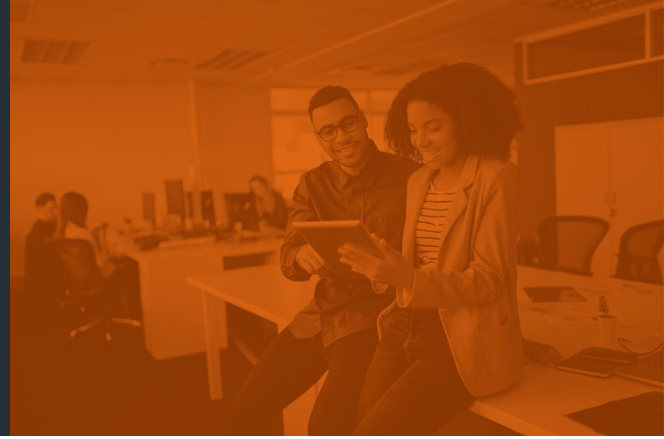


Tech Behaviors of Today's Black Consumers



Today, Black Americans represent 12.94% of the U.S. population, and are using their new unfettered access to technology to broaden their reach and express themselves on their own terms. Black American shopping preferences are also shifting in this digital age and according to the Selig Center for Economic Growth, Black buying power is now at \$1.6 trillion. Also, more than half of all Black Americans have lived their entire lives in the digital age. These tech-savvy Gen X, Millennial and Gen-Z consumers represent a coveted market segment whose interconnectivity is central to their everyday lives. This report provides an in-depth quantitative and qualitative data review of technology behaviors for the U.S. Black population. In summation, this report will give you the understanding needed to genuinely engage this valuable population segment and feel more secure in developing marketing strategies that will help your business gain their share of this large, fast-growing, and influential market.

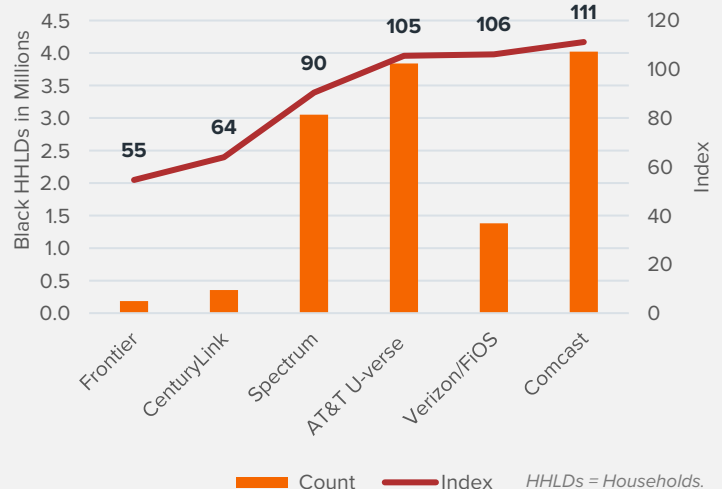
Using *Claritas Technology Behavior Track* data, we see that the primary Internet providers for Black households were Comcast, followed by Verizon/FIOS and AT&T U-verse. We also see that many Black Americans are switching from Cable Internet to 5G, which uses a wireless network to deliver broadband service to your home or mobile device. Black Americans are switching to 5G Internet for better reliability, speed and better service bundle options. In fact, our data shows that Black Americans are **35% more likely** to subscribe to 5G Internet in their home and **21% more likely** to have a mobile device that is compatible with a 5G network.

Black Americans are also:

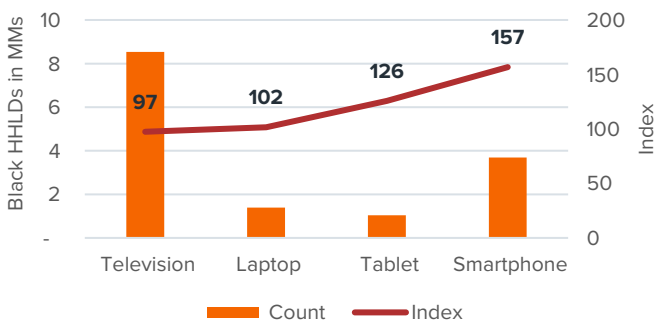
- **32% more likely** to have switched ISPs for better reliability
- **23% more likely** to have switched ISPs for better service bundles
- **34% more likely** to have Internet speeds of 1000 Mbps or more

*Index values are measures indicating whether a characteristic is over/under-represented in a population group. '100' indicates that it is equal to the national average, '50' indicates half the national average, and '200' is twice the national average.

Primary Internet Providers for Black Households

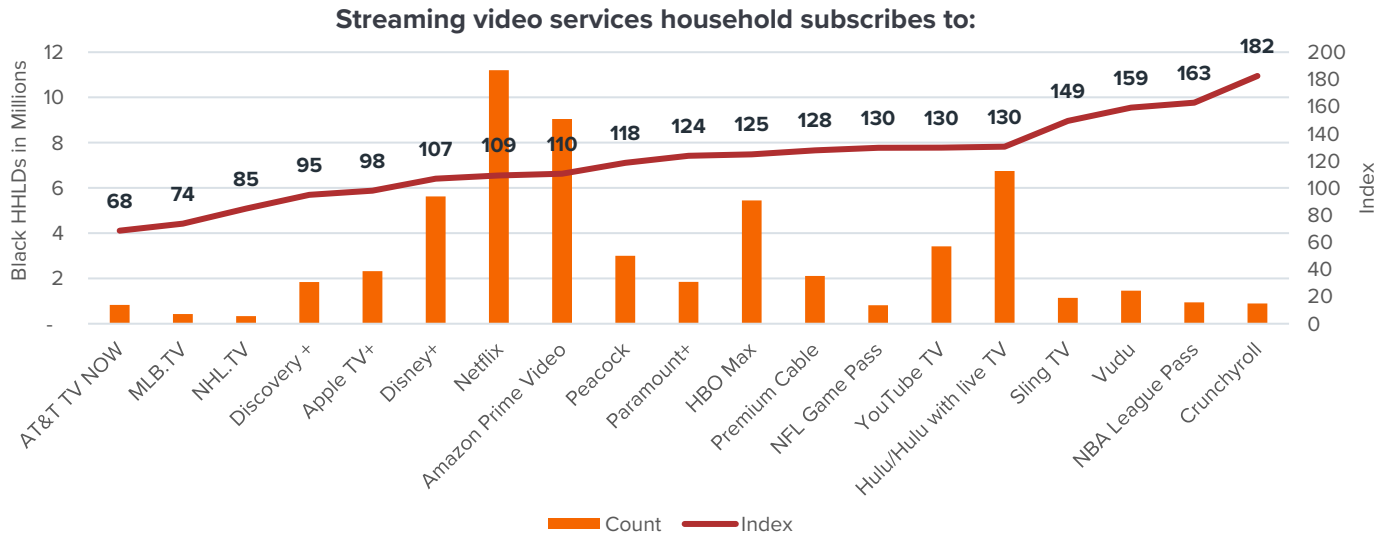


Which of the following is your preferred device to stream video services?



5G will also support higher quality streaming, ensuring that users can watch video and listen to audio as close as possible to the moment they were captured. When looking at our data, we see that streaming is a primary source of entertainment for Black Americans. They stream video and audio more frequently on all devices than the total population, especially on their mobile devices. However, Black Americans are less likely to stream video services using their home wi-fi. In fact, Black Americans index highest for streaming video services through mobile data on their Smartphone (**Index 157**) or on their Tablet (**Index 126**). Even further, Black Americans were **65% more likely** to spend 11-25 hours/week streaming video and **47% more likely** to spend 11-25 hours/week streaming audio. Go to page 2 to see the top streaming video services for Black households.

Source: Claritas Technology Behavior Track 2021



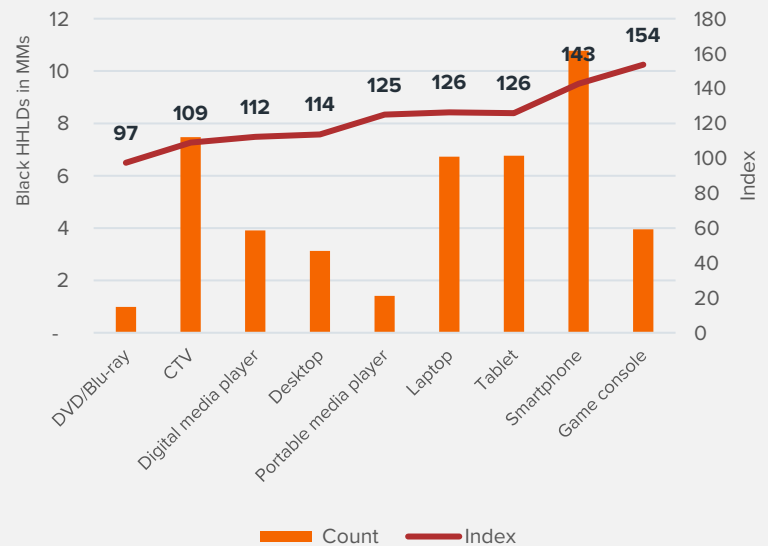
In the past 3 months, Black consumers were:

- **26% more likely** to watch TV/Movies using Tablet
- **43% more likely** to watch TV/Movies using Smartphone
- **9% more likely** to watch TV/Movies via CTV. While the index is greater for smartphones, the volume of households who said they prefer TV to stream video services was nearly double.

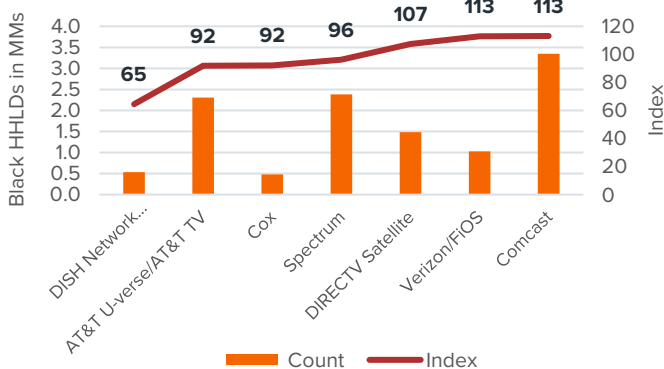
When we look at devices Black households currently have protection plans for, we see that Black Americans are **69% more likely** to have a protection plan on wearable devices, **60% more likely** to have one for a home gaming console and **50% more likely** to have one for their Internet enabled/connected TV.

We also see that Black households are **18% more likely** to own 3 or 4 TVs and **23% more likely** to spend 1-10 hrs/week watching on-demand content downloaded/ streamed through a subscription service provider on their TV.

In the past 3 months, I watched TV shows or movies using the following electronic devices



Please indicate the primary TV provider your household uses



When looking at the primary devices Black Americans use for key activities while watching TV, we see that Black HHLDs are:

- **28% more likely** to browse the Internet via their Smartphone
- **39% more likely** to do their shopping via their Smartphone
- **86% more likely** to watch videos on their Smartphone

When looking at the primary TV providers for Black households, we see they are most likely to use Comcast and Verizon/FIOS. In fact, they are **13% more likely** to have either Comcast or Verizon/FIOS.

Source: Claritas Technology Behavior Track 2021

Phone Usage and Behaviors

With the highest smartphone ownership and usage of any demographic group and an unyielding desire to use this technology for self-expression and image control, it would be very wise for any marketer to understand Black consumer smartphone preferences and usage. Using *Claritas Technology Behavior Track* data, we see that Black consumers are most likely to have plans with Boost Mobile (**Index 222**), followed by Metro by T-Mobile (**Index 217**), Sprint and Straight Talk.

Black consumers are also:

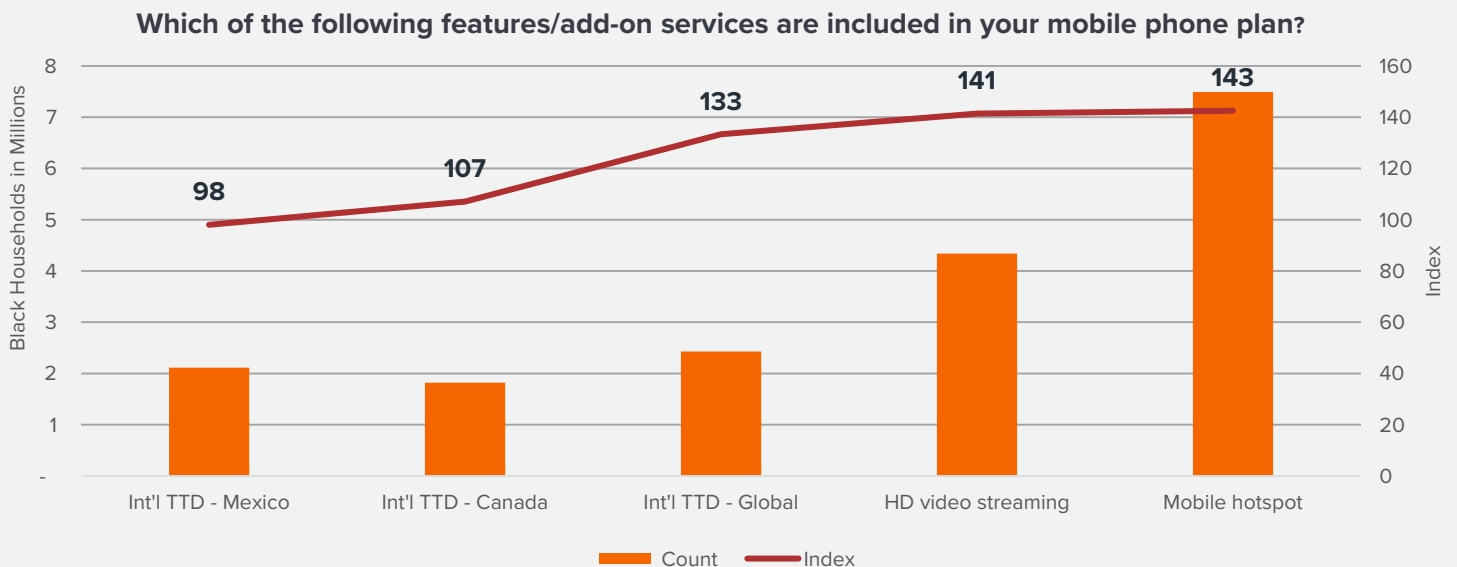
- **11% more likely** to have Pre-paid mobile phone plans
- **24% more likely** to have an individual mobile plan
- **12% more likely** to have an unlimited data plan

Smartphone features and add-on services

- **43% more likely** to have an add-on Mobile Hotspot
- **41% more likely** to have HD Video Streaming
- **33% more likely** to have International talk, text, and data

Preferred Smartphone Brands

- **35% more likely** to use LG
- **8% more likely** to use Samsung
- **14% less likely** to use Apple

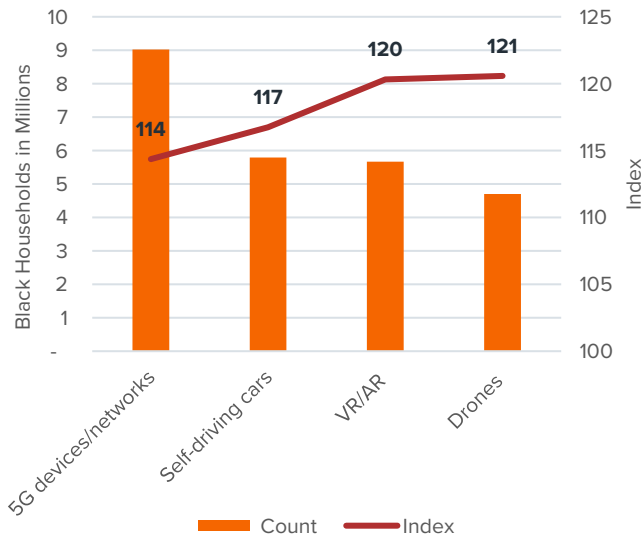


Source: Claritas Technology Behavior Track 2021



Black consumers are also more likely to have device insurance. In fact, they are **39% more likely** to have device insurance compared to no device insurance (**30% less likely**). This makes sense considering the top two reasons why Black Americans purchased their primary smartphone were due to a lost/stolen phone (**Index 157**) or a cracked screen (**Index 149**).

What technology devices or categories are you most excited for?



Devices and Innovative Tech

Using *Claritas Technology Behavior Track* data, we see that Black Americans have a greater likelihood for having purchased smart speakers, smart devices and smart appliances. Wanting the latest features, they are also 33% more likely to be considering purchasing smart appliances in the near future.

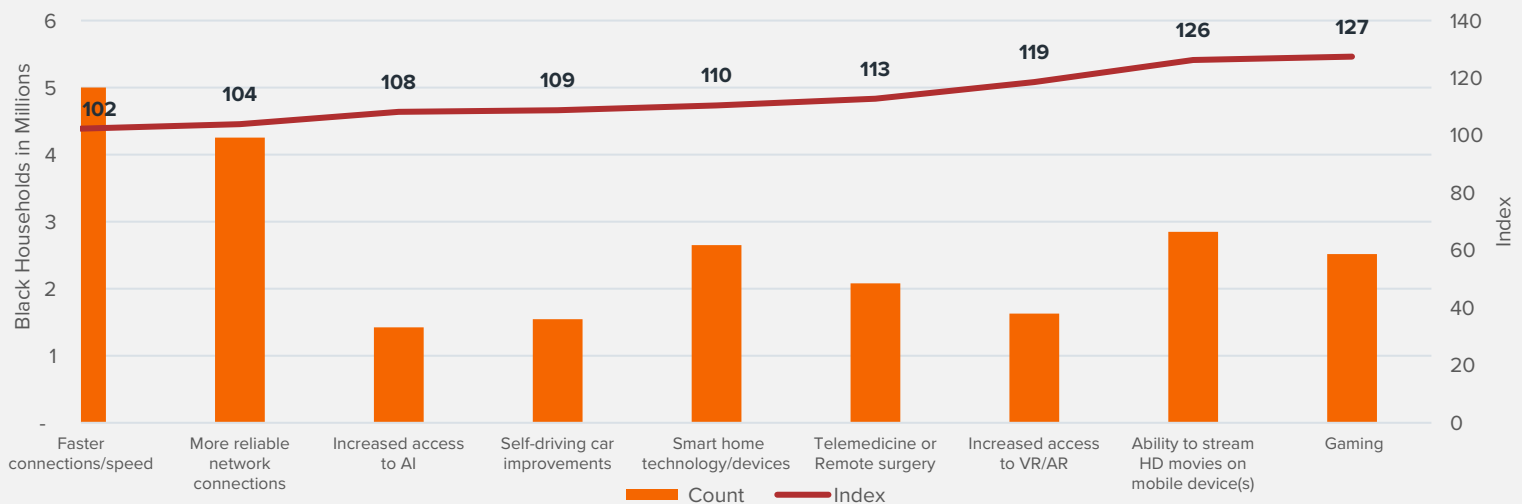
Black Americans are:

- **20% more likely** to own a Google home device
- **19% more likely** to own a home gaming console

When looking at technology devices or categories that Black Americans are most excited about, we see they are most likely to be excited about recreational drones, followed by VR/AR, self-driving cars and 5G devices and networks.

When we dive deeper into which of the following benefits Black Americans are most excited about when 5G networks and devices become more widely available, we see that they are most likely to be excited about having the ability to stream HD Movies on their mobile devices (**Index 126**) and gaming (**Index 127**).

Which of the following benefits are you most excited about when 5G networks and devices become more widely available?



Source: Claritas Technology Behavior Track 2021

Insights to shape a smarter plan

To win in the new, more diverse marketplace of the 21st century and fully-capitalize on this opportunity, marketing to Black Americans must become a part of the overall corporate business strategy. This means replacing assumptions with information, ethnic and social stereotypes with facts and insights, committing to real funding, and establishing a dedicated corporate infrastructure that supports targeted marketing from top to bottom. Visit www.claritas.com to see how marketers are leveraging Claritas' deep understanding of multicultural segments, across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.



To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit www.claritas.com

