

# Multicultural Young Adults' Attitudes toward Advertising - US - 2021

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## This report looks at the following areas:

- The demographics of multicultural young adults; differences across and within groups that should be considered by marketers.
- The impact of COVID-19 and societal trends such as BLM on multicultural young adults' perceptions and behavior regarding advertising.
- How different categories and brands are advertising to this group as well as their recall of advertising campaigns by category.
- Advertising themes and messages that are most likely to resonate with multicultural young adults.

Multicultural young adults are literally the future. As defined by Mintel, this significant audience includes more than 35 million people of color aged 18-34 and accounts for more than one in 10 of the US population. In addition to their cultural influence, this important group is at a peak purchasing phase as they move into first homes and start families. Understanding their behavior and perceptions regarding advertising will be critical for any brands seeking to forge connections with this important group.

While some trends do apply across the multicultural young adult audience, this group is diverse in education, income and attitudes in addition to their racial and ethnic backgrounds, and it is important for brands to recognize these differences. Creating customized messages that are relevant, sensitive and authentic will be critical to capturing this audience. Fortunately, this group spends much of its time on digital media, enabling precision targeting that can supplement higher-level campaigns delivered through broadcast media.



“Multicultural young adults are avid consumers of media who believe that ads matter – even though they rarely see themselves or their communities accurately depicted in them.”

– **Fiona O'Donnell, Senior Director**

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### What's included

Executive Summary

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- Mixed interest in watching ads
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- Consumer qualitative research
- Abbreviations and terms
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