

## Marketing to Black Moms - US - September 2017

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Black moms are the head of the family within many households. She works, mostly because she has to, even though her role as mom is her greatest accomplishment and primary responsibility. She is raising her kids with confidence, although she would prefer to be able to devote more time to their emotional development.

This report looks at the following areas:

- Financial matters top Black moms' concerns
- Kids' age impact Black moms' household management
- Financially sound Black moms yearn for deeper emotional connection to their kids
- Black moms' age impacts methods for researching and buying products
- Black moms are willing to buy name brands if they are effective

Black moms are often the breadwinners and primary purchase decision makers in her household. Their responsibilities span raising the kids, managing the household, and going to work, in that order. She would love extra help so she can devote more time and effort into her kids' development. Money management is her top priority, and she is receptive to and proactive in learning about which products and services deliver the best value for her family.

Black moms love to shop, and it doesn't matter if she is buying toys for the kids, clothes, or even groceries. She uses the internet to gather information to understand if a product works but prefers traditional in-store shopping where she can see the product for herself. She is an avid sale shopper, and product price is important, but not her only criteria to buy. She does not have a lot of room for trial and error, so she expects to make the right purchase choice the first time.

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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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