

Marketing to Black Moms - US - September 2019

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"Black moms accept primary responsibility for all aspects of their children's lives. She is the breadwinner in her home out of necessity, and the sacrifices she makes now drive her to redirect her dreams toward herself in the future. But for now, her main concern is instilling a sense of happiness, positive imagery and resilience in her children as they face bias now and certainly in the future."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Black moms are more likely to take on full household responsibilities
- Black moms unhappy with the lack of academic rigor
- Black moms are unfamiliar with their child's world, but it doesn't impact their connection to their kids
- Black moms are conflicted with their image in advertising media
- Black moms strive to raise well-rounded, resilient children

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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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