

Lifestyles of Multicultural Young Adults - US - November 2017

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Young adults ages 18-34 make up close to a quarter of the US population. From a demographic perspective, they are noticeably more diverse than older generations and will continue to become even more so in the years ahead. In this Report, Mintel provides an in-depth understanding of how this group lives, including where they reside, whom they spend their time with, their activities, and their values.

This report looks at the following areas:

- Divisions still persist
- Hopeful and optimistic
- Open-minded and diverse

Compared to the population as whole, young adults aged 18-34 are noticeably more diverse, and those demographic differences will only increase over time. Currently less than 74% of US young adults are White as compared to almost 77% for the general population, and approximately 77% are non-Hispanic White as compared to almost 82% for the general population.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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