

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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



"Digital electronic devices are the conduit whereby Black consumers are entertained and engage with their family and friends. Their need to be at the forefront of technology trends drives their ownership, purchase intent, and desire for advanced technology. New technology opens new worlds, which allow Blacks access to entertainment and information previously not available to them."

- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Blacks' purchase intent and desire for new tech eclipses the general market
- Virtual reality devices may be seen as next generation gaming among Blacks
- Anywhere, anytime television and video choice drives advanced television ownership
- Black men are the tech purchase decision makers in the household

**BUY THIS
REPORT NOW**

VISIT:
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

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 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

The insights

Blacks' purchase intent and desire for new tech eclipses the general market

Figure 1: Intent to purchase hardware and services, by all and Black, January and March 2017

Virtual reality devices may be seen as next generation gaming among Blacks

Figure 2: Interest in VR headsets, by all and Black, January and March 2017

Anywhere, anytime television and video choice drives advanced television ownership

Figure 3: Household ownership of TVs and streaming devices, by all and Black, January 2017 and March 2017 vs April 2015

Black men are the tech purchase decision makers in the household

Figure 4: Blacks' household ownership of select technology products, by married/partnered men, March 2017

The opportunities

Showcase advanced functionality to fuel device upgrade purchases

Figure 5: Blacks' interest in new tech – Select items, March 2017

Identify areas of desired efficiency and connectivity not met due to lack of device ownership

What it means

The Market – What You Need to Know

Blacks are becoming a part of the digital mainstream

TV viewing across people in the home drive set ownership

Expenditures on Television, Computers

Blacks' spending on televisions, computers and peripherals under par

Figure 6: Spending on televisions, computers, and peripherals, by all and Black consumers, 2015

The Black Population by the Numbers

Black population represents 13.3% of the total US

Figure 7: Total US and Black population estimates, 2012-22

60% of the Black population is a Millennial or younger

Figure 8: Distribution of generations by race, 2017

Black population will continue to skew female

Blacks more likely than other groups to live with adult family members

Figure 9: Family groups, by race and Hispanic origin, 2015

Market Factors

Median household income of Blacks below \$50K

Figure 10: US median household income distribution, by all and Black, 2015

**BUY THIS
REPORT NOW**

VISIT: 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

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

The digital divide is closing, but many Blacks still do not have internet access at home

Figure 11: Broadband internet subscription at home, by race and Hispanic origin, 2013-15

Television viewing is Blacks' leading leisure activity; gaming, computer usage lags behind the average

Figure 12: Time spent per day in leisure and sports activities, by race and Hispanic origin, 2015

Market Perspective

Seven in 10 Blacks have home internet service

Blacks use the same providers as the general market, but with less fragmentation

Figure 13: Household internet service provider, by all and Black, October 2015-November 2016

Figure 14: Xfinity "X1 Triple Play" internet, television and cable bundled service offer, April 2017

Weekday and weekend internet usage mirror each other

Figure 15: Blacks' household internet usage, by daypart, October 2015- November 2016

Key Trends – What You Need to Know

Blacks are up to date on what new devices are available

Television set ownership indicative of higher-than-average viewership

Blacks' screen time driven by produced content, but gaming is gaining traction

Device ownership increasing across traditional and new hardware

Low-cost mobile is bridging the internet connectivity gap among Blacks

More than half of Blacks visit Facebook every day

What's Working and What's Struggling?

Televisions

Blacks own more, yet smaller, televisions vs the average

Figure 16: Household television ownership and number of sets, by all and Black, October 2015-November 2016

Figure 17: Size of television in the household, by all and Black, October 2015-November 2016

Streaming devices gaining traction among Blacks

Figure 18: Household streaming device ownership and type, by all and Black, October 2015-November 2016

Single-function devices trending toward obsolescence

Gaming

PlayStation is the favorite system among Black gamers

Figure 19: Video game system ownership/playing status, by all and Black, October 2015-November 2016

Mobile

Blacks' smartphone ownership on par with the average, but purchase cheaper phones

Figure 20: Smartphone ownership by brand, by all and Black, October 2015-November 2016

AT&T is the category leader, but Blacks are more likely to subscribe to discount carriers

Figure 21: Personal subscription to cellular/smartphone carriers, by all and Black, October 2015-November 2016

Blacks' preference for cell service contracts influence when they will upgrade their device

Figure 22: Cell phone/smartphone contract type and expected device upgrade, by all and Black, October 2015-November 2016

Social

Facebook is number one among Black adults but platforms with culturally-relevant communities are preferred

**BUY THIS
REPORT NOW**

VISIT: 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

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 23: Social media sites visited on a daily bases, by all and Black, March 2017

What's Next?

Blacks will upgrade existing devices, looking forward to the next big thing

Gaming is huge among Blacks, and the sky is the limit in engagement

The Consumer – What You Need to Know

Blacks' device use mirrors the general market

Mobile use rivals traditional computers across communication methods

Black men are the digital gatekeepers of the household

Black Millennials are tech enthusiasts and will drive future tech purchases

Blacks' Personal Tech Ownership

Blacks demonstrate greater adoption of portable and entertainment devices

Figure 24: Personal ownership of technology products, by all and Black, January and March 2017

Ownership of all-in-one mobile devices on the rise

Figure 25: Blacks' personal ownership of technology products, April 2015 vs March 2017

Device ownership similar by gender, but men gravitate to gaming and navigation

Figure 26: Blacks' personal ownership of technology products, by gender, March 2017

Black Millennials drive new tech device purchases

Figure 27: Blacks' personal ownership of technology products, by generation, March 2017

College-educated Blacks are more likely than other segments to own advanced tech devices

Figure 28: Blacks' personal ownership of technology products, by educational attainment, March 2017

Black parents' device ownership may be driven by kids' educational requirements

Figure 29: Blacks' personal ownership of technology products, by parent status, March 2017

Black Households' Tech Ownership

Black household device ownership on par with the average, skews higher for gaming

Figure 30: Household ownership of technology products, by all and Black, January and March 2017

Ownership increases among all-in-one and add-on devices

Figure 31: Black households' ownership of technology products, April 2015 vs March 2017

Partnered Black men are the tech enthusiasts in their household

Figure 32: Black households' ownership of technology products, by Black men's marital status, March 2017

Middle-income Black households most likely to own hardware to provide home entertainment for the entire family

Figure 33: Black households' ownership of technology products, by household income, March 2017

Blacks' Purchase Intent

Blacks' love of tech fuels their desire for the most up-to-date offerings

Figure 34: Planned tech purchases in the next year, by all and Black, January 2017 and March 2017

Black men's awareness of tech trends drive their purchase intent

Figure 35: Blacks' planned tech purchases in the next year, by gender, March 2017

Black Millennials' expectation of connectivity drive their purchase intent

Figure 36: Blacks' planned tech purchases in the next year, by generation, March 2017

**BUY THIS
REPORT NOW**

VISIT: 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

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Single Black men want tech devices for themselves, married men want tech for the household

Figure 37: Blacks' planned tech purchases in the next year, by gender and marital status, March 2017

Middle-income households' tech purchase intent provides upgraded home entertainment options

Figure 38: Blacks' planned tech purchases in the next year, by household income, March 2017

Blacks' Methods of Accessing the Internet

Blacks are similar to the average in how they access the internet

Figure 39: Methods of accessing the internet, by all and Black, January and March 2017

Anytime, anywhere access has increased vs 2015

Figure 40: Blacks' methods of accessing the internet, April 2015 vs March 2017

Black men more likely to use advanced tech for online access

Figure 41: Blacks' methods of accessing the internet, by gender, March 2017

How Blacks' access the internet differs by educational attainment

Figure 42: Blacks' methods of accessing the internet, by household income, March 2017

Online Activities and Devices Blacks Use

Devices primarily facilitate communication, but gaming and personal expression is important

Figure 43: Devices used for online activities – Any device, by Black and index to all, January and March 2017

Blacks' device use is more varied vs the average

Figure 44: Devices used for online activities, by Black and index to all, January and March 2017

Black men create a space online to make their voice heard

Figure 45: Devices Blacks use for online activities – Any device for any personal expression, by key demographics, March 2017

Black Millennials dominate mobile use across all forms of online communication

Figure 46: Devices Black use for online activities – Tablet and smartphone, by generation, March 2017

Blacks' Interest in New Tech

Blacks demonstrate a greater desire for new tech vs the average

Figure 47: Microsoft's Kelsee and Nkeiru Explore Cortana on the HP Spectre x360 with Windows 10," July 2016

Figure 48: Interest in new tech, by all and Black, January 2017 and March 2017

Multipurpose, smart technology leads the pack in desirability among Blacks

Figure 49: Blacks' interest in new tech, March 2017

Black Millennials have the greatest desire to own, but older generations want to know what's new

Figure 50: Blacks' interest in new tech products, by generation, March 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Appendix – Key Trends

BUY THIS
REPORT NOW

VISIT: 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

Digital Trends - Black Consumers - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 51: Household internet access, by all and Black, October 2015-November 2016

Figure 52: Household internet service provider, by all and Black, October 2015- November 2016

Figure 53: Internet usage by daypart, by all and Black, October 2015-November 2016

Figure 54: Smartphone ownership by brand, by all and Black, October 2015-November 2016

Figure 55: Personal subscription to cellular/smartphone carriers, by all and Black, October 2015-November 2016

Figure 56: Cell phone/smartphone contract type and expected device upgrade, by all and Black, October 2015-November 2016

Figure 57: Cell phone/smartphone expected device upgrade, by all and Black, October 2015-November 2016

Figure 58: Household television ownership and number of sets, by all and Black, October 2015-November 2016

Figure 59: Size of television(s) in the household, by all and Black, October 2015-November 2016

Figure 60: Household streaming device ownership and type, by all and Black, October 2015-November 2016

Figure 61: Video game system ownership/playing status, by all and Black, October 2015-November 2016

**BUY THIS
REPORT NOW**

VISIT: 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