America Reimagined:
New Intra-Cultural Activation Strategies for a New America

Ambicultural® Fluidity Segmentation (AFS )
In a time of unprecedented demographic and social change in this country, the nature of the U.S. consumer market is in flux. The labels of mainstream and multicultural marketing are volatile. Turbulence increases the need for fresh thinking about culture and intercultural exchange. This is EthniFacts’ expertise.
Thought Leadership: Ambicultural® Fluidity Model

Segments the fluid journey of individuals on the cultural continuum of being ethnic and being American within a specific race or ethnicity.

Ambicultural Seekers

Ambicultural Yearners

American Culture Rooted American

Ethnic Origin Culture Rooted Ethnic

Ambiculturals have the opportunity, competence and willingness to function successfully in both their ethnic and American cultures.
Evidence of Culture Sustainability is Pervasive
Meaning the opportunity is much bigger than you think!

The Census demonstrates powerful evidence of culture sustainability in data regarding how intermarried parents including a Hispanic and non-Hispanic parent, classify their children by ethnicity. In 1991, 35% of intermarried parents classified their children as Hispanic, which more than doubled to 79% in 2019.

The actual reach and influence of the Hispanic market is significantly greater than the 62 million who self-identify as Hispanic today.

Based on EthniFacts analysis of Census data sets from Current Population Survey from several points in time.
Ambiculturals® are Comprised of 3 Distinct Groups:

<table>
<thead>
<tr>
<th>Groups</th>
<th>Percentage</th>
<th>Mindset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americans</td>
<td>11%</td>
<td>Cultural shift (Aspirational Identity): American Stable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mainstream climbers, assimilated and not looking back</td>
</tr>
<tr>
<td>Yearners</td>
<td>15%</td>
<td>Shift to More Latino</td>
</tr>
<tr>
<td>Comfy Ambis</td>
<td>33%</td>
<td>Ambicultural Stable</td>
</tr>
<tr>
<td>Seekers</td>
<td>23%</td>
<td>Effortless duality in New Mainstream</td>
</tr>
<tr>
<td>Tradicionales</td>
<td>18%</td>
<td>Latino Stable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unassimilated &amp; no interest in becoming more American</td>
</tr>
</tbody>
</table>

They aspire to be comfortable living in 2 cultures... but most feel cultural “push and pull” tension.

* Ambicultural is a registered trademark of EthniFacts LLC
Ambiculturals® Truths: Aspire to an Effortless Blend of American and Root Culture

- Rational connection with American values of openness and acceptance of others
- Appreciate opportunity to have a better life materially

- Emotional/visceral connection with home country values of honesty and hard work
- Get happiness from family warmth and a life that is rich emotionally

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Core Strength: Thought leadership in *conceptualizing culture* and providing *metrics and models* for understanding and activation

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