

Select Insights: How do people define having a “good life”?

PICAT

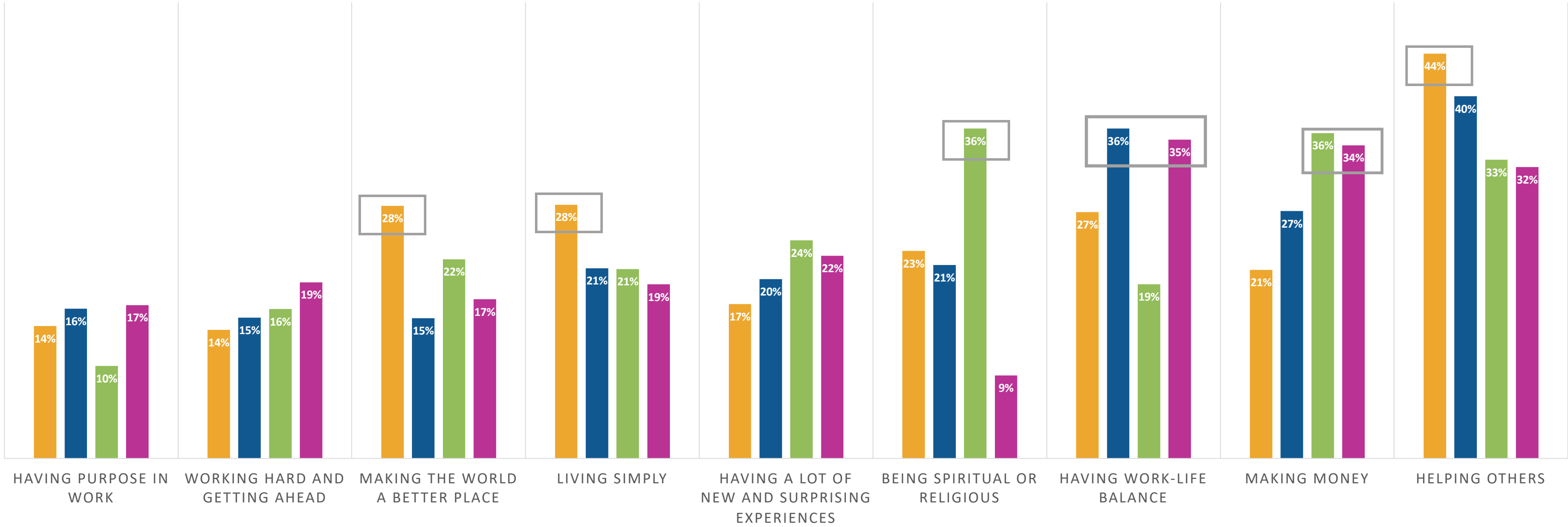
Fall 2022







Across all, “the good Life” means helping others: there are important variations by ethnic group

WHAT DOES IT MEAN TO HAVE A GOOD LIFE?

■ NH White ■ Hispanic ■ NH Black ■ NH Asian

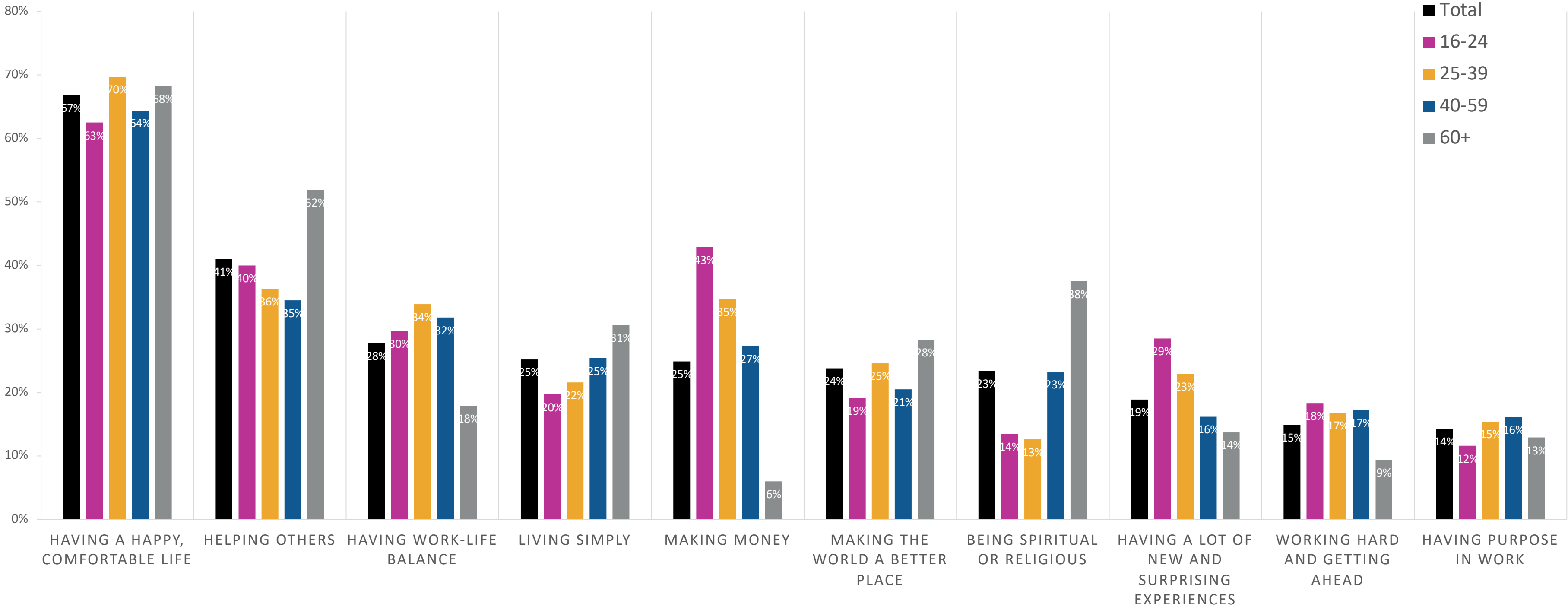


Generational Profiles: Priority Social Issues and Impactful News Events

| |  Boomer (60+) |  Gen X (40-59) |  Millennial (25-39) |  Gen Z (16-24) |
|--|--|--|---|---|
| Context | <ul style="list-style-type: none"> -America-centric, American values & pride -Less exposure to other cultures -Biggest population group is NH White | <ul style="list-style-type: none"> -Fast immigration growth -Global competitiveness -Cultural exchange driven by physical proximity | <ul style="list-style-type: none"> -Multicultural tipping point -Globalization accelerates -Social networks increase cross-cultural exchange | <ul style="list-style-type: none"> -Ethnic plurality -Mobility & digital natives -Social networks become media & entertainment -Personal relationships are often global |
| Mindset | Idealist, Collectivist, Prioritize Work | Practical, Materialist, Competitive, Individualist, Prioritize work | Globalist, Cultural Pride, Equality Minded, Questioning, Prioritize work-life balance, Self-oriented | Communal, Realist, Critical, Equality Insistent, Prioritize work-life balance & mental health |
| Priority Social Issues for companies buy from | Support America, veterans, Christian values | Protect environment, support & unify America, support veterans, support small biz | Stand up for equality, protect environment, support & unify America, support women | Stand up for race/ethnic equality, support BLM, support LGBTQ, support women equality |
| Impactful News Events (in order) | Sept 11, JFK Assassination | Sept 11, COVID, Obama | Sept 11, COVID, Extreme Weather, Obama (1st election for many) | COVID, Sept 11, Extreme Weather, School Shootings |
| Positive News Events (in order) | Moon landing, Obama, Biden, Trump, Covid fades | Obama, COVID fades, Biden | Obama, COVID fades, Biden, stimulus checks | COVID fades, marriage equality, stimulus checks |

All age groups seek a happy/comfortable life. Boomers seek religion/spirituality and over half of them want to help others. Gen Z find making money to be more important than other age groups

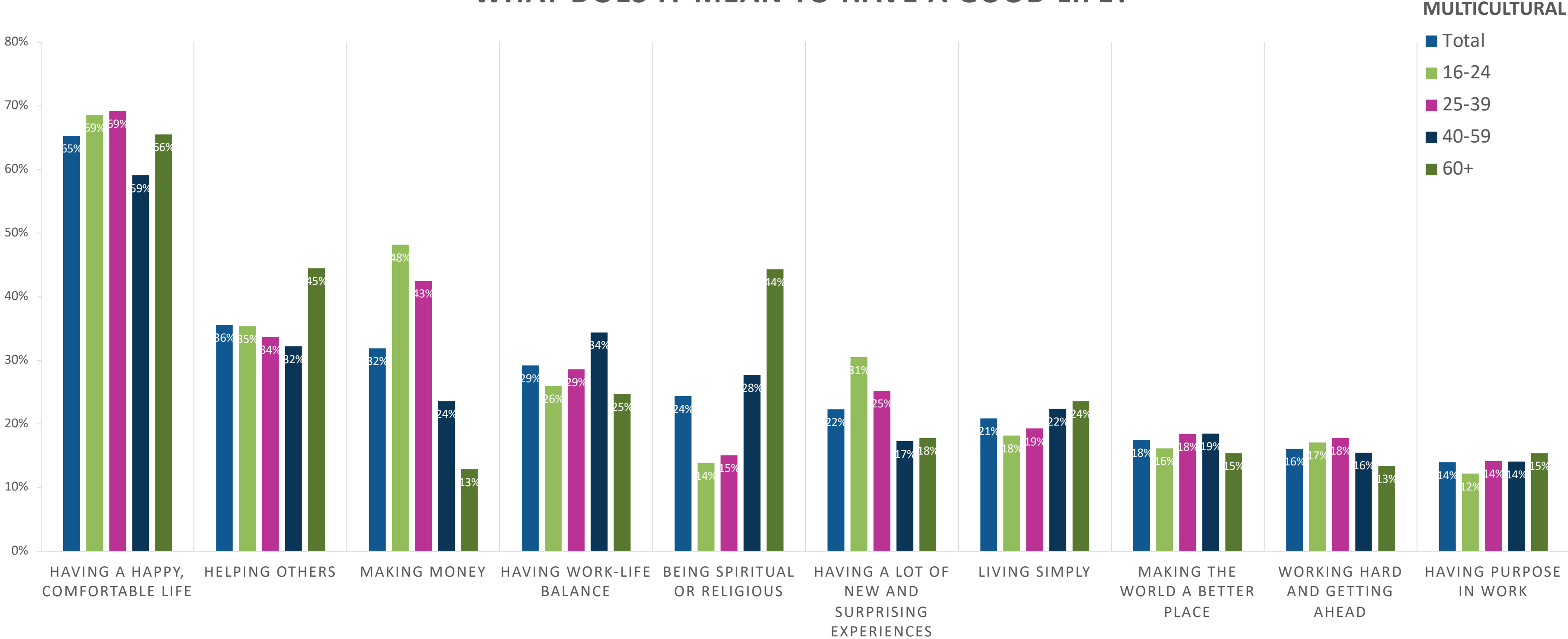
WHAT DOES IT MEAN TO HAVE A GOOD LIFE?



Having a happy/comfortable life is the most important for Multiculturals of all ages.

Boomer Multiculturals value helping others and being spiritual/religious over other age groups

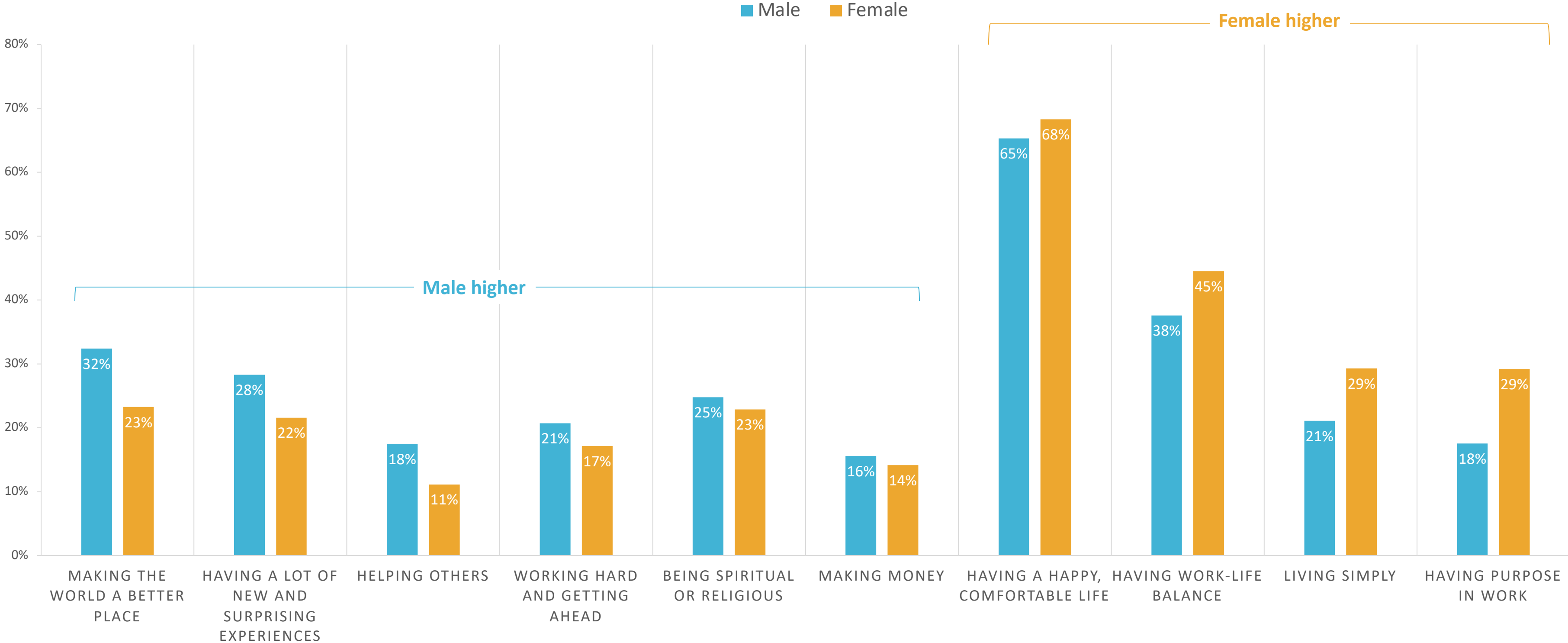
WHAT DOES IT MEAN TO HAVE A GOOD LIFE?



Men want to make the world a better place and have new/surprising experiences.

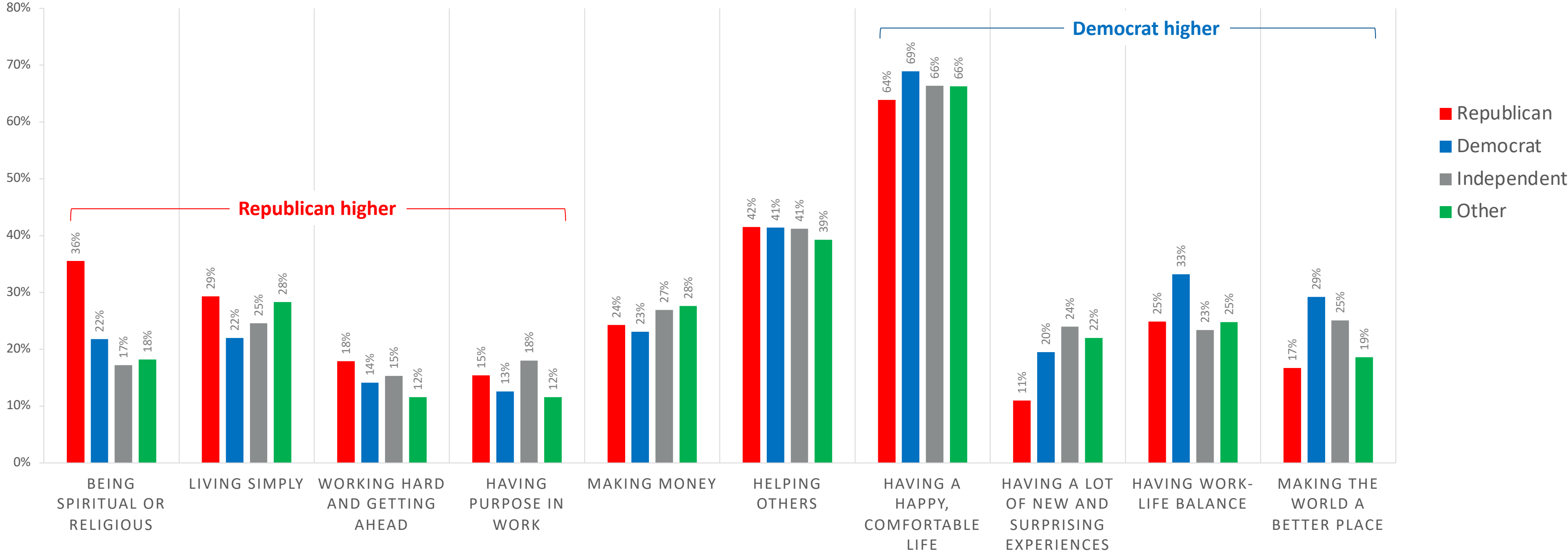
Women want to have purpose in work and live simply

WHAT DOES IT MEAN TO HAVE A GOOD LIFE?

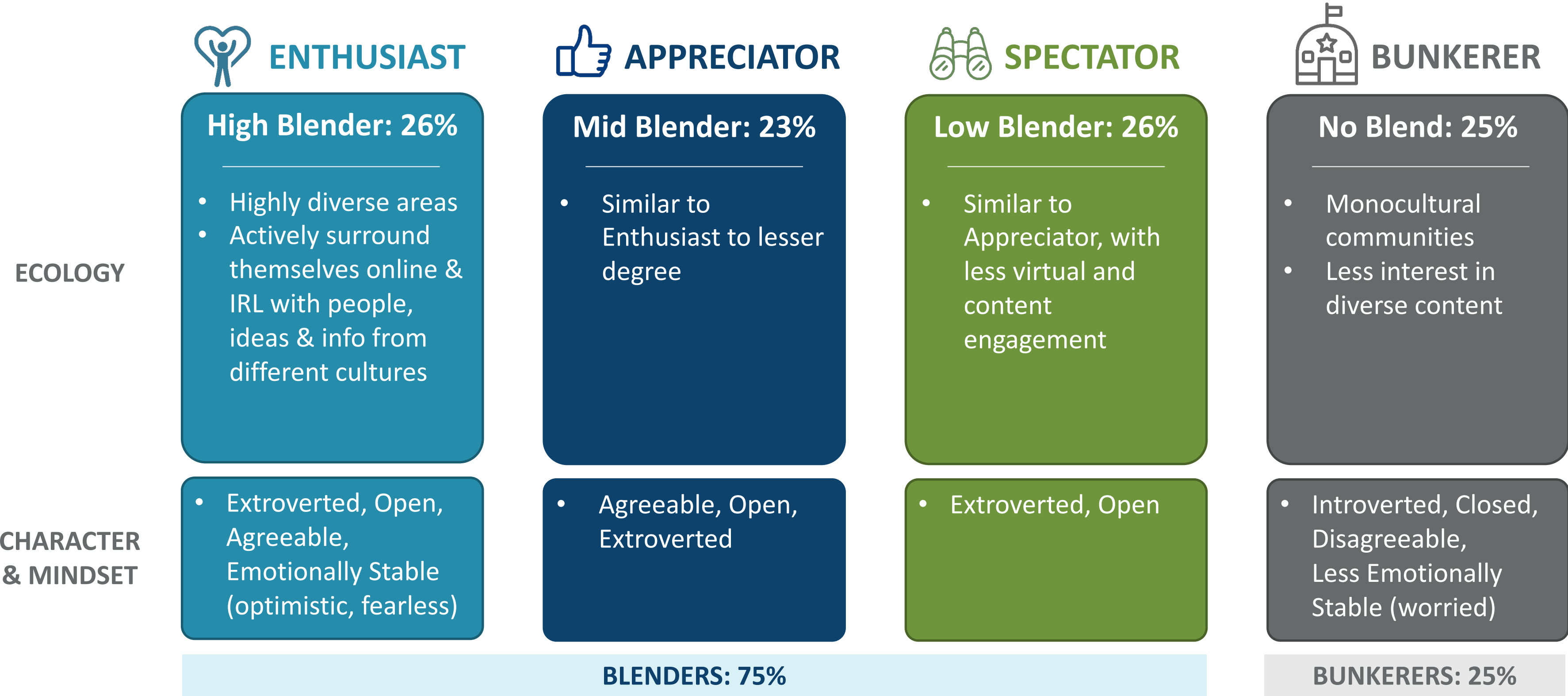


Republicans are more likely to value being spiritual/religious and living simply. Democrats hope to make the world a better place and have work-life balance

WHAT DOES IT MEAN TO HAVE A GOOD LIFE?



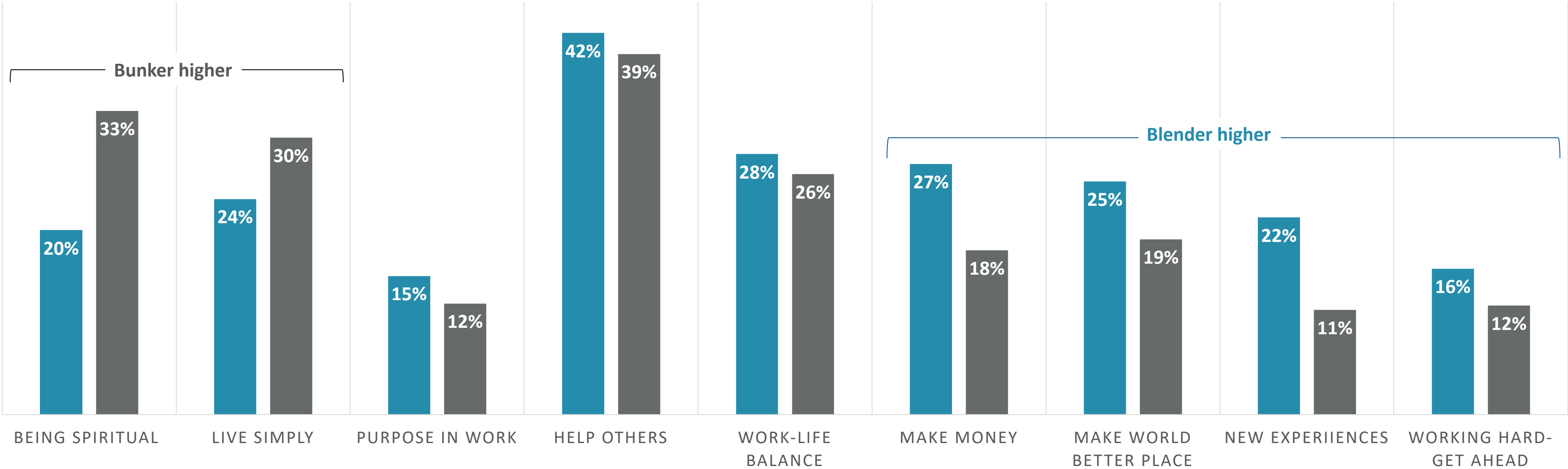
InterCultural Affinity Segments: Three-quarters of country are Blenders – Enthusiasts, Appreciators or Spectators of other cultures



Blenders are more likely to seek experiences, work hard, make money and have an idealistic world view: Bunkerers seek simplicity and spirituality

WHAT DOES IT MEAN TO HAVE A GOOD LIFE?

■ Blender ■ Bunkerer



All races/ethnicities agree that celebrities should support mental health, diversity, and women’s rights: advocating for racial minorities could be a major step toward decreasing ethnic hate crimes and seeing better mental health among minority groups. Advocating for women’s rights may also improve the mental health of women.

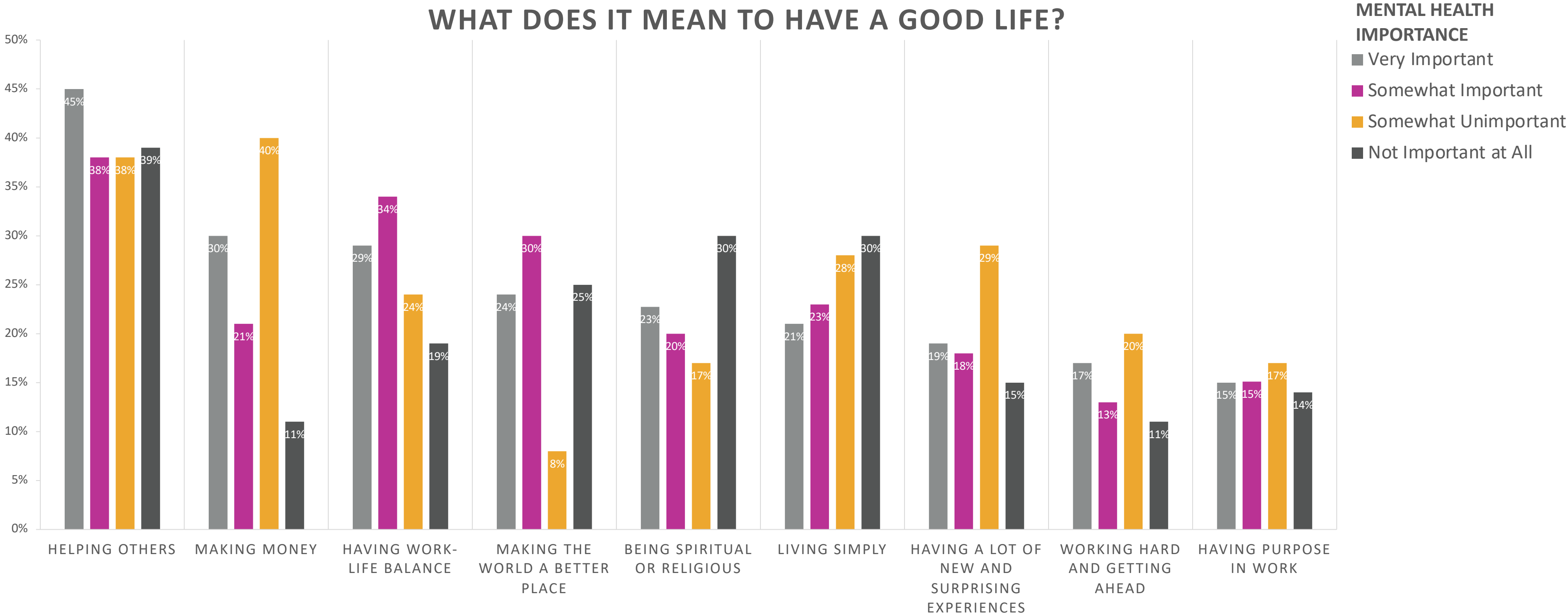
| Very/Somewhat Important Celebrities You Follow Support the Following: | Total | NH White | Hispanic | NH Black | NH Asian |
|--|--------------|-----------------|-----------------|-----------------|-----------------|
| Mental health | 73% | 70% | 81% | 79% | 73% |
| Women’s rights | 68% | 65% | 77% | 79% | 63% |
| Racial/ethnic diversity & inclusion | 63% | 57% | 75% | 77% | 65% |
| Traditional values | 58% | 55% | 69% | 58% | 52% |
| Stories important to your culture | 50% | 42% | 65% | 72% | 50% |
| Religion or spirituality | 49% | 48% | 56% | 57% | 36% |
| LBGTQIA+ Activism | 45% | 43% | 49% | 50% | 46% |
| Gender Fluidity | 42% | 39% | 49% | 51% | 43% |
| Redefining masculinity | 40% | 38% | 46% | 46% | 43% |
| New style & fashion trends | 36% | 32% | 44% | 44% | 40% |

Q67. How important is it that celebrities you follow promote the following... (“Very Important” and “Somewhat Important” included).

Helping others makes a good life for those who find mental health important.

Making money comes in second for those who said mental health is “very important” and having work-life balance is second for those who find mental health “somewhat important”

WHAT DOES IT MEAN TO HAVE A GOOD LIFE?



Q23. What does it mean to you to have a good life? Select up to 3.
 Q67. How important is it that celebrities you follow promote the following... "Mental Health"

About PICAT



PICAT (Personality and InterCultural Affinity Tracker) is a semiannual subscription-based study of insights and trends that measures culture-related attitudes and behaviors and their impact on consumption.



PICAT views today's dissonant marketplace through a lens of culture and personality to understand **cross-cultural attitudes and behaviors**, make insights about **consumer behaviors**, and find common ground among **diverse communities**.

We offer:

- **Custom Research**
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