



**A YOUTHBEAT® SPOTLIGHT**  
**STARRING BLACK TEENS**

**YouthBEAT®**

**culturebeat**  
Multicultural. Intercultural. Polycultural.

Divisions of C+R Research

At YouthBeat,<sup>®</sup> we partner closely with our CultureBeat<sup>®</sup> colleagues—especially when it comes to thinking about young consumers. Today’s teens, as members of Generation Z, are living in a multicultural world—and we wanted to honor one segment, Black Teens, by shining a spotlight on their lives and preferences. You’ll see that they have an affinity for in-culture entertainment, and different palates for food and beverages compared to their Non-Hispanic White and Hispanic counterparts. Plus they have great hopes for the future and are involved in their communities. Black Teens make up about 13% of the teen population in the U.S. (or 2,900,000 out of 22,000,000). They’re a segment worth following, and tailoring products and messages to their preferences.

## BELIEFS + DEMOGRAPHICS

### AGREE WITH STATEMENT



*I am happy with the way I look*

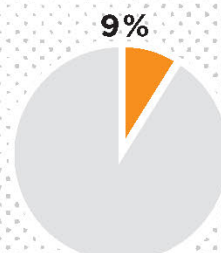
**54%** NHWhite Teens    **63%** Hispanic Teens    **78%▲** Black Teens



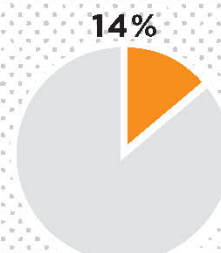
*I can influence change in the world*

**55%** NHWhite Teens    **42%** Hispanic Teens    **69%▲** Black Teens

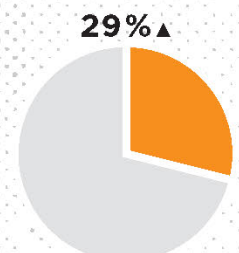
### WOULD CHANGE NOTHING ABOUT THEMSELVES



NHWhite Teens



Hispanic Teens



Black Teens

Despite more positive views of themselves, the suicide rate has increased between 2001-2017...\*



**+182%**

Among Black Females 13-19



**+60%**

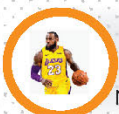
Among Black Males 13-19

Black Teens are more likely than other groups to be exposed to trauma, economic disadvantage, and discrimination, which can create toxic stress. The resulting loss of hope is a key risk factor for suicide.



In recent incidences in Massachusetts, Louisiana, and Florida, Black Teens have faced discrimination in schools for wearing their hair naturally or in braids.

### FAMOUS PERSON MOST LIKE TO HANG OUT WITH



**1%**

NHWhite Teens

*Lebron James*

**1%**

Hispanic Teens

**8%▲**

Black Teens



**0%**

NHWhite Teens

*Beyoncé*

**1%**

Hispanic Teens

**8%▲**

Black Teens

▲/▼ Significantly greater/lower than other groups at the 95% confidence level.

Source: Total 2018 YouthBeat<sup>®</sup> Data

\* According to: <https://www.usnews.com/news/health-news/articles/2019-06-26/suicide-rates-soaring-among-black-teens>

# SHOPPING + BRANDS

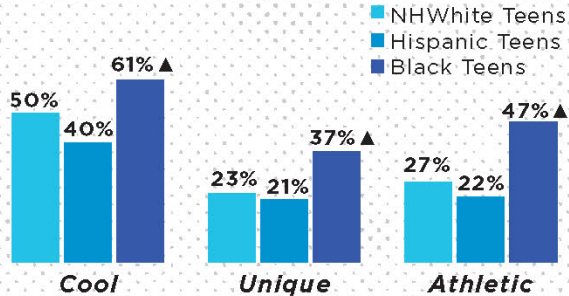
One in four Black Teens name Nike as their favorite brand, unprompted. They're in stores shopping and have great influence over household purchases. Of note, they have a greater affinity for music in commercials compared to Non-Hispanic White and Hispanic Teens.

## FAVORITE BRAND

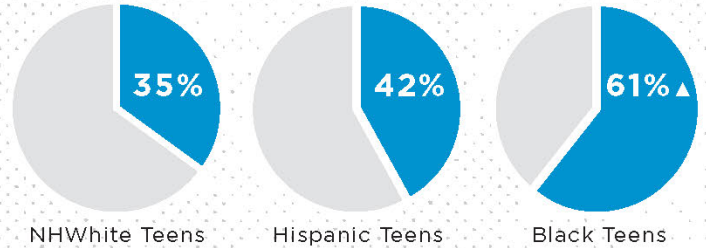


**16%** NHWhite Teens    **16%** Hispanic Teens    **26%▲** Black Teens

## DESCRIPTION OF FAVORITE BRAND



## AGREE FAVORITE BRAND HAS GREAT COMMERCIALS



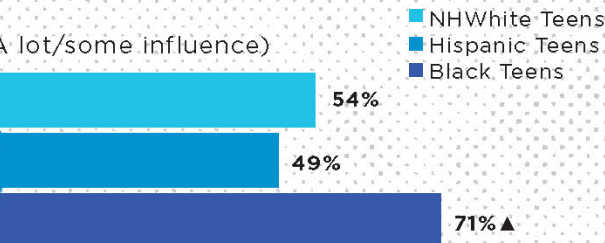
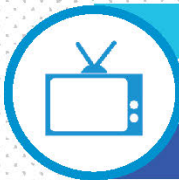
## FAVORITE COMMERCIAL HAS GREAT MUSIC



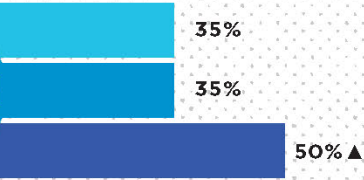
**13%** NHWhite Teens    **13%** Hispanic Teens    **28%▲** Black Teens

## HAVE AN INFLUENCE ON PURCHASE OF...

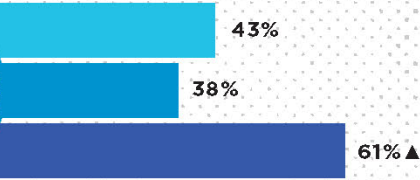
TV (% A lot/some influence)



Juice (% A lot of influence)



Sports Drinks (% A lot of influence)



## A BRAND GETTING IT RIGHT



*my black* is beautiful

Procter & Gamble's My Black is Beautiful campaign is on a mission to #REDEFINEBLACK. Negative words, such as dirty and wicked, are prioritized in dictionaries over definitions related to identity and skin color. Through a petition on DoSomething.org, this campaign is encouraging dictionaries to redefine the definition of black.



has already agreed to update the order of its definitions later this year, to better represent the notion that Black is Beautiful and not a negative word.

## WENT GROCERY SHOPPING ON MOST RECENT SCHOOL DAY

**6%** NHWhite Teens    **7%** Hispanic Teens    **19%▲** Black Teens



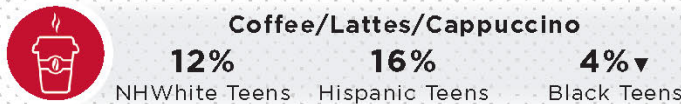
▲/▼ Significantly greater/lower than other groups at the 95% confidence level  
Source: Total 2018 YouthBeat® Data

# FOOD + BEVERAGES

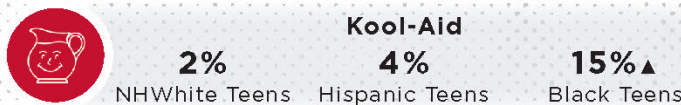
## FAVORITE FOOD AFTER SCHOOL



## FAVORITE MORNING DRINK



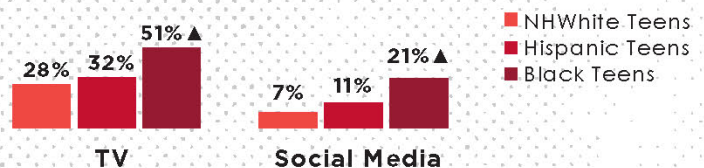
## PRODUCTS DRANK YESTERDAY



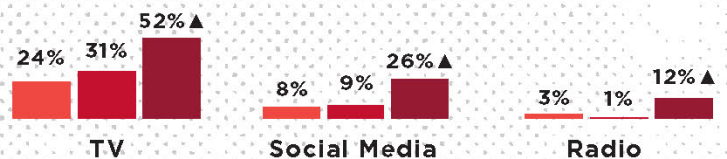
In comparison to Non-Hispanic White and Hispanic Teens, Black Teens are seeking heartier afterschool snacks, including pasta dishes. For their beverage choices, they turn down coffee but are open to fizzy water and Kool-Aid. They're more tuned in to digital marketing than other segments to find out about new snacks, beverages, and restaurants.

In terms of the flavor profiles they love, Black Teens have a sweeter tooth than others in their cohort—they like caramel, bubble gum, fruit flavors, BBQ honey, and honey mustard more than Non-Hispanic White and Hispanic Teens. They only overindex on a couple of savory flavor profiles—cool ranch and tomato basil.

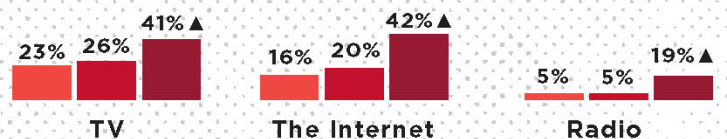
## HOW FIND OUT ABOUT NEW SNACKS



## HOW FIND OUT ABOUT NEW BEVERAGES



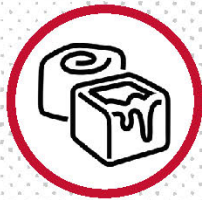
## HOW FIND OUT ABOUT NEW RESTAURANTS



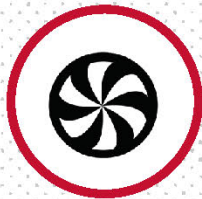
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Source: Total 2018 YouthBeat® Data

# FOOD + BEVERAGES

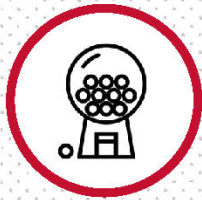
## % LIKE TASTE/FLAVOR



**75%** NHWhite Teens  
**74%** Hispanic Teens  
**87%▲** Black Teens



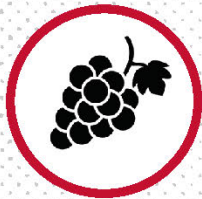
**73%** NHWhite Teens  
**60%** Hispanic Teens  
**84%▲** Black Teens



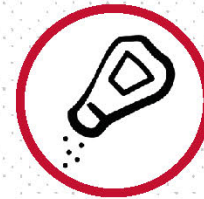
**69%** NHWhite Teens  
**67%** Hispanic Teens  
**83%▲** Black Teens



**69%** NHWhite Teens  
**60%** Hispanic Teens  
**83%▲** Black Teens



**67%** NHWhite Teens  
**62%** Hispanic Teens  
**83%▲** Black Teens



**66%** NHWhite Teens  
**49%** Hispanic Teens  
**79%▲** Black Teens



**64%** NHWhite Teens  
**59%** Hispanic Teens  
**76%▲** Black Teens



**58%** NHWhite Teens  
**48%** Hispanic Teens  
**74%▲** Black Teens



**48%** NHWhite Teens  
**40%** Hispanic Teens  
**67%▲** Black Teens



**43%** NHWhite Teens  
**36%** Hispanic Teens  
**58%▲** Black Teens

▲/▼ Significantly greater/lower than other groups at the 95% confidence level  
 Source: Total 2018 YouthBeat® Data

# MEDIA + ENTERTAINMENT

## WATCHED TV ON MOST RECENT SCHOOL DAY

**45%** NHWhite Teens    **44%** Hispanic Teens    **61%▲** Black Teens

## WATCHED TV ON A PHONE IN THE PAST WEEK

**51%** NHWhite Teens    **55%** Hispanic Teens    **74%▲** Black Teens

## STREAM TV

**56%** NHWhite Teens    **63%** Hispanic Teens    **82%▲** Black Teens

## WATCH FREE ON DEMAND TV ONCE A WEEK OR MORE

**18%** NHWhite Teens    **14%** Hispanic Teens    **41%▲** Black Teens

## FAVORITE MUSIC ARTIST



**1%** NHWhite Teens    **Beyoncé** **4%** Hispanic Teens    **12%▲** Black Teens

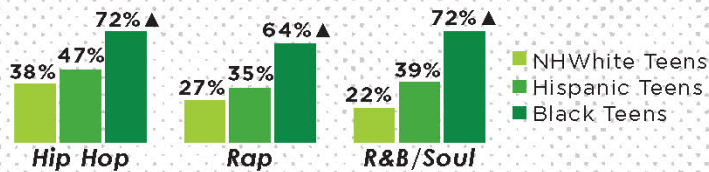


**0%** NHWhite Teens    **Jay-Z** **0%** Hispanic Teens    **6%▲** Black Teens



**1%** NHWhite Teens    **Kendrick Lamar** **0%** Hispanic Teens    **8%▲** Black Teens

## FAVORITE TYPES OF MUSIC



# 20,000 HOURS

amount of radio (mostly music) child will listen to before they turn 15\*

# 40,000 HOURS

of media child will consume before they turn 15\*

# 18,000 HOURS

amount of TV child will watch before they turn 15\*

Compared to segments of other ethnicities, Black Teens have an affinity for in-culture entertainment, in terms of genres and individual performers. As comparatively heavy consumers of TV, movies, sports, and news, Black Teens are in the know!

## WATCH FREE ON DEMAND MOVIES ONCE A WEEK OR MORE

**12%** NHWhite Teens    **16%** Hispanic Teens    **32%▲** Black Teens

## FAVORITE MOVIE



**2%** NHWhite Teens    **1%** Hispanic Teens    **12%▲** Black Teens

Recently, *Spider-Man: Into the Spider-Verse* is more culturally inclusive than past films.

## READ A BOOK/MAGAZINE ON A PHONE IN THE PAST WEEK

**10%** NHWhite Teens    **14%** Hispanic Teens    **30%▲** Black Teens

## READ A MAGAZINE AT LEAST ONCE A WEEK

**9%** NHWhite Teens    **4%** Hispanic Teens    **24%▲** Black Teens

## VISITED SPORTS SITE IN PAST WEEK

**8%** NHWhite Teens    **7%** Hispanic Teens    **19%▲** Black Teens

## SOURCE OF NEWS



**TV**  
**46%** NHWhite Teens    **44%** Hispanic Teens    **63%▲** Black Teens



**Printed Newspaper**  
**11%** NHWhite Teens    **2%** Hispanic Teens    **23%▲** Black Teens

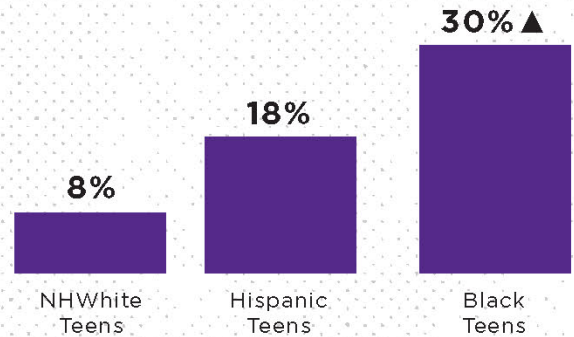
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Source: Total 2018 YouthBeat® Data

\* According to: <http://cultureand youth.org/african-american-culture/articles-african-american-culture/african-american-youth/>

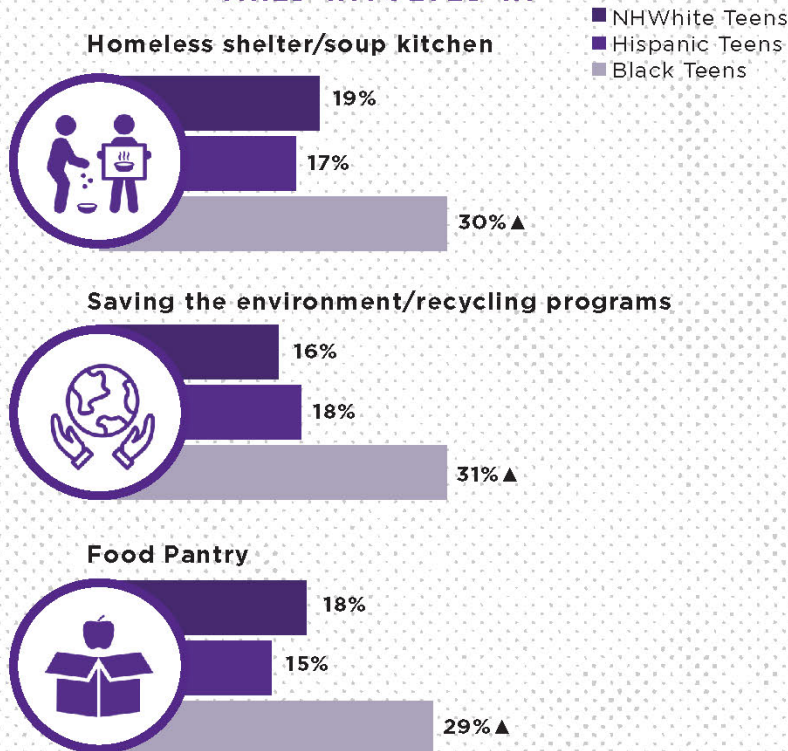
# SOCIAL ISSUES + BELIEFS: PARENTS

It's concerning but not surprising that parents of Black Teens worry the most about their children facing discrimination. Given current events in recent years, Gen Z is more politically active than were Millennials as teens, and Black Teens are particularly civic-minded. Parents of Black Teens are the most likely of any of the segments to want their child involved in helping the homeless, environmental concerns, and food pantry efforts.

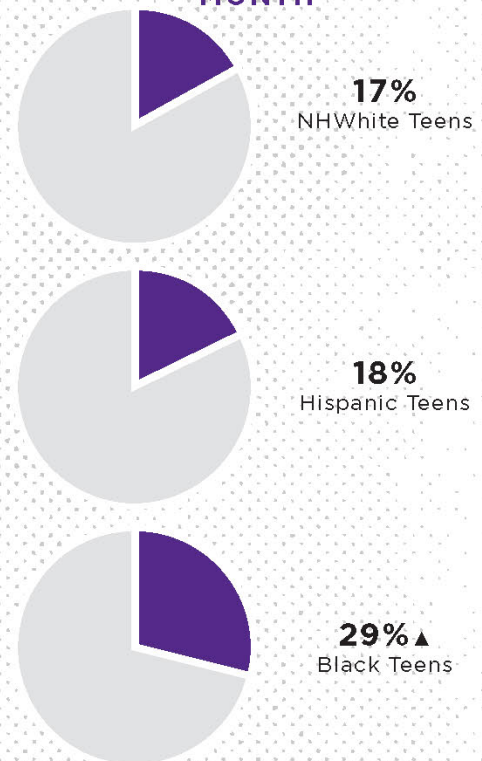
## PARENT IS WORRIED ABOUT CHILD BEING DISCRIMINATED AGAINST



## CAUSES PARENT WANTS CHILD INVOLVED IN



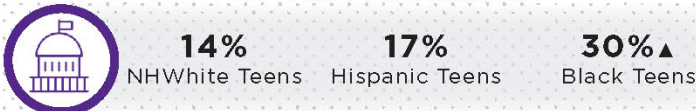
## CHILD ASKED PARENT TO VOLUNTEER FOR A CAUSE IN THE PAST MONTH



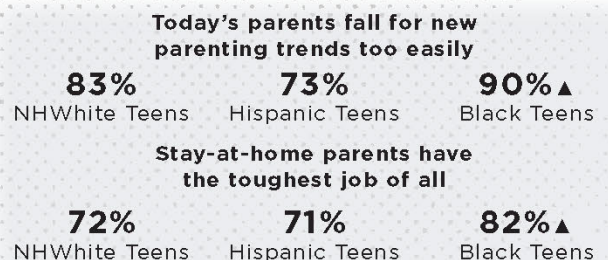
## FAMILY IS VERY INVOLVED IN RELIGION



## PARENTS POLITICAL VIEWS ARE LIBERAL



## AGREEMENT ON PARENTING STYLES (Agree strongly/somewhat)



▲/▼ Significantly greater/lower than other groups at the 95% confidence level.  
Source: Total 2018 YouthBeat® Parent Data

# MEDIA + ENTERTAINMENT: PARENTS

## TYPES OF SHOWS PARENT WATCHES WITH CHILD



### Sports



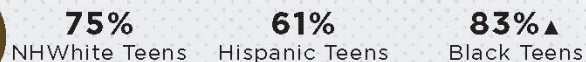
### Law Enforcement Entertainment



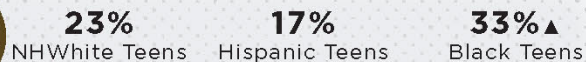
### Sports News and Talk



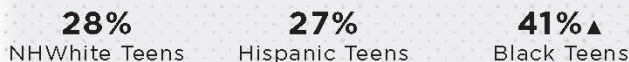
## CHILD HAS STREAMED TV PROGRAMS



## CHILD WATCHES TV ON A LAPTOP/COMPUTER



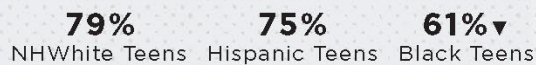
## CHILD MOST OFTEN WATCHES TV IN THEIR BEDROOM



## HOW MOST OFTEN COMMUNICATE WITH CHILD



### Text

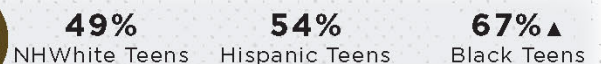


### Cell Phone Call

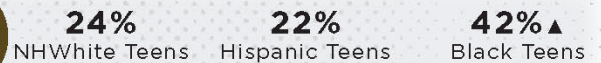


Parents of Black Teens walk a line between enjoying media with their children—especially sports, sports news, and law enforcement shows, compared to Non-Hispanic White and Hispanic families—and facing talk of crime through a media lens and worrying about bad influences who may try to contact their children online.

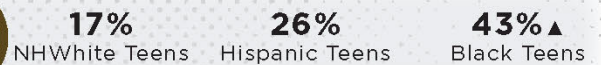
## CHILD ASKS QUESTIONS ABOUT THE NEWS



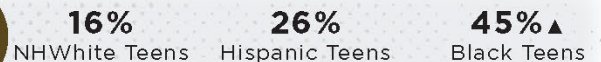
## CHILD ASKS ABOUT CRIME IN THE NEWS



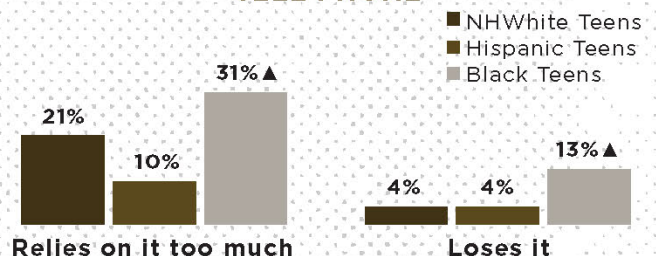
## CHILD PAYS ATTENTION TO TV ADVERTISING



## PARENT FINDS OUT ABOUT PRODUCTS FROM ADVERTISING CHILD SEES



## BIGGEST DOWNSIDE OF CHILD HAVING CELL PHONE



## PARENT WORRIES ABOUT CHILD GOING ONLINE AND ATTRACTING THE WRONG TYPE OF FRIENDS/BAD INFLUENCES





# FOOD: PARENTS

## IMPORTANCE IN CHILD'S DIET (Very/Somewhat important)



### Monitoring Sodium Intake

**42%** NHWhite Teens    **53%** Hispanic Teens    **74%▲** Black Teens



### Getting enough Fiber

**58%** NHWhite Teens    **60%** Hispanic Teens    **73%▲** Black Teens

## FEELINGS ABOUT BEVERAGES (Strongly/Somewhat Encourage)



### Real Fruit Juice

**38%** NHWhite Teens    **42%** Hispanic Teens    **51%▲** Black Teens



### Hot Tea

**18%** NHWhite Teens    **21%** Hispanic Teens    **34%▲** Black Teens

## CHILD ASKS PARENTS TO BUY FRUIT ROLL UPS



**0%** NHWhite Teens    **1%** Hispanic Teens    **10%▲** Black Teens

**Black Teens' parents are on higher alert than parents of other cultural groups when it comes to monitoring sodium and fiber in their children's diets. Prevention is important in the Black community, which is at higher risk than other groups for high blood pressure, diabetes, and stroke.\* They're also more likely to encourage beverages of real fruit juice and tea compared to Non-Hispanic White and Hispanic parents.**

*\*Source: Centers for Disease Control and Prevention*

**In 2018, parents of Black Teens were more likely than parents of other ethnic backgrounds to give allowances to their children—and to give them raises from the prior year. Teens will still ask for a bit of cash here and there, and Black Teens are more likely than youth of other backgrounds to seek it out for snacks.**

# MONEY: PARENTS

## CHILD GOT MONEY IN WALLET/POCKET FROM ALLOWANCE (NON-CHOSES)



**10%** NHWhite Teens    **10%** Hispanic Teens    **27%▲** Black Teens

## PARENT IS GIVING CHILD MORE MONEY THAN ONE YEAR AGO



**19%** NHWhite Teens    **22%** Hispanic Teens    **38%▲** Black Teens

## THE LAST TIME CHILD ASKED FOR MONEY IT WAS FOR SNACKS



**9%** NHWhite Teens    **6%** Hispanic Teens    **22%▲** Black Teens

▲/▼ Significantly greater/lower than other groups at the 95% confidence level  
Source: Total 2018 YouthBeat® Parent Data



**YouthBEAT<sup>®</sup>**

**culturebeat**

Multicultural. Intercultural. Polycultural.

**C + R**  
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