

Survey Looks at Black American Values, Lifestyle

Counters long-held misconceptions

According to one of the largest-ever studies of Black America, 70 percent of African Americans already have a plan for their future.

The survey by Radio One Inc. and Yankelovich, a Chapel Hill, N.C.-based research firm, interviewed 3,400 African Americans between 13 and 74 years of age and provides the most detailed snapshot of African American life in the United States today.

The study finds strong group identity across age and income brackets. It also discloses a comprehensive and nuanced look at how African Americans feel about many aspects of life in America, and cautions against a simplistic reading of Black America as a monolithic group.

It shows that blacks are divided evenly on how they liked to be described, with 42 percent preferring to be called "Black" and 44 percent preferring "African American."



A study on Black America finds faith can lower the level of everyday stress.

The average household of those surveyed had three people in it, half of whom lived in a single family home, one-third in apartments, one-third in the suburbs and half in cities. Among 29 to 74 year-olds, one-third were married; 61 percent were parents, five percent of 13 to 17 year-olds were parents, and half of all parents were single parents.

From an educational and economic standpoint, 34 percent of those surveyed who were 18 or older had some college or a two-year degree, 21 percent had a BA or higher, 40 percent had an annual income under \$25,000 and one-third more than \$50,000.

The digital divide has faded. Sixty-eight percent of those surveyed are online (compared to 71 percent of all Americans), and two-thirds of them shop online. Among teens, over 90 percent are online.

Black identity remains strong across all age and economic groups. While 56 percent of those surveyed have "all" or "almost" all black friends, only 30 percent said they prefer being around people of the same race.

Discrimination remains a very real part of black life in America. While 24 percent said they had

been personally discriminated against in the past three months, 82 percent said they believe it is "important for parents to prepare their children for prejudice."

Sixty-seven percent overall said they believe the history of slavery is a key way in which blacks are different from other groups, but one-third also say that too much emphasis is put on the oppression of blacks.

Among other findings in the report:

83 percent of those surveyed have health insurance, a majority (66 percent of women and 52 percent of men) has family doctors, and 40 percent of Blacks who go online search the internet for health and medical information.

83 percent of those surveyed describe themselves as Christian, though only 41 percent go to church at least once a week. 70 percent of women and 59 percent of men believe that faith in God is more likely to help them recover from a serious illness.

72 percent want to learn more about how to invest. 50 percent believe banks and other financial institutions do not understand their needs; and only 8 percent trust credit card companies.



Ask Deanna!

Real People, Real Advice
An advice column known for its fearless approach to reality based subjects!

Dear Deanna!

My teen daughter drinks a lot and I think it's a problem but others seem to think it's okay because she's a freshman in college. Her grades are average, she has no sense of responsibility and I can't seem to get through to her. She is very rebellious and although I hate to say it, she's horrible and nasty when she's drunk. I can't recall the last time she was sober. I need to tear her away from her loser friends and get her some help but everything I've tried has failed. --Anonymous; Dallas, Texas

Dear Anonymous:

Alcohol abuse is never acceptable. You need to immediately get some help from Alcoholics

Anonymous. Yes, young students new to college drink and party but your daughter's problem is a more intense and dangerous. Her problems are more than the college experience and she needs to take a break, get herself together and go school once she's cleaned up her act. If not, your money will go down the drain and she'll continue on a fast track of self-destruction.

Dear Deanna!

At one time, I was low in my life, lacking self esteem and self-worth. During this period, I met my husband and I settled just to have a man. We've been together for almost five years and now I see he's not the man for me. He

has verbally abused me, had affairs and I've let him stay. His bad finances are another story. I see the excuses I've made and I've acknowledged my blame in this relationship. Am I being selfish and am I wrong to break up with him? --Ready to Start Over; Baltimore, Md.

Dear Ready to Start Over:

There's nothing worse than settling for less when you have options to wait for the right thing. You've exhausted your time, your patience and personal self for a few years. You're rightly justified in wanting to clean up this mess and start a clean slate. He's not attached on a deep emotional level so it shouldn't surprise or

shock him when you let him know it's over. Yes, you should file for divorce, take the lead on the separation, say goodbye and keep it moving.

Dear Deanna!

I let my brother move in with me and my household has been a wreck. He has shown no intentions of getting a job. However, he eats enough for two people, leaves the bathroom a mess and thinks he has a built-in maid. This wasn't part of the plan when I agreed to help him get back on his feet. This has been going on for months and I'm at the end of my rope. What do I do at this point that won't come back to haunt me? --Sorry Sibling; On-Line Reader

Dear Sibling:

Your brother is grown just like you and this game will continue as long as both of you allow it. If you were able to have enough conversation to get to the point of him moving in, you can have just as much dialogue to get him out. All you have to do is give him a timeline and let him know that he has to get a job and start saving. Then start the next plan that involves him getting his own place, getting out and of course, keeping it moving.

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