

Lifestyles of Multicultural Young Adults - US - October 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Heritage plays a significant role in defining personal identity
- Financial concerns offer opportunities to win new investors
- Streaming services can meet the need for content that reflects their background
- Understand cultural differences to make connections

Multicultural young adults aged 18-34 represent 33 million consumers from a range of backgrounds and make up 37% of all 18-34 year olds in the US. While their varying cultural backgrounds impact the extent to which they feel connected to mainstream American culture, young multicultural adults are united by their financial concerns and more liberal political views. As a result, they are not unlike in how they define themselves: by their skills and talents as well as their cultural heritage.

There are some cultural differences between them, but they are united by similar ways of defining themselves, plans and goals related to worries about money, favorite activities and entertainment preferences.



"Multicultural young adults may experience America differently than their White Non-Hispanic counterparts, but they also want many of the same things. Brands and businesses have the chance to win these consumers by helping them achieve their goals."

- Kristen Boesel, Senior
Lifestyles and Leisure Analyst

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- Cultural background impacts household composition
- Hispanic population is rooted in the US
- Asian young adults outpace others on educational attainment

MULTICULTURAL YOUNG ADULTS BY THE NUMBERS

- Almost half of all young adults in the US are multicultural
- Hispanic population in the US will grow fastest

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