

Multicultural Young Adult Leisure Trends - US - 2022

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This report looks at the following areas:

- Perceptions of free time and what multicultural young adults would do if they had more free time
- Preferences for spending free time alone or with others
- Multicultural young adults' favorite in-home and out-of-home leisure activities
- Trial and interest in novel out-of-home activities such as axe throwing and indoor skydiving
- Factors that would encourage multicultural young adults to try a new activity

Approximately six in 10 multicultural young adults prefer to spend most of their free time at home, which poses a challenge for out-of-home leisure brands who depend on young adults' relative abundance of free time and somewhat-more-disposable income.

The current inflationary period and rising cost of living poses a significant threat to leisure spending in general. While incomes vary among multicultural young adults, all will be looking for indications of value when considering new leisure activities.

Nevertheless, opportunities abound for brands across categories. Outdoor brands can help make active and relaxing outdoor activities more accessible to multicultural young adults. Fast food and fast casual chains can offer deals to entice even frugal consumers to treat themselves. And young adults' passion for media consumption can provide an avenue for retailers to provide themed pop-up experiences within brick-and-mortar spaces.



"Multicultural young adults represent a wide variety of incomes and life stages, but among them there is a desire for connection, relaxation and fun."

– **Kristen Boesel, Senior Lifestyles Analyst**

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