

## African Americans Online

**Description:** Following Hispanics, African Americans are the second-largest minority market in the US. Researchers estimate they will spend \$860 billion in 2007, rising to \$1.1 trillion by 2012. The factors driving this buying power, such as improvements in education, income and employment, are also increasing African American Internet usage.

The African Americans Online report analyzes the many factors that have gone into creating the digital divide, including why it is closing slower than expected.

eMarketer estimates that African Americans will make up 11.8% of all US Internet users in 2011, up from 10.8% in 2006.

But despite the fact that the costs of computer equipment and Internet access have fallen over the last few years, there continues to be a significant digital divide between White and Black America.

Key questions the "African Americans Online" report addresses:

- How many African Americans are online?
  - Is the digital divide closing?
  - What is distinctive about the attitudes and values of African Americans that drive their spending behavior?
  - What lessons can be learned from successful marketing targeting African Americans?
- And many others...

The African Americans Online report aggregates the latest data from marketing and communications researchers with eMarketer analysis to provide the information you need to make the right business decisions—right now.

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