**Multicultural Americans Spend More Time Online**

A My Code study found that 42% of multicultural adults in the US are "spending a lot more time" online compared to 12 months ago, versus 27% of other US adults. Also, use of digital video, podcasts and gaming is higher among multicultural adults than others, while 78% say online racism is a serious problem. " [B]rand safety on social media no longer means avoiding sensitive topics, but rather proactively considering brand involvement and responses to these issues," the report advises.

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[*https://corp.smartbrief.com/original/2022/07/where-multicultural-marketers-can-best-engage-audiences?utm\_source=brief*](https://corp.smartbrief.com/original/2022/07/where-multicultural-marketers-can-best-engage-audiences?utm_source=brief)

*Image credit:*

[*https://image.freepik.com/free-photo/group-ethnic-multicultural-students-talking-laughing\_99043-1015.jpg*](https://image.freepik.com/free-photo/group-ethnic-multicultural-students-talking-laughing_99043-1015.jpg)