

# 5 truths of the digital African American consumer

1

**They are ahead of the digital curve, utilizing video, mobile, and other platforms to interact online**

**Courses of action taken as a result of search:**

- 49% visited an online video website
- 46% recommended a brand, product or service to others offline
- 84% use search as #1 source of information

**Course of action taken as a result of online video:**

- 53% helped user learn more information
- 94% use YouTube
- 44% use video sites to learn about brands, products or services

53% own smartphones (more than rep)

71% access search engines

67% access social networks

**The mobile landscape is making a quick impact**

**Is your brand a part of the conversation?**

59% talk about what they learned from searching

66% comment on other people's video

59% "liked" a brand, company, product or service

26% have something to say on Twitter

39% recommended a brand, product or service to others after visiting a video site

2

**They are vocal. Digital is their microphone**

3

**They are avid searchers**

92% use Google

**Search engines dominate as the most widely used source of information**

72% use search daily

47% visit a brand's site after search

96% feel their searches are successful

**Users are active and successful with the search process**

4

**They are more thorough in their pre-purchase research**

82% have searched for something seen on a TV ad

45% use the internet at very beginning of shopping process

47% says its easier to research online before purchasing

39% use smartphones through decision making process

**The path to purchase is no longer linear**

63% shop online for convenience

59% feels there are better deals online

42% buy clothing

**Users value efficiency**

5

**They are more receptive to digital marketing**

78% notice search ads

32% click on ads on video sites

31% click on ads on smartphones

**Users are more receptive to, and interactive with, digital ads**

20% care if ads reflect their ethnicity

89% are willing to try new brands

**There is opportunity for new brands to truly engage the consumer**

**African American consumers by the numbers**

**\$1.2T**  
projected buying power

**27M**  
internet users

**69%**  
active online buyers

**51%**  
mobile internet users