black Millennials indexed to all Millennials, March 2017

College-educated Black Millennials are the beneficiaries of broader and seemingly esoteric opportunities and interests

Figure 27: Trends positively impacting Black Millennials, by education, March 2017

Social media offers younger Black Millennials a new platform for activism

Figure 28: Trends positively impacting Black Millennials, younger and older Millennials, March 2017

Black Millennial suburbanites find community and connection on social media

Figure 29: Trends positively impacting Black Millennials, by area, March 2017

Black Millennials and "Adulthood"

Being a grown up is expected for Black Millennials

Figure 30: "Adulthood" – Very confident, Black Millennials indexed to all Millennials, March 2017

Younger Black Millennials less confident interacting with people in real life

Figure 31: Black Millennials and "adulthood" – Not very/not at all confident, by younger and older Millennials, March 2017

Black Millennials are more confident within traditional gender roles

Figure 32: Black Millennials and "adulthood" – Somewhat confident, by gender, March 2017

Black Millennials' Sharing Economy Participation

Black Millennials participate in the sharing economy, especially services that actively engage them

Figure 33: Sharing/gig economy participation, Black Millennials indexed to all Millennials, March 2017

Black Millennials drive sharing economy participation among all Blacks

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In their own words...

Figure 34: Sharing/gig economy participation, Black Millennials indexed to all Blacks, March 2017

College-educated Black Millennials drive service usage, others participate to earn income

Figure 35: Black Millennials' sharing/gig economy participation, by education, March 2017

Younger Black Millennials more likely to be a part of the sharing economy – Work and usage

Figure 36: Black Millennials' sharing/gig economy participation, by younger and older Millennials, March 2017

Black Millennials' Attitudes toward Life

Black Millennials have faith in their personal abilities, but not so much in institutions

Figure 37: Attitudes toward life, Black Millennials indexed to all Millennials, March 2017

Educational attainment and personal independence shape attitudes toward life and institutions

Figure 38: Black Millennials' attitudinal segments, March 2017

Personally optimistic, but skeptical of institutions

Figure 39: Black Millennials – Personally optimistic, skeptical of institutions, segment profile, March 2017

Personally pessimistic, not invested in institutions

In their own words...

Figure 40: Black Millennials – Personally pessimistic, not invested institutions, segment profile, March 2017

Optimistic about life in general

Figure 41: Black Millennials – Optimistic about life in general, segment profile, March 2017

Black Millennials' take greater ownership of their personal destiny compared to older Blacks

In their own words...

Figure 42: Attitudes about life, Black Millennials indexed to all Blacks, March 2017

Younger Millennials are an open book, but not so in regards to controversial issues

Figure 43: Black Millennials' attitudes about life, by younger and older, March 2017

Less-educated Black Millennials are more discouraged about their future

Figure 44: Black Millennials' attitudes about life, by education, March 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – Tables

Figure 45: Labor force status, employment, unemployment of Blacks and Whites aged 20-39, annual averages, by age, 2016

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