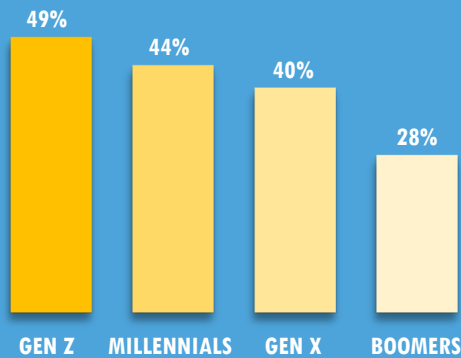


THE CHANGING AMERICAN HOUSEHOLD

The U.S. is increasingly becoming more multi-cultural as a nation. Expect increasing diversity to drive trends in both culture and food for years to come. This growing diversity will effect changes to how we eat, how we communicate, how we socialize, how we shop and how we see the world. Here is a snapshot of some of the key changes to the American household over time.

PERCENT OF NON-WHITE POPULATION (BY GENERATION)



THE MAJORITY OF AMERICAN HOUSEHOLDS ARE NOW CHILD FREE



WHO WE ARE

Where Americans come from is growing increasingly diverse, spurring cross-cultural exchange. The makeup of the U.S. foreign-born population is changing. Most immigrants arrived in 1990 or later.

13 percent of the U.S. population is foreign-born (compared to **5.4%** in 1960)

Of these, **62%** arrived in 1990 or later, and **35%** arrived in 2000 or later

Where we come from (in 2010). Change in foreign-born population by region of birth:

- Latin America - **53%**
- Asia - **28%**
- Europe - **12%**

WHERE WE LIVE

The New South is part of the urban revitalization trend, with young southerners energizing regional cities throughout the South. Young southerners are choosing to live in nearby cities rather than away from the South. Leading cities of the New South:

- Atlanta, GA
- Austin, TX
- Charlotte, NC
- Dallas, TX
- Nashville, TN
- New Orleans, LA



WHO WE LIVE WITH

Today's households are less traditional. If any single thing defines family structure today, it is diversity. The idea of the 'typical American family' centered around a married heterosexual couple with two children is outdated.

1 in 4 households with kids is headed by a **single parent** (2014)

28% of U.S. households had **children** under the age of 18 in 2012 (down 13% since 1970)

Source: U.S. Census Bureau data, Pew Research Center data, The New York Times, The Atlantic