

Reaching Black Audiences

What Advertisers Should Know About Black Consumers and Viewers in the U.S.

Black Americans' population and buying power are both increasing quickly, and with such a large and diverse group, it can be difficult for marketers to understand and speak to this unique audience. Still, certain strategies can help brands earn a favorable impression with Black consumers, such as supporting social causes and creating socially relevant messaging. And with Black viewers spending significantly more time with multiscreen TV than other viewers, brands can effectively reach them with right message on the right platform.



01 A Growing Population

About 48 million Americans identify as Black, alone or in combination with another race, accounting for 15% of the population.¹ From 2000 to 2019, the number of Black Americans rose 32%, far outpacing the total U.S. population growth of just 17%.¹

Total U.S. Black Population¹



And this group is as diverse as any:^{1,2}

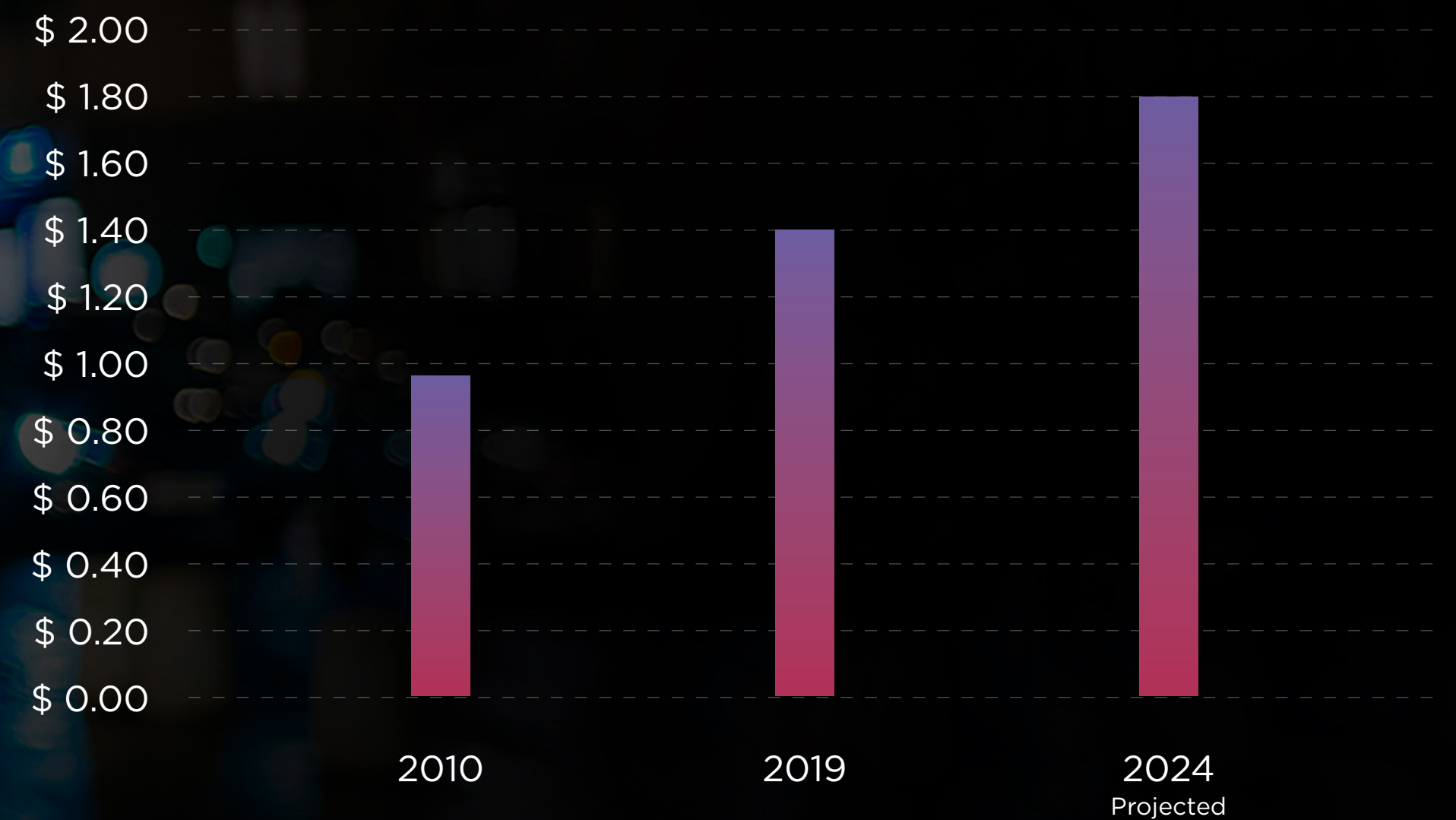
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|-------------------------------|---|
| 34M Adults | 29% Households with Children |
| 4.6M Foreign-Born | 52% Female |
| 3.2M Hispanic | 10% Mixed Race |
| 2.3M Military Veterans | 29% Married (Based on People 15+) |
| 33 Median Age | 23% College Graduate (Based on Adults 25+) |



02 Rising Buying Power

Black Americans had \$1.4 trillion worth of buying power in 2019, a 48% increase since 2010.² Comparatively, total American consumers' buying power increased 43% during the same time period.² And Black consumers' buying power is expected to continue growing. By 2024, this group will have an estimated \$1.8 trillion worth of buying power.²

Buying Power of Black Americans (Trillions)²



03 Popularity of Online Shopping

Black Americans are more likely than the general population to go online for common purchases. Here’s how their online shopping habits compare in some of the top categories:²



04

Supporting Social Causes

Social causes are front and center these days. Consumers want brands to show support for worthy issues, and Black consumers are especially likely to take this mindset. Compared to the average consumer, Black consumers are:²

- 58%** more likely to expect the brands they buy to take a stance on issues
- 37%** more likely to buy brands that do take a stance

This desire for advocacy is most pronounced among Black women:³

- 60%** say they're more likely to purchase brands that support causes they care about
- 43%** say they expect the brands they buy to support social causes
- 52%** say they are more likely to buy brands that they know support charities



05

Showing Loyalty and Giving Recommendations

Black consumers are three times as likely as the general consumer population to show support of their favorite companies and brands on social media.² Winning their loyalty can provide a real boost on social media and beyond.







Women are particularly important for companies looking for positive word-of-mouth. Of Black women:³

- 43%** like to share their opinions about products and services by posting online reviews and ratings
- 47%** say people often come to them for advice before making a purchase
- 34%** say people ask their advice on cars
- 38%** give advice on technology and electronics purchases

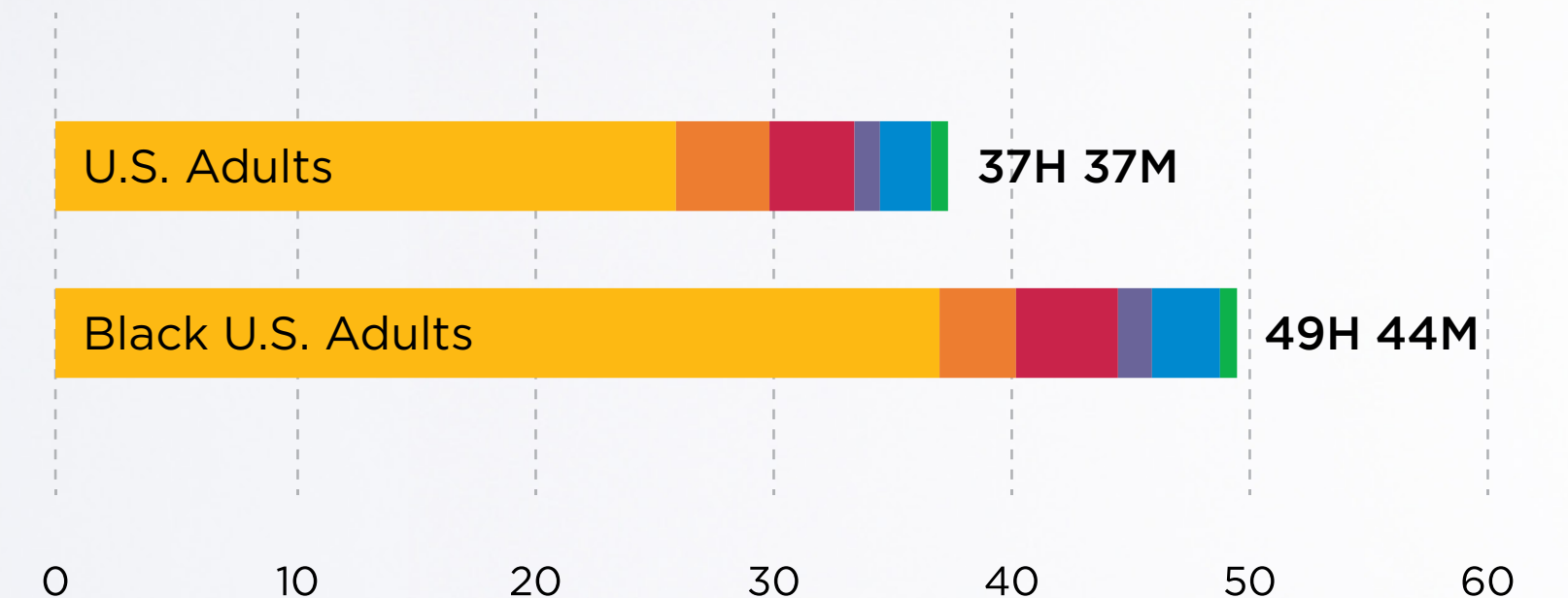


06 High Multiscreen TV Viewing Time

Black Americans spend about 12 hours more time with TV weekly than the average American. The vast majority of this extra time – 11 hours – comes from viewing live TV.⁴

-  Live TV
-  Time-Shifted TV
-  TV-Connected Devices
-  Computer
-  Phone
-  Tablet

Weekly Time Spent with Video, by Device⁴



In Comcast households, time spent watching TV is even higher. Black households with Comcast subscriptions spend 8 hours and 12 minutes daily, or more than 57 hours a week, on live and time-shifted TV alone. Most of this time is spent on cable (71%) and outside of primetime (68%).

Although Black viewers focus mainly on traditional linear TV, 70% of Black households have streaming subscriptions.⁴ For advertisers, this means there's opportunity to reach Black audiences across screens.

07

Demanding Culturally Relevant Content...

Black viewers watch a variety of TV shows, and advertisers can successfully reach them across all content.

On cable, they show a strong preference for shows that reflect their own lives and experiences, gravitating largely to content featuring Black leads.

Top cable shows among Black viewers in 2020:²

- 1. Last Dance
- 2. Sistas Series
- 3. Love & Hip Hop Atlanta 9
- 4. House of Payne (2020)
- 5. Love & Hip Hop Miami 3

Based on Black adults aged 18-49, Jan.-Sept. 2020.

Among Comcast subscriber households, Black households are more likely than average to watch these networks:⁵

TV1	376% more likely
BET	306% more likely
MTV2	289% more likely
VH1	206% more likely
Lifetime Movie Network	177% more likely

But elsewhere, viewing appears more varied and the most-viewed shows among Black viewers largely align with the general population’s viewing selections.

Top streaming shows among Black viewers in 2020:²

- 1. Ozark
- 2. All American
- 3. Family Guy
- 4. Criminal Minds
- 5. The Office

Based on Black adults aged 18+, Jan.-May 2020.

Top broadcast shows among Black viewers in 2020:²

- 1. Empire
- 2. The Masked Singer
- 3. For Life
- 4. 911
- 5. How to Get Away with Murder

Based on Black adults aged 18-49, Jan.-Sept. 2020.



08

...and Culturally Relevant Advertising

For brands, it's not just about advertising during the right content. It's also about conveying the right message. This is especially important to younger generations. Of Black millennials:⁶



75%

want brands to show more diversity in advertising



70%

are more likely to buy from brands that take a stand on race-related issues



75%

are more likely to consider brands that positively reflect Black culture

Sources:

1. U.S. Census Bureau, 2000-2019.
2. Nielsen, "Power of the Black Community—From Moment To Movement," 2020 Oct.
3. Nielsen, "African-American Women: Our Science, Her Magic," 2017 Sept.
4. Nielsen Total Audience Report, 2020 Aug.
5. Comcast viewership data, 2020Q3.
6. King, Oona, "The case for diversity in advertising," Think with Google, 2017 Feb.
7. Association of National Advertisers, "The ANA's AIMM Introduces the Cultural Insights Impact Measure™ (CIIM™) Proving that Cultural Relevance Drives Real Brand Results," 2019 Sept.
8. Magna, IPG Media Lab, and Twitter, "The Impact of Culture: What It Means For Brands Today," 2019 May.

And for brands that do it right, their efforts pay off.



25% of consumers' purchase decisions are based on brands' cultural involvement⁷

Additionally, compared to ads with low cultural relevance, those with high cultural relevance lead to:⁷

50% lift in loyalty

267% lift in purchase intent

So what makes a brand seem culturally relevant?

Here's what survey respondents say:⁸

58% Giving back to the community

54% Putting customers first

50% Being inclusive of a wide audience

47% Supporting social issues that benefit everyone