

African Americans make up 14% of the U.S. population but...

- are being called **the key voters to win in 2020** (women)
- represent **over 40% of the overall spending** in the baby food category (\$817M)
- led the ensemble cast of a **\$1.4 billion grossing film** (Black Panther)



Sources

Chicago Tribune: <https://trib.in/2CVUhVE>

Nielsen: <https://bit.ly/2z2G7QA>

The Numbers: <https://bit.ly/2PZalir>

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Looking for more information? If your agency or brand is looking to learn more about black consumers, millennial moms or social media influencers, Christine Michel Carter provides private consultations. Her presentations include engagement metrics, formulas and specific action items. Christinemichelcarter.com

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