Digital Trends - Black Consumers - US - May 2019

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"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**

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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