

Marketing to Black Millennials: Incl Impact of COVID-19 - US - June 2020

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“Black Millennials are at a crossroads in their lives – they have made some positive strides in their lives in terms of their educational attainment and have achieved some comforts, while others are still in the process of forging a path to success even though they face systemic roadblocks that may derail their expectations for a successful future.”

– **Toya Mitchell, Senior Multicultural Analyst**

This report looks at the following areas:

The COVID-19 pandemic and uprisings are a one-two punch that will have a social and financial impact on this generation for years to come, but the racial reckoning may yield progress and renewed hope for those who believe that a positive change will ultimately come.

- **The impact of COVID-19 on Black Millennials**
- **The long economic recovery ahead for Black Millennials**
- **Systemic and financial issues that drive Black Millennial advocacy**
- **The American Dream defined on Black Millennials' terms**

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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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