

think with Google™

Generation Z

New insights into the mobile-first mindset of black teens

Methodology

To help marketers better understand the digital behaviors of black teens (13 to 17 year olds), and how they compare to the general population of teens, Google and Ipsos teamed up for this research report.

Format	Survey via online panels by Ipsos
Population	Sample representative of online population 13 to 17 (classified as teens), 18 to 24 (classified as young adults)
Sample Size	13- to 17-year-olds n=1,000; Black 13- to 17-year-olds n=1,000
Market	U.S.
Fielding Date	August 2016

Key Findings

1 The first-phone milestone.

Getting a phone is one of the top life events for black teens. And they are getting them at an increasingly younger age—today's black teens get their first phone around 13 years old, while black young adults (18 to 24) got their first phone at 16.

2 Mobile music rules.

Above all else, black teens use their phones to listen to music. Eighty-six percent do so on their phones every week, significantly more than all teens, and nearly 6 in 10 say they spend more than three hours every day listening to music on their phones.

3 When they shop, they're mobile.

Two in three black teens make purchases online, and of those, more than half are making purchases on their phones.

4 Keep it personal.

Black teens are more likely to have positive attitudes towards brands, and to consider them 'cool,' if they feel as though the message is personalized to them.

Getting a phone is regarded as the second most important life event for black teens

Most important life event for 13- to 17-year-old black teens

- 1 Graduating from school
- 2 Getting a phone
- 3 Getting a license

13

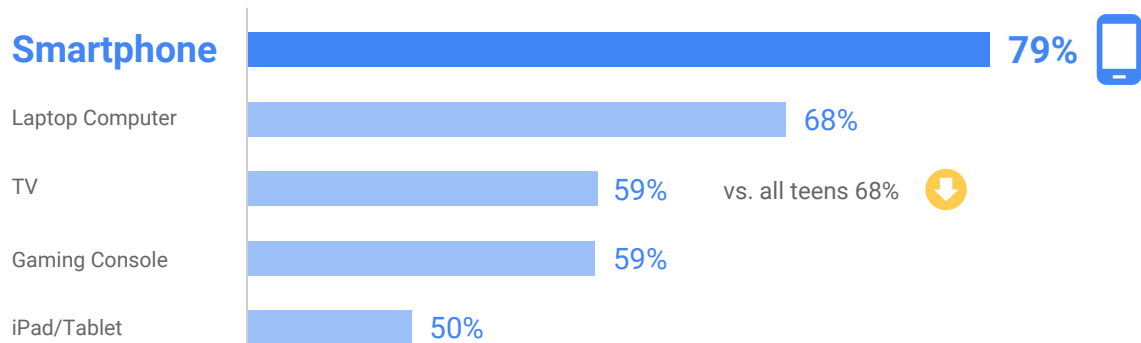
The median age at which
black teens
get their first phone
(vs. 12 for all teens)

I6 Which of the following was the most important in your life until now? Please select one
Base: All respondents 13-17 Main sample (426), black teens sample (387)

Like all teens, smartphones are the most-used device for black teens

But compared to their peers, they are lighter TV watchers.

Top devices used by black teens



M1 Which devices do you currently use? Please select all that apply
Base: All respondents 13-17s: Main sample (426) / black teens sample (387)

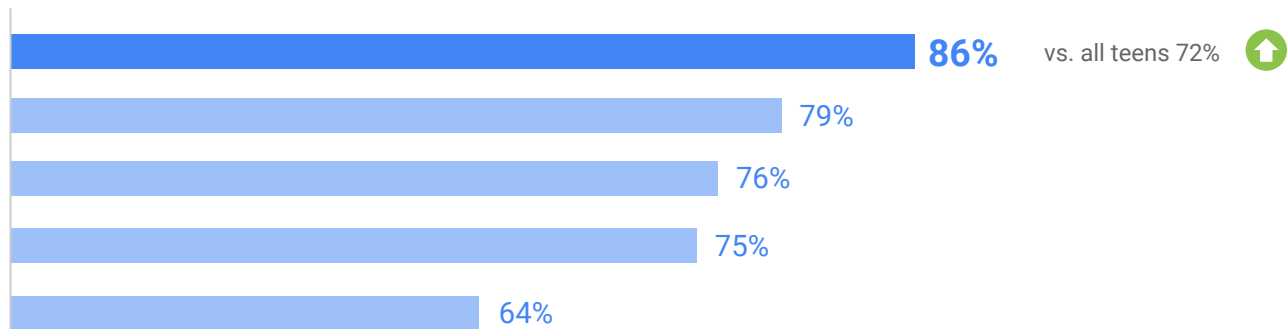
Phones connect and entertain today's teens

Black teens are more likely to listen to music on their phones than anything—or anyone—else

Top 5 smartphone activities for black teens

Past 7 days

Listen to Music



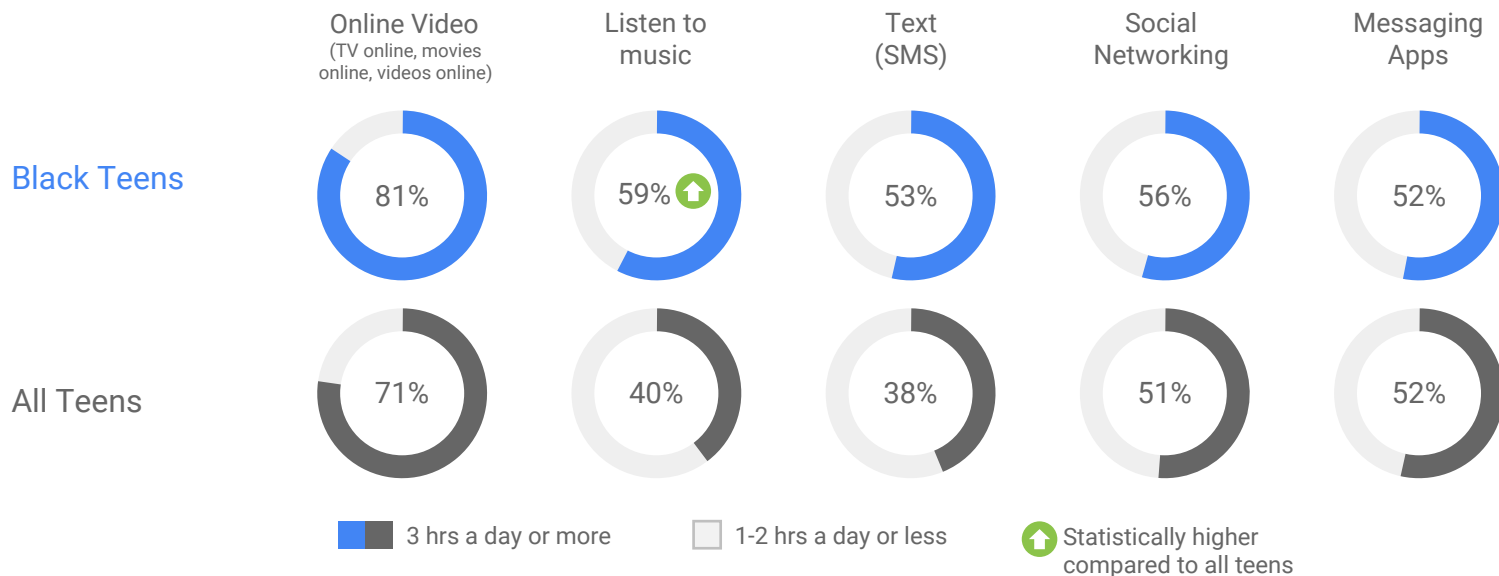
Source: M3 What have you done in the past 7 days on your smartphone? Select all that apply

Base: Smartphone users 13-17s: Main sample (335), black teens sample (394)

In fact, they are huge consumers of all forms of mobile media

8 in 10 black teens say they spend 3+ hours per day watching online video

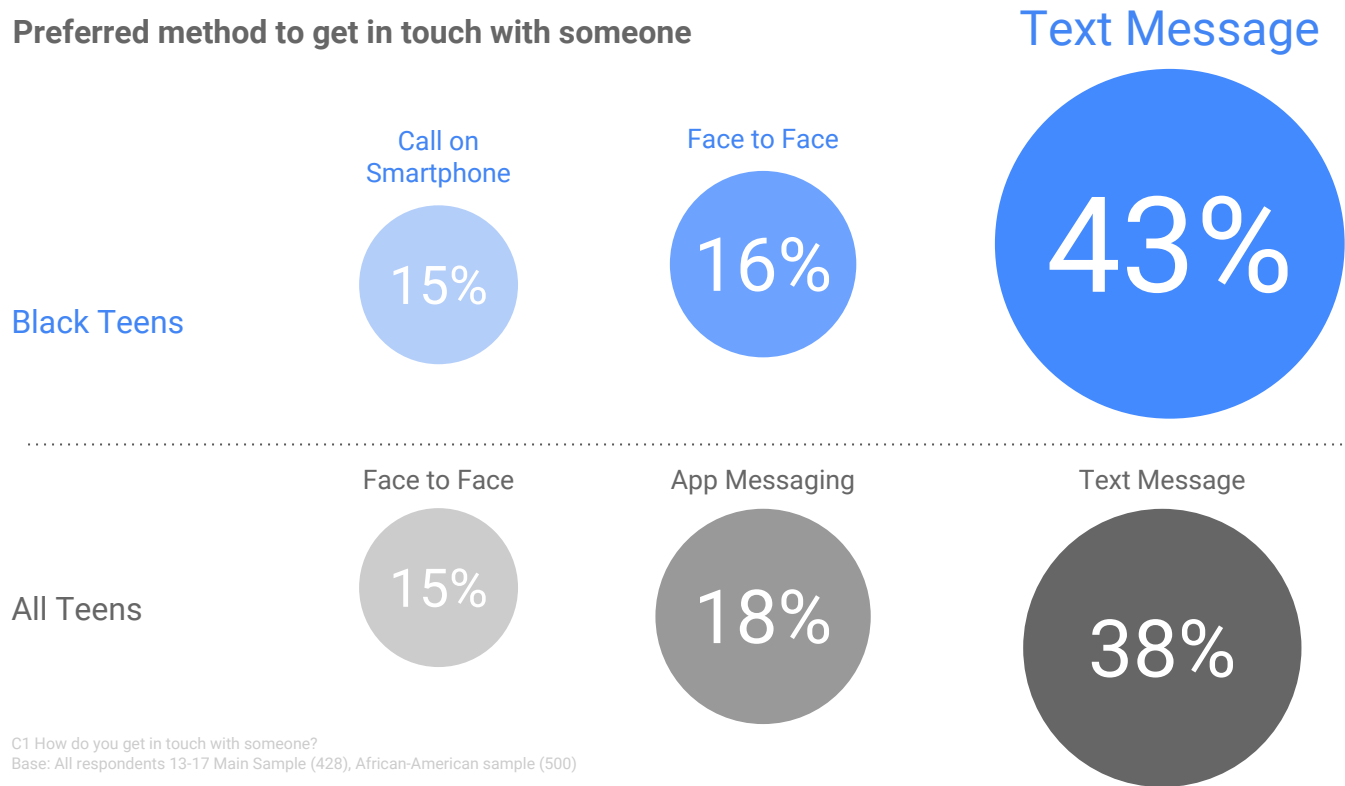
Time spent on activities on a smartphone in an average day: 13- to 17-year-olds



Source: M3a How often do you use your smartphone on an average day to do the following?
Base: Those who use a smartphone on M1 – base varies by activity

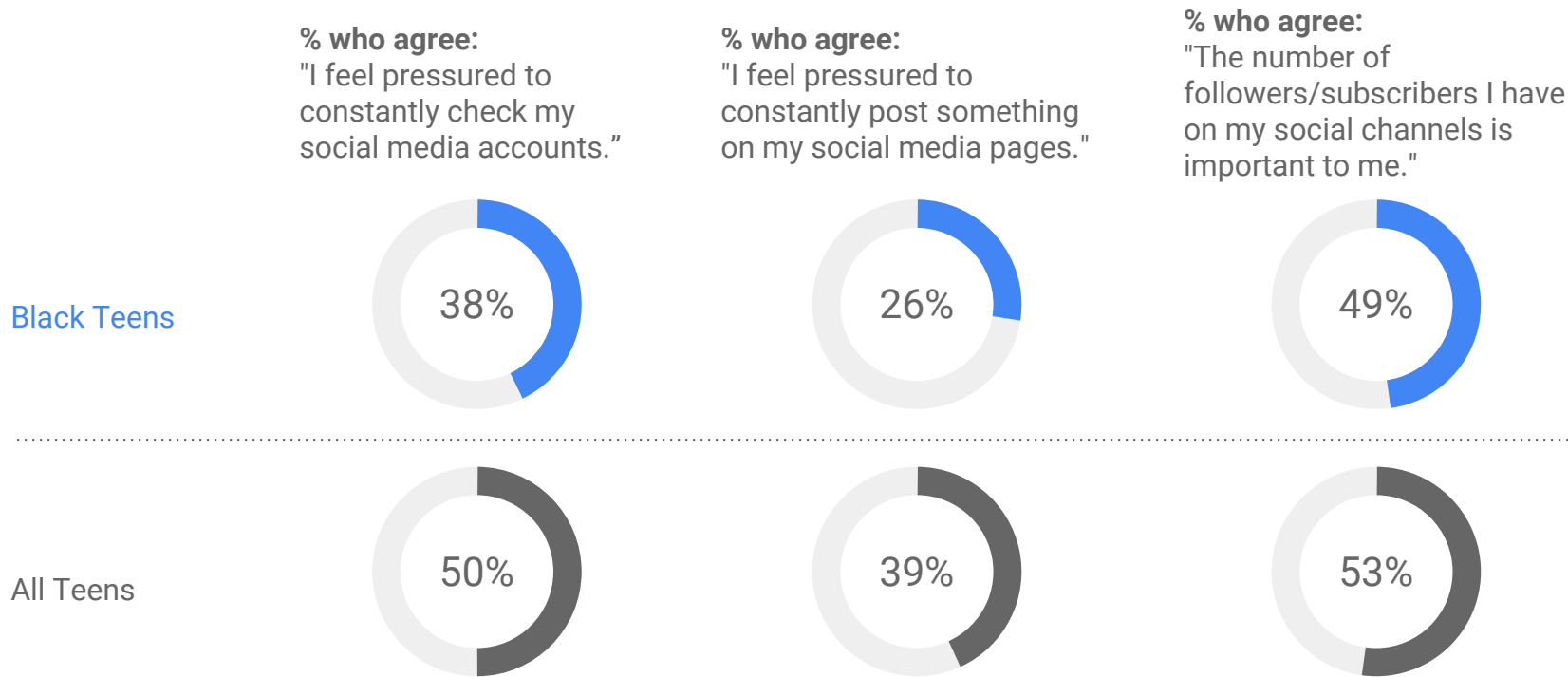
To communicate with others, black teens are avid text messagers

Preferred method to get in touch with someone



C1 How do you get in touch with someone?
Base: All respondents 13-17 Main Sample (428), African-American sample (500)

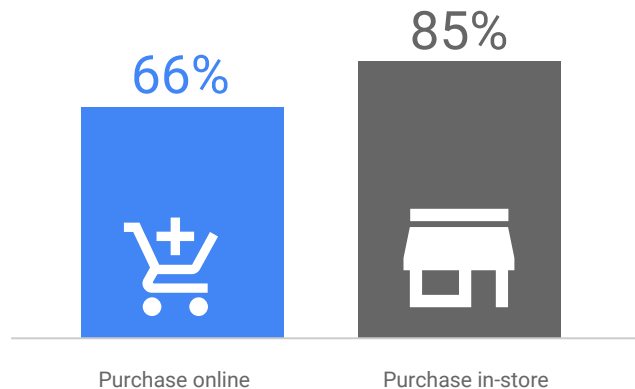
For black teens, social media does not hold the same social pressures



Source: B18 Thinking about social media, how much do you agree with the statements below?
Base: All respondents 13-17 Main sample (428), Boost sample (500)

Two-thirds of black teens make purchases online,
while 85% make in-store purchases

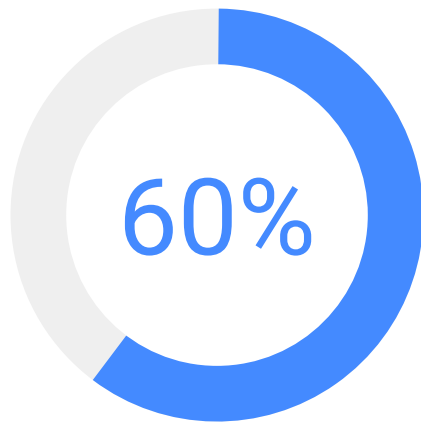
Black teens purchase behaviors



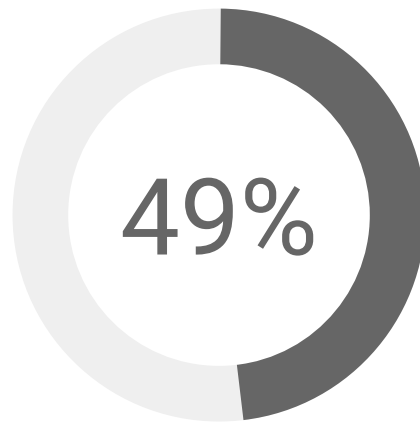
S1_bis For each type of product, which of the below best describes you?
Base: All respondents 13-17 black teens sample (500)

When shopping online, black teens are more deal conscious than their peers

The main reason teens shop online: I can find better deals online



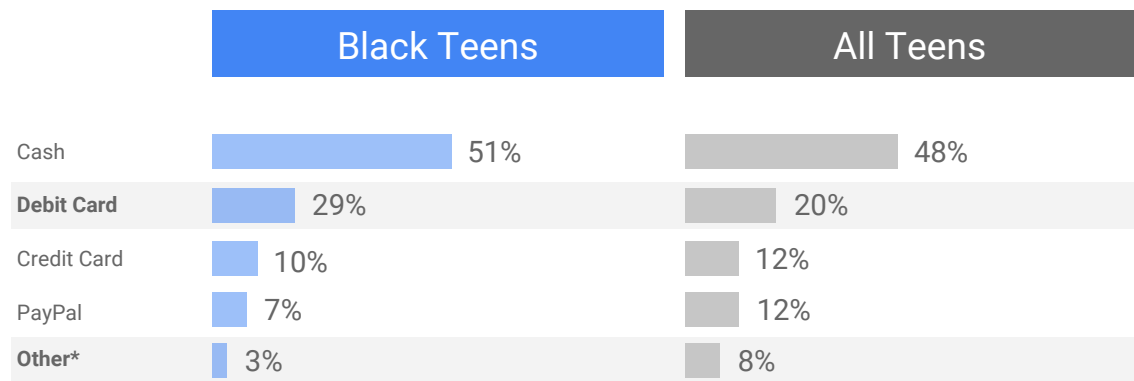
Black Teens



All Teens

Compared to all teens, black teens are much less reliant on digital payment services and more dependent on debit cards

Payment method most often used by 13- to 17-year-olds



*Other includes digital payment options (Android Pay, Apple Pay, etc.)

When it comes to 'what's cool,' black teens are most likely to be influenced by peers and personalization

Aspects that make a product “cool” – 13-17s

Black
Teens

#1

If friends are talking about it

All
Teens #1

If friends are talking about it

Black
Teens

#2

If it's something personalized to me

All
Teens #2

If I see an ad about it

Black
Teens

#3

If I see or hear on social media

All
Teens #3

If it's something personalized to me



It's Lit

a guide to what teens think is cool

Google

Teens say something is cool if it's unique, impressive, interesting, amazing, or awesome.

Which brands fit the bill?

Find out in our new report

It's Lit: a guide to what teens think is cool

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