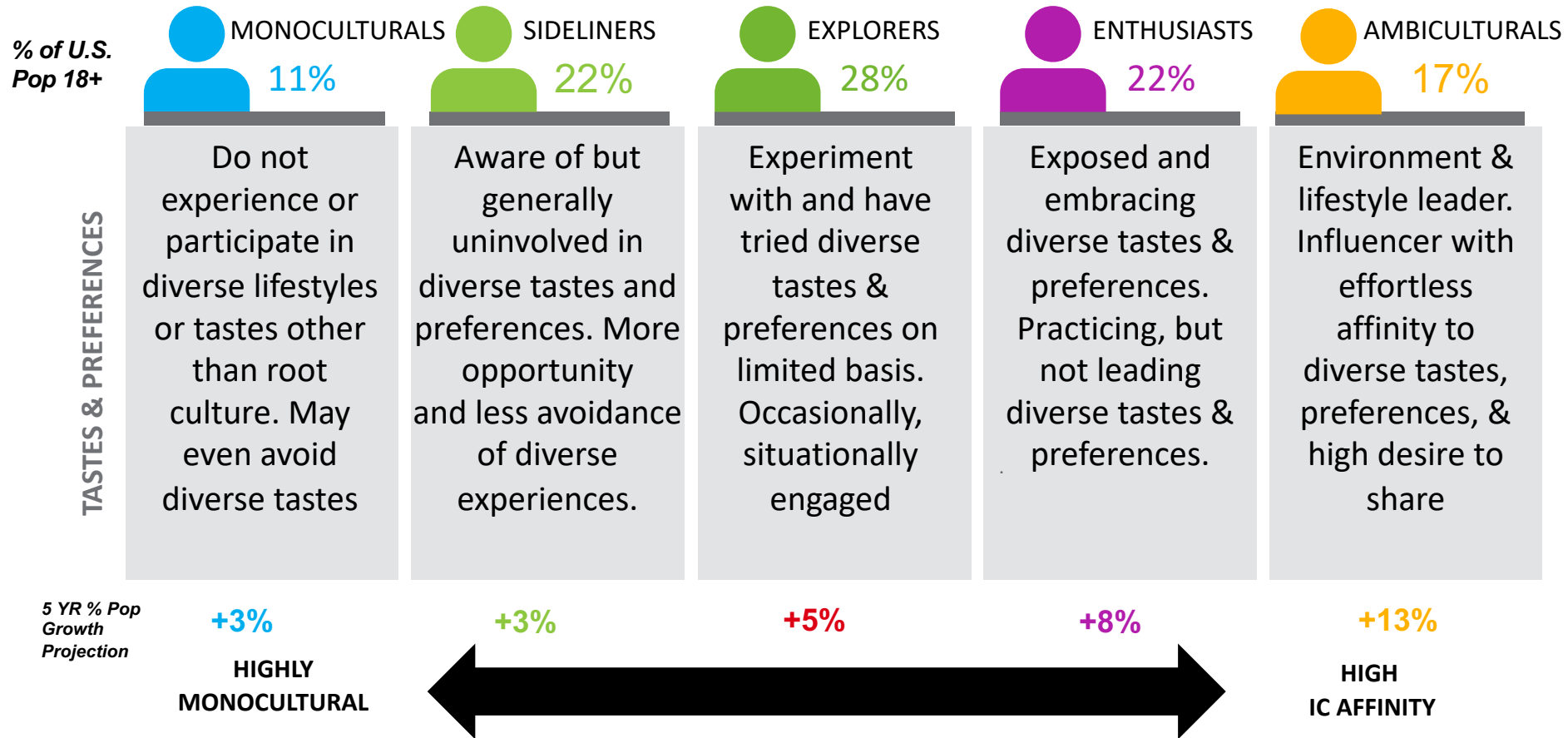


Intercultural Affinity Model: Segment Profiles



Aggregates consumers from **ALL** races and ethnicities by their affinity to cultures other than their own root culture(s).

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