

## Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Digital technology touches all Black consumers, whether it is a tool of convenience, a connector to their social circle, or most importantly an accessible entertainment center. Desired innovations for this consumer are rooted in a desire for better accessibility through the internet and wireless technology rather than by way of devices."

**Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Impact of digital technology evident across Black consumer segments
- Devices must entertain first, provide utility second
- Fast, unlimited data is the number one priority, but anticipation of 5G does not match desire
- Entertainment is the primary digital activity
- Online shopping supplements in-store shopping

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Overview

The insights and opportunities

Impact of digital technology evident across Black consumer segments

Figure 1: Black consumer digital segments, February 2019

Devices must entertain first, provide utility second

Figure 2: Household and personal device ownership, total vs Black, February 2019

Fast, unlimited data is the number one priority, but anticipation of 5G does not match desire

Figure 3: 5G technology knowledge and attitudes toward digital technology – Internet, February 2019

Entertainment is the primary digital activity

Figure 4: Hardware used for select online activities – Total vs Black, February 2019

Online shopping supplements in-store shopping

Figure 5: Online activities – Shopping and attitudes toward digital technology, February 2019 and October 2017-November 2018

What it means

### The Market – What You Need to Know

Black population is younger than the general market

### The Black Population by the Numbers

The non-Hispanic Black population is 41 million

Figure 6: US population by race and Hispanic origin, 2013-23

One third of Black people are Generation Z or younger

Figure 7: Black share of generation and generational share of Black population, 2018

Most Black adults are single

Figure 8: Detailed type of US households, by total and Black, 2018

Nearly one third of Black households include children

Figure 9: US households with related children, by race and Hispanic origin of householder, 2018

### Market Factors

Black middle class on par with the average

Figure 10: Total and Black household income distribution, 2017

Black consumer confidence likely mirrors all consumers

Figure 11: Consumer confidence and unemployment, total and Black, 2000-19\*

Black broadband at-home access lags in spite of share gains

Figure 12: At-home broadband internet subscription rates, by race and Hispanic origin, 2015-17

Most kids use the internet at home

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Percentage of children ages 3-18 who use the internet and usage across various locations, by race and Hispanic origin, 2017

Black consumers demonstrate greater reliance on smartphone data

Figure 14: Smartphone unlimited data plan subscriptions, total and Black, trended 2014-18

## Market Perspective

Live TV tops home entertainment

Figure 15: Black consumers' content consumption and sharing, October 2017

Advertising is informative and blends with content

Figure 16: Attitudes toward media, hi-tech, and cell phones/smartphones – Advertising, total vs Black, October 2017-November 2018

Figure 17: Black consumer attitudes toward advertising, July 2018

Online shopping supplements, rather than replaces, bricks-and-mortar shopping

Figure 18: Attitudes toward media, hi-tech, and cell phones/smartphones – Shopping, total and Black, October 2017-November 2018

## Key Trends – What You Need to Know

Smartphone ownership is on par with the general market, but brand preferences are flipped

Black consumers prefer entertainment vs informational phone apps

5G poised to have a greater impact on Black consumers

## What's Happening in the World of Digital?

TV and content viewership

Most Black consumers still subscribe to cable or satellite . . .

Figure 19: Cable and satellite subscribers and cancellers, total vs Black, October 2017-November 2018

. . . but the share of households that subscribes is falling

Figure 20: Cable subscribers and satellite ownership, total vs Black, trended 2014-18

Cable households a mix of mostly premium channels plus Netflix subscribers

Figure 21: Video clip of Netflix's "What Had Happened Was" talk show featuring Sanaa Lathan and Regina Hall, October 2018

Figure 22: Premium cable and streaming subscriptions among cable subscribers, total vs Black, October 2017-November 2018

Black cord cutters rely on paid streaming video for content

Figure 23: Alternatives to cable/satellite TV, total vs Black, October 2017-November 2018

Inexpensive, easy-to-use Amazon Fire TV is the preferred streaming device

Figure 24: Streaming device type, total vs Black, October 2017-November 2018

Mobile phone ownership and behavior

Black consumers choose Samsung due to cost and flexibility

Figure 25: Smartphone ownership, total vs Black and vs 2017, October 2017-November 2018

Smartphone brand name more important than available features

Figure 26: Leading cell phone/smartphone feature ownership and use, total vs Black, October 2017-November 2018

App usage suggests greater value in entertainment vs tools

Figure 27: Top 10 cell phone/smartphone apps usage, total vs Black, October 2017-November 2018

Free music content trumps paid subscriptions

Figure 28: Streaming music app use, total vs Black, October 2017-November 2018

## What's Next?

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Streaming services fatigue seems inevitable

5G is coming, but few understand what that means

Figure 29: 5G awareness and knowledge, February 2019

Instagram's new check out feature will be a game changer for Black consumers

### The Consumer – What You Need to Know

Digital user segments based on impact of technology on their lives

Home is the Black consumer's entertainment center

Smartphone and computer ownership on par, yet overindex on entertainment-driven devices

Content consumption is primary online activity

Parents are comfortable with kids online after they set guidelines

Data quality trumps device innovation

### Black Consumer Digital Segmentation

Digital integration dependant on utility

Figure 30: Black consumer digital segmentation, February 2019

Digital can never replace traditional communication for Light Users

Figure 31: Light digital user profile, February 2019

Services and hardware are utilitarian tools for Moderate Users

Figure 32: Moderate digital user profile, February 2019

Heavy Users' lives revolve around digital access

Figure 33: Heavy digital user profile, February 2019

### Household Device Ownership

Reliance on home entertainment drives tech ownership

Figure 34: Household device ownership, total vs Black, February 2019

Less expensive and multifunctional home devices growing in popularity

Figure 35: Household device ownership, 2017 vs 2019, February 2019

Heavy Users accumulate devices as they are introduced to market

Figure 36: Household device ownership, by Black consumer digital segments, February 2019

Parents own devices with broader family appeal

Figure 37: Household device ownership, by parental status and gender, February 2019

### Personal Device Ownership

Smartphone ownership enables connection, entertainment, and organization

Figure 38: Personal device ownership, total vs Black, February 2019

Figure 39: Attitudes regarding cell phones/smartphones, total vs Black, October 2017-November 2018

Consumers shift to more-efficient devices as they become available

Figure 40: Personal device ownership, 2017 vs 2019, February 2019

A device for every need . . . if you have the income

Figure 41: Personal device ownership, by household income, February 2019

Difference in personal ownership due to cost, rather than desire

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 42: Personal device ownership, by Black consumer digital segments, February 2019

## Methods of Accessing the Internet

**Anytime, anywhere computing and content consumption dominates access**

Figure 43: Methods of accessing the internet, total vs Black, February 2019

**Users' access differs by entertainment preferences**

Figure 44: Methods of accessing the internet, by Black consumer digital segments, February 2019

**Family entertainment enabled across multiple devices**

Figure 45: Methods of accessing the internet, by marital status and parental status, February 2019

## Hardware Used for Online Activities

**Content is king online**

Figure 46: online activities, any device, total vs Black, February 2019

**Smartphones handle all activities, but computers make shopping easier**

Figure 47: Hardware used for online activities, by device, February 2019

**Smartphone use is determined by its utility and value**

Figure 48: Hardware used for online activities – Smartphone, by Black consumer digital segments, February 2019

**Computers are equally as important in consuming content**

Figure 49: Hardware used for online activities – Computer, by Black consumer digital segments, February 2019

**Nearly half own a smart TV, but not all watch video on them**

Figure 50: Hardware used for online activities – Smart TV, by Black consumer digital segments, February 2019

## Family Dynamics and Technology

**Parents' dependency on technology extends to the kids**

Figure 51: Family dynamics and technology, total vs Black, February 2019

**Middle-class kids own their own personal devices**

Figure 52: Family dynamics and technology, by household income, February 2019

**Parents give older kids autonomy with tech devices due to trust**

Figure 53: Family dynamics and technology, by kids' ages, February 2019

**Married parents attempt to balance family interaction with tech access**

Figure 54: Family dynamics and technology, by marital status, February 2019

## Attitudes toward Digital Technology

**Data quality has greater value vs device innovation**

Figure 55: Attitudes toward digital technology, February 2019

**Black consumer attitudes toward tech on par with the general market**

Figure 56: Attitudes toward digital technology, total vs Black, February 2019

**Fast, unlimited data is crucial for Heavy Users**

Figure 57: Attitudes toward digital technology – Data and internet, by Black consumer digital segments, February 2019

**Device obsolescence is a concern, but not enough to buy new**

Figure 58: Attitudes toward digital technology – Device and services, by Black consumer digital segments, February 2019

**Digital technology is the hub for entertainment, connection, and efficiency**

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends - Black Consumers - US - May 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 59: Attitudes toward digital technology – Innovation, by Black consumer digital segments, February 2019

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix – The Consumer

Figure 60: Smartphone unlimited data plan subscriptions, total and Black, trended 2014-18

Figure 61: Attitudes toward media, hi-tech and cell phones/smartphones – Shopping, total and Black, October 2017-November 2018

Figure 62: Attitudes toward media, hi-tech and cell phones/smartphones – Advertising, total vs Black, October 2017-November 2018

Figure 63: Cable and satellite subscribers and cancellers, total and Black, October 2017-November 2018

Figure 64: Cable subscribers and satellite ownership, total vs Black, trended 2014-18

Figure 65: Premium cable and streaming subscriptions among cable subscribers, total vs Black, October 2017-November 2018

Figure 66: Alternatives to cable/satellite TV, total vs Black, October 2017-November 2018

Figure 67: Streaming device by type, total vs Black, October 2017-November 2018

Figure 68: Smartphone ownership, indexed to total and vs 2017, October 2017-November 2018

Figure 69: Leading cell phone/smartphone feature ownership and use, total vs Black, October 2017-November 2018

Figure 70: Cell phone/smartphone apps usage, total vs Black, October 2017-November 2018

Figure 71: Streaming music app use, total vs Black, October 2017-November 2018

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)