

February 2015 - US



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## WHAT WE THINK

Currently at 11.4 million, the Black Millennial population represents a tremendous opportunity for marketers. These consumers are independent, hardworking, family oriented, spiritual, compassionate, trendy, and open-minded – particularly when it comes to trying new and innovative products. While they embrace other cultures, they are deeply connected to Black culture and believe strongly in doing what they can to enrich it. They are highly receptive to advertising and want to see more brands target the Black community, particularly if it's something that's positive. They have their antennae up for any signs of exclusion and negative portrayal. Social media is their stage to voice any concerns they have that impacts the Black community. Since they tend to be trendsetters and early adopters, brands looking to establish a relationship with this generation as a whole should look at Black Millennials as a starting point.

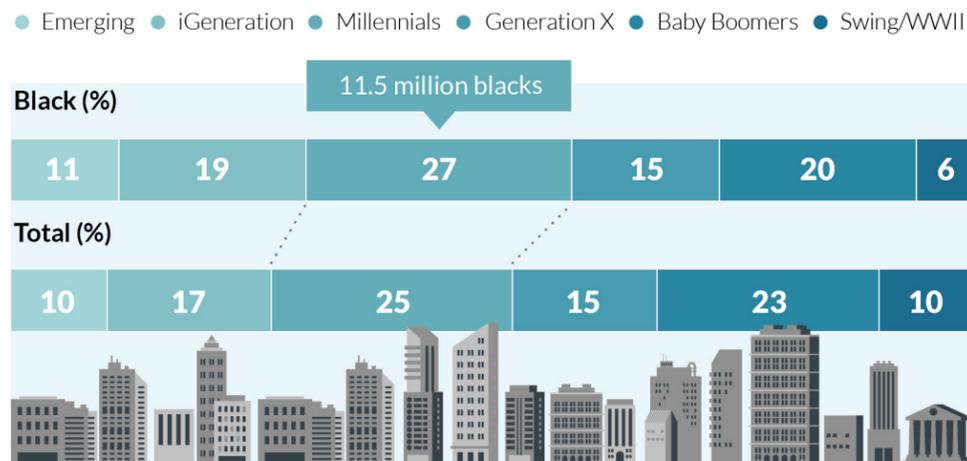
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## MILLENNIALS ACCOUNT FOR MORE THAN ONE QUARTER OF THE BLACK POPULATION

Black Millennials represent 27% of the Black population at 11.5 million in 2015. Higher education achievement and entrepreneurial spirit make them a viable market. Black Millennials are very brand conscious, socially active, and have a joie de vivre attitude toward life.

### POPULATION SHARE BY GENERATIONS, BY BLACK AND TOTAL, 2015

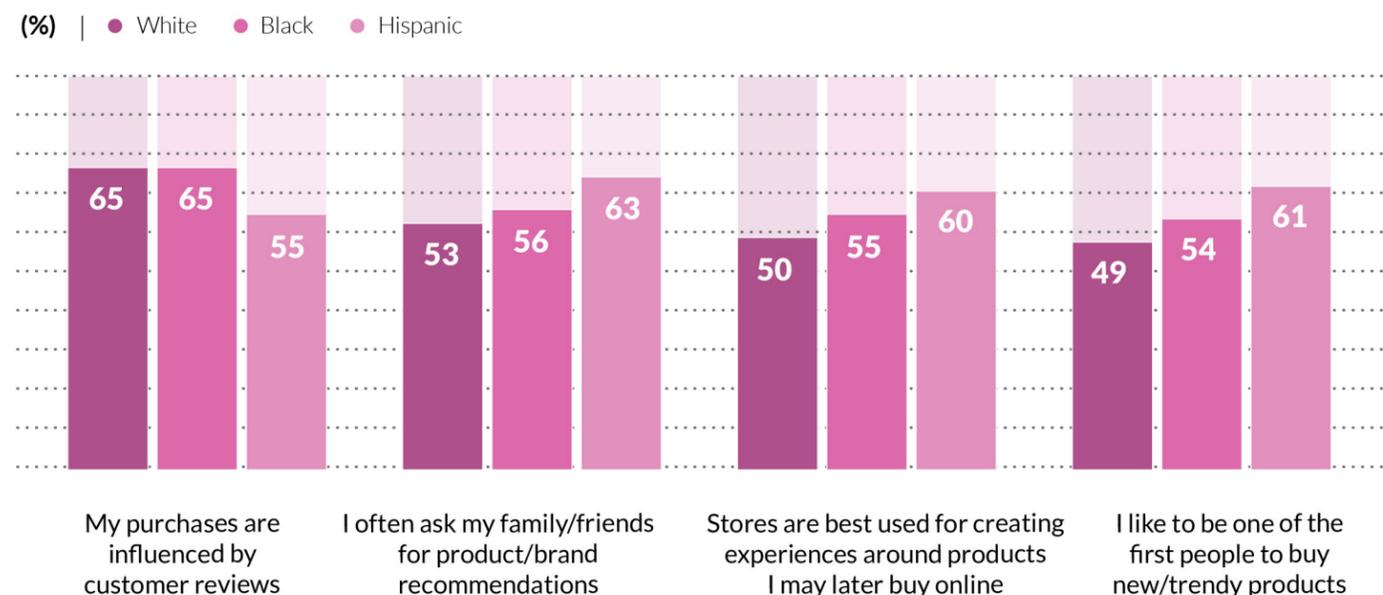


Data may not equal to totals due to rounding.  
SOURCE: US CENSUS BUREAU, INTERIM POPULATION PROJECTIONS RELEASED 2014 AND ANNUAL POPULATION ESTIMATES/MINTEL

## BLACK MILLENNIALS ARE VERY MUCH INTO KEEPING UP WITH THE LATEST FASHIONS

One motivation is they like to stand out and to be different from others. They enjoy being one of the first to have the latest or trendy products. Word of mouth is an important part of the shopping process – whether it's coming from customer reviews they may read online or in printed materials or recommendations from family and friends. These consumers are very experiential. They prefer experiencing products in-store before they buy online. Price is important, but Black Millennials aren't willing to sacrifice brand names or risk not being able to get what they want by waiting until it hits the clearance rack. They are willing to travel further to shop at a store that carries the brands they love.

### MILLENNIALS' ATTITUDES TOWARD SHOPPING, BY RACE/HISPANIC ORIGIN, DECEMBER 2014

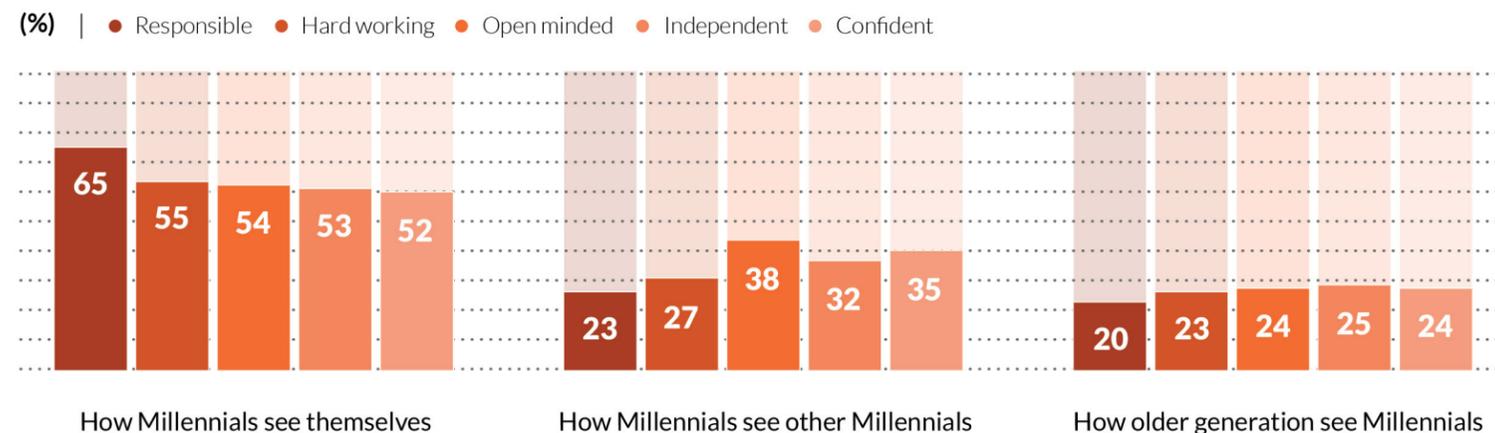


Base: internet users aged 20-37 [487 Whites, 501 Blacks, 703 Hispanics]  
SOURCE: LIGHTSPEED GMI/MINTEL

## BLACK MILLENNIALS SEE THEMSELVES DIFFERENTLY THAN OTHER MILLENNIALS

While Millennials are similar regardless of race or ethnicity, Black Millennials are more likely to say they see themselves as being open-minded, independent, confident, unique, compassionate, and creative. Very few Millennials believe they are entitled, materialistic, or self-centered. Society typically views Millennials as materialistic, spoiled, or self-centered, which is completely different from how they view themselves. Misperceptions due to generation gap, cultural nuances, and life stage.

### HOW BLACK MILLENNIALS SEE THEMSELVES, OTHER MILLENNIALS, AND HOW THEY THINK THEY ARE SEEN BY OLDER GENERATIONS, DECEMBER 2014

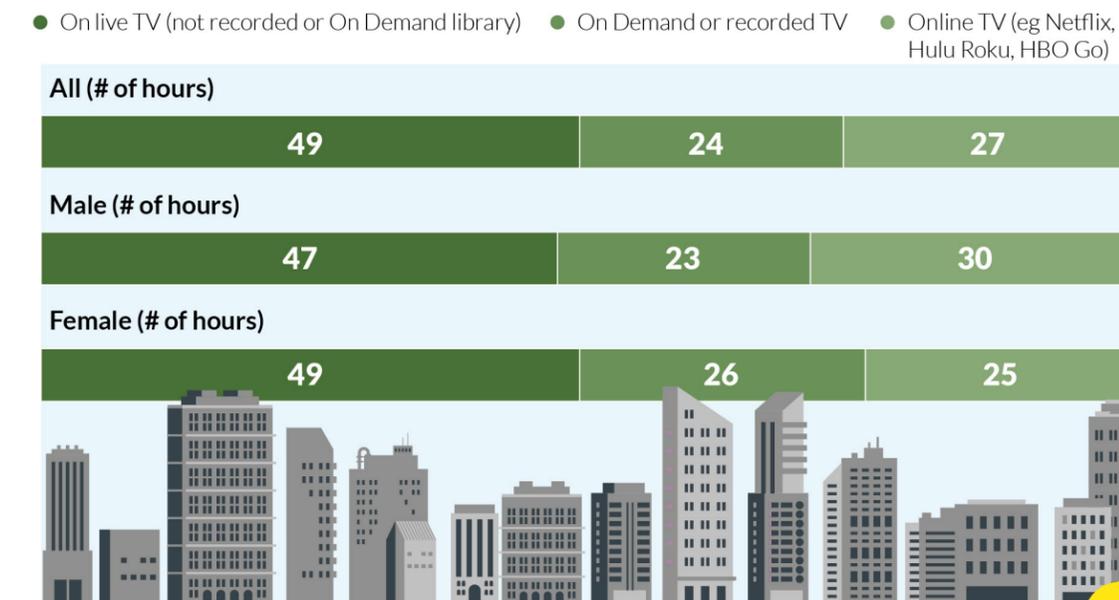


Base: 501 Black internet users aged 20-37  
SOURCE: LIGHTSPEED GMI/MINTEL

## BLACK MILLENNIALS CONSUME MORE THAN ONE QUARTER OF CONTENT VIA ONLINE TV

Nearly all Black Millennials access the internet through their computer or smartphone. Half of them also access it through their tablet, and more than one third are using a gaming device – men are twice as likely to use a gaming device. Two in 10 are going online through their TV. When it comes to watching TV, about half are consuming the content via live TV (not recorded or On-Demand). In fact, hypothetically if they watch 100 hours of TV each week, Blacks say they watch an average of 49 hours of live TV.

### HOW BLACK MILLENNIALS CONSUME TELEVISION CONTENT BY GENDER, DECEMBER 2014



Base: 501 Black internet users aged 20-37  
SOURCE: LIGHTSPEED GMI/MINTEL

