



Black Consumers' Culture and Community - US - March 2020

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This report looks at the following areas:

- Black culture drives identity; however, its influence varies across segments
- Personal groups and communities serve as a sanctuary, open groups are transactional

Black people see themselves as Black Americans who experience life through a different vantage point, yet they still are as American as anyone else due to their contributions as everyday citizens as well as their influence on society. Inclusion within their personal social circles offers acceptance and belonging, but a greater emphasis on their interests, passions and views can create authentic interactions within their groups and communities.



Black adults are proud Black Americans. Black culture is the foundation for their identity, and they are proud of how their culture – and, by extension, their presence – influences and is woven within the American tapestry while keeping their sense of self intact. –Toya Mitchell, Senior Multicultural Analyst

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- **Educational attainment drives labor force participation for Black adults**

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