



Intercultural Affinity Segmentation in Politics

Understanding Critical Issues by ICA Leads to Optimal Messaging

ICA (InterCultural Affinity) Segments



Monoculturals

Reject or are less exposed to diversity, less interest in diverse content



- Introverted
- Closed
- Disagreeable
- Worried

Enthusiasts, Explorers, and Sideliners

Situational engagement in diversity



- Somewhat extroverted
- Somewhat agreeable
- Open

Ambiculturals

Embrace diversity and surround themselves with different cultures



- Extroverted
- Optimistic
- Open
- Agreeable

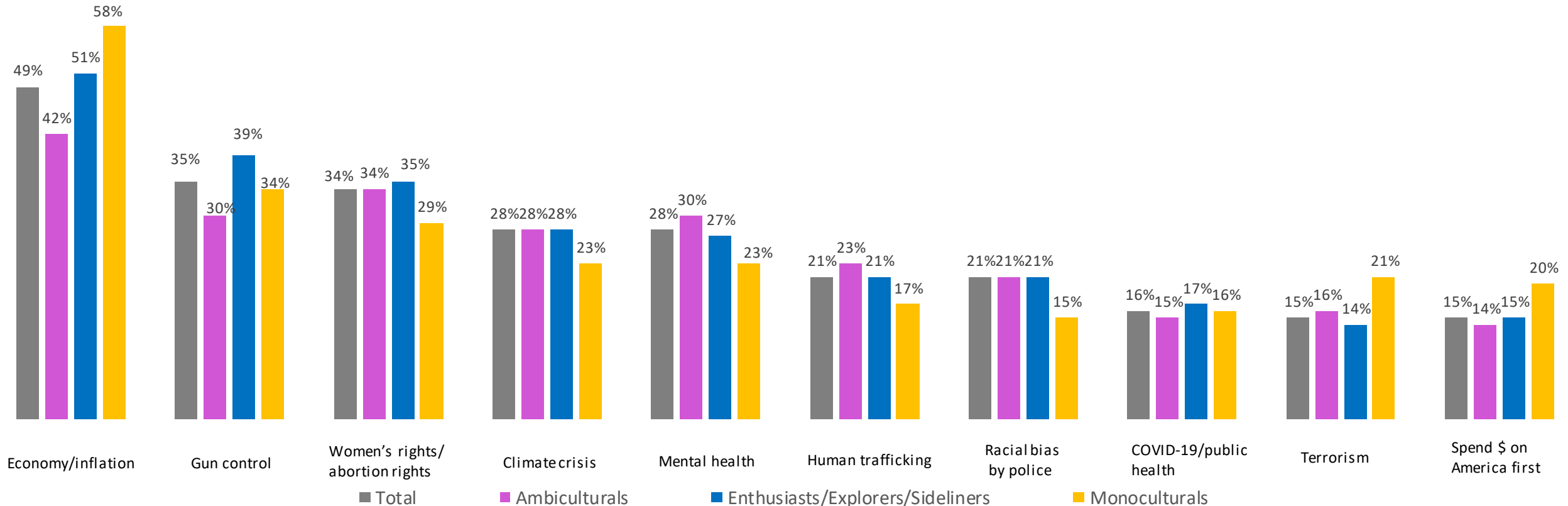
Persuasive messaging is built upon the most likely personality profiles of ICA segments

Most Important Political Issues by ICA

The economy/inflation is more important to Monoculturals (58%) than to other ICA groups. Issues such as terrorism and spending on America first are also important to this group.

Enthusiasts/Explorers/Sideliners care more about issues such as gun control (39%) and women’s rights (25%) than other groups. Ambiculturals are the most concerned with mental health (30%) and human trafficking (23%) when compared to other groups.

Most Important Current Political Issues by ICA



Q65. Of the following, which political issues are most important to you right now?

Total, n=2984; Ambiculturals, n=964; Enthusiasts/Explorers/Sideliners, n=1686; Monoculturals, n=335

Most Important Political Issues by ICA - Indices

In comparison to the total population, **Ambiculturals** find the opioid epidemic to be more important, with an index of 121; they also care a lot about LGBTQIA+ rights at an index of 119 when compared to the total pop.

Monoculturals feel strongly about supporting law enforcement (index, 140), terrorism (index, 137), and spending on America first (index, 135) when compared to the the total population. However, they feel less strongly on issues such as eliminating racial bias by the police with an index of 75.

ICA (Intercultural Affinity Segmentation): Cultural Segmentation of ALL Races/Ethnicities	Total Pop	Ambiculturals (Embrace Diversity)		Enthusiasts, Explorers, and Sideliners (Situational Engagement in Diversity)		Monoculturals (Reject or are Less Exposed to Diversity)	
	% Importance	% Importance	Index to Total Pop	% Importance	Index to Total Pop	% Importance	Index to Total Pop
Q: Of the following, which political issues are most important to you right now? [Choose up to 4]							
Economy/inflation	49%	42%	86	51%	104	58%	119
Increase gun control measures	35%	30%	86	39%	109	34%	96
Women's rights/abortion rights	34%	34%	99	35%	103	29%	86
Climate crisis	28%	28%	102	28%	102	23%	83
Mental health funding	28%	30%	108	27%	99	23%	82
Human trafficking	21%	23%	110	21%	98	17%	81
Eliminate racial bias by police	21%	21%	103	21%	103	15%	75
COVID-19/public health	16%	15%	92	17%	104	16%	99
Terrorism	15%	16%	101	14%	92	21%	137
Spend on America first	15%	14%	91	15%	98	20%	135
Protect LGBTQIA+ rights	14%	16%	119	13%	92	12%	86
Support law enforcement	12%	12%	97	12%	94	17%	140
Opioid epidemic	12%	14%	121	10%	86	13%	110
Protect 2nd Amendment/gun rights	12%	12%	103	11%	94	14%	121
Online privacy	11%	12%	113	10%	95	10%	88
Protect the unborn	10%	10%	101	10%	97	12%	114
Eliminate critical race theory from schools	9%	9%	95	10%	104	9%	95
Remove inappropriate books from school libraries	4%	4%	95	5%	101	5%	110

Q65. Of the following, which political issues are most important to you right now?

Total, n=2984; Ambiculturals, n=964; Enthusiasts/Explorers/Sideliners, n=1686; Monoculturals, n=335