

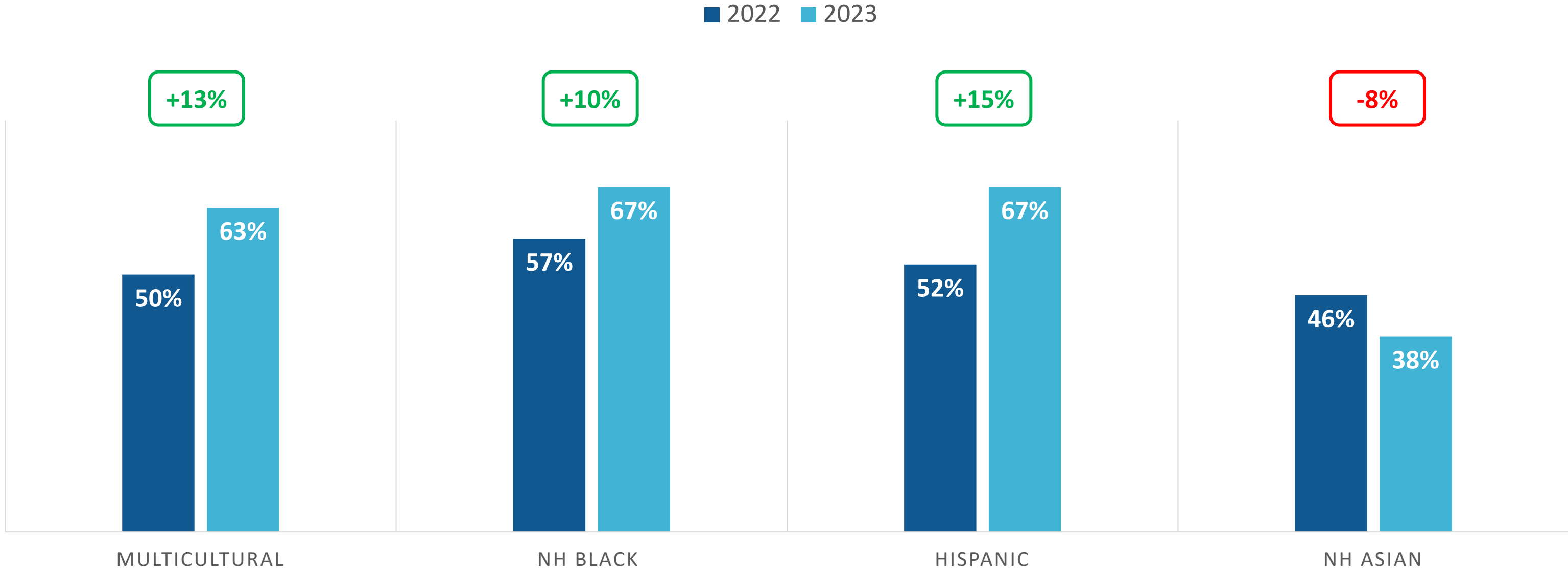
Keeping Up With Your Culture

What types of cultural content are people most interested in and where do they seek it?

Consumer Insights | Research
EthniFacts Compiled Insights

Almost two thirds of diverse consumers kept up with content about their culture in 2023. NH Asians are the only ones who have decreased in immersion. NH Blacks and Hispanics are the most immersed in culture content.

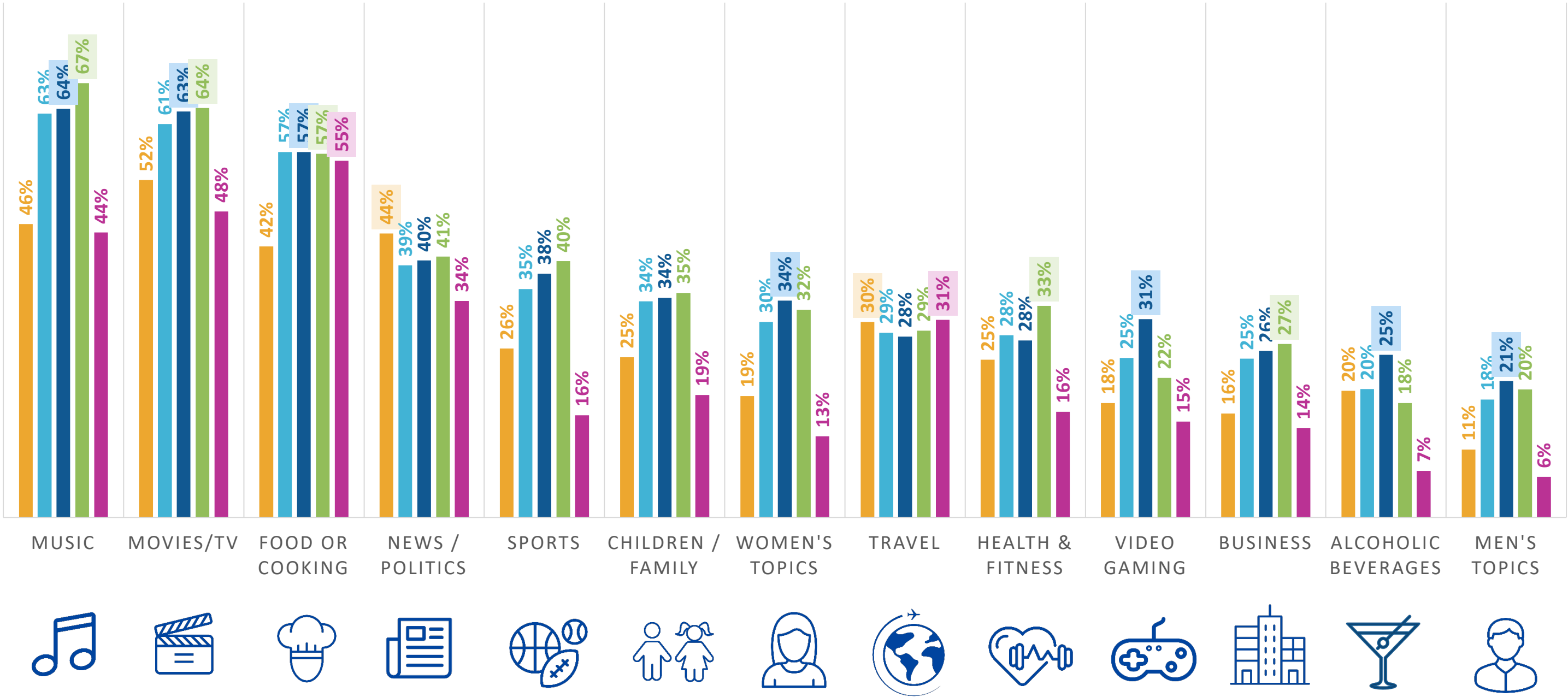
KEEPING UP WITH CONTENT ABOUT YOUR CULTURE WEEKLY OR MORE 2022 VS 2023



Music, movies/TV, and food or cooking continue to be the most common topics people follow to keep up with their culture; especially diverse consumers.

TOPICS PEOPLE FOLLOW TO KEEP UP WITH THEIR CULTURE BY RACE/ETHNICITY















■ NH White ■ Multicultural ■ Hispanic ■ NH Black ■ NH Asian
















- **NH White:** news/politics, travel, alcoholic beverages
- **Hispanic:** music, movies/TV, food or cooking, women's & men's topics, video gaming, alcoholic beverages
- **NH Black:** music, movies/TV, food or cooking, health & fitness, business
- **NH Asian:** food or cooking, travel

User-generated content has gained an increased following since last year among diverse consumers, especially TikTok which is now used by the majority with major increases. Diverse consumers primarily watch cultural content on YouTube. Hispanics stand out for Instagram TikTok, and video streaming and NH Blacks for Facebook.

WHERE DIVERSE CONSUMERS FOLLOW CULTURAL CONTENT

2023		Multicultural	Hispanic	NH Black	NH Asian	NH White
	YouTube	76% ^{+5%}	78%	76%	68%	59%
	Instagram	55% ^{+10%}	61%	52%	40%	37%
	Facebook	54% ^{-2%}	50%	59%	46%	52%
	Tik Tok	50% ^{+14%}	57%	46%	30%	32%
	Video Streaming Services	39% ^{+12%}	46%	35%	27%	31%
	Website	34%	38%	31%	28%	33%
	X/Twitter	34% ^{+9%}	39%	32%	20%	22%
	In-person	29% ^{+7%}	30%	30%	20%	23%
	Snapchat	28% ^{+11%}	34%	25%	13%	19%
	Pinterest	25% ^{+9%}	31%	20%	16%	23%
	Podcast	21% ^{+7%}	22%	22%	9%	17%
	Audio Streaming Services	20% ^{+3%}	21%	20%	11%	15%
	Twitch	15% ^{+6%}	21%	11%	10%	10%
	Blog	9% ^{-17%}	8%	8%	6%	7%

2022		Multicultural	Hispanic	NH Black	NH Asian
	YouTube	71%	69%	74%	65%
	Facebook	56%	61%	58%	41%
	Instagram	45%	54%	42%	28%
	Tik Tok	36%	42%	34%	23%
	Video Streaming Services	27%	24%	35%	27%
	Blog	26%	22%	32%	25%
	X/Twitter	25%	25%	30%	16%
	In-person	22%	19%	27%	18%
	Audio Streaming Services	17%	15%	22%	14%
	Snapchat	17%	22%	15%	8%
	Pinterest	16%	18%	15%	13%
	Podcast	14%	16%	14%	5%
	Twitch	9%	11%	10%	5%

Almost two thirds of Gen Z keep up with culture content on TikTok. YouTube is the top social media platform for all, Millennials and Gen X in particular. Boomers are the only generation to use websites and in-person platforms as a way to keep up with culture content.

GEN Z

1. YouTube – 66%
2. TikTok – 64%
3. Instagram – 60%
4. Snapchat – 39%
5. Pinterest – 34%

MILLENNIALS

1. YouTube – 77%
2. Instagram – 63%
3. Facebook – 62%
4. TikTok – 58%
5. Video streaming – 45%

GEN X

1. YouTube – 73%
2. Facebook – 63%
3. Instagram – 42%
4. Video streaming – 39%
5. TikTok – 34%

BOOMERS

1. YouTube – 49%
2. Facebook – 47%
3. Websites – 27%
4. Video streaming – 23%
5. In-person – 18%

An increase of user-generated content, especially among younger generations, may be explained as a lack of trust in legacy media and institutions.