

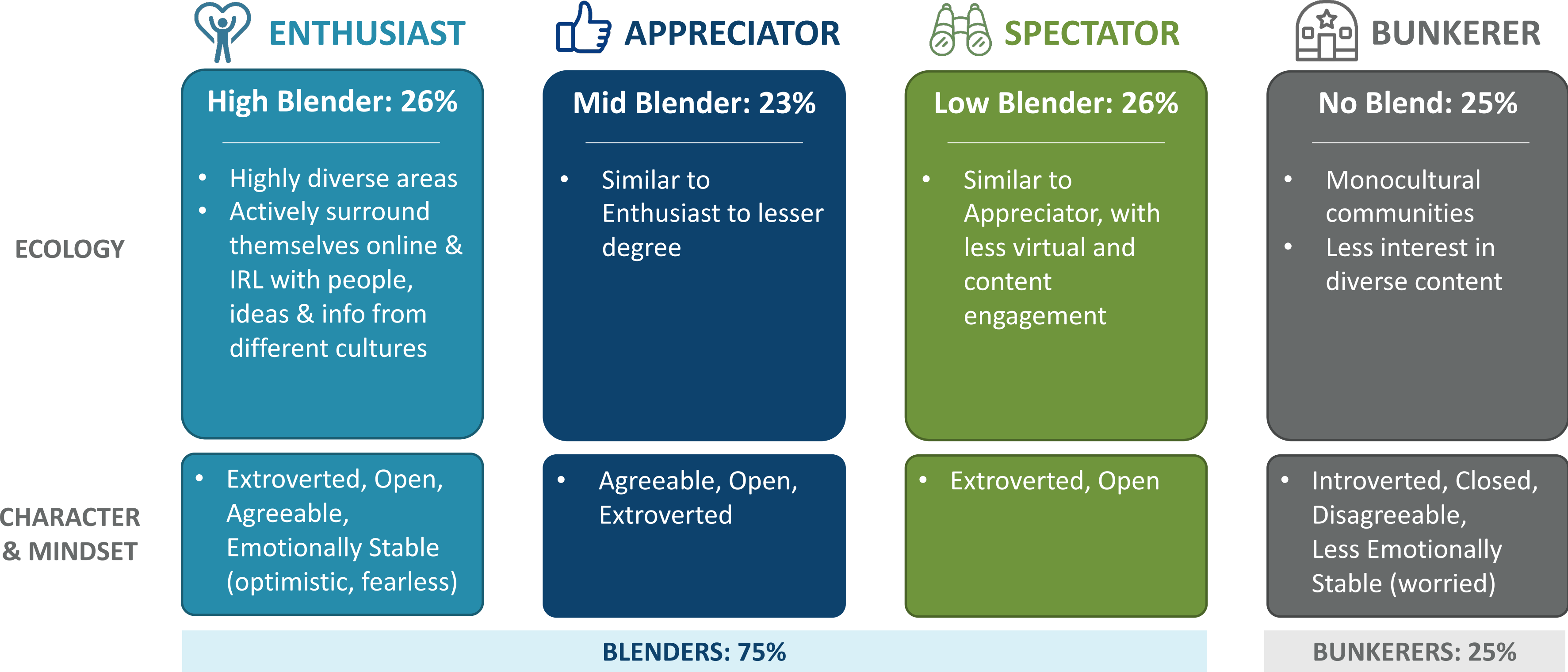
*Select Insights: What social issues promote consumer buying, and who is most likely to boycott/buy products based on company stances on those issues?*

# PICAT

Fall 2022

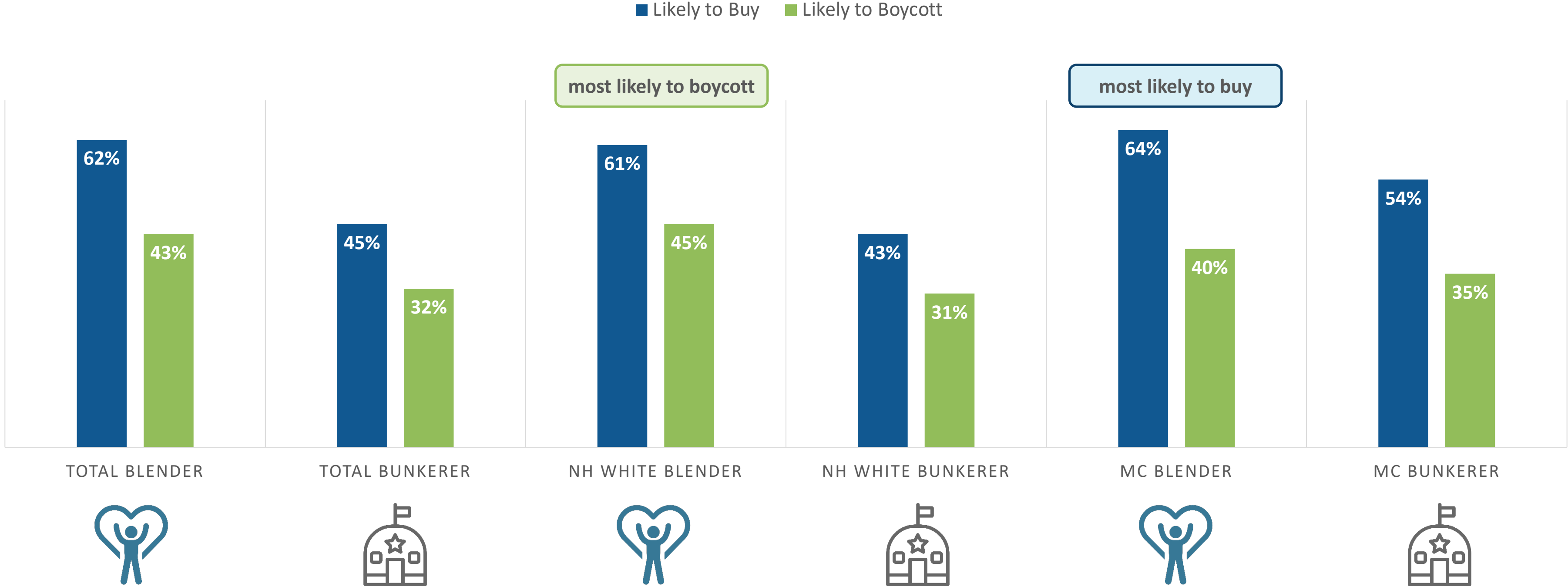


# InterCultural Affinity Segments: Three-quarters of country are Blenders – Enthusiasts, Appreciators or Spectators of other cultures







# Blenders are more engaged with social issues: they are more likely to both buy and boycott

% LIKELY TO BUY VS BOYCOTT IF COMPANY TAKES STAND ON SOCIAL ISSUES

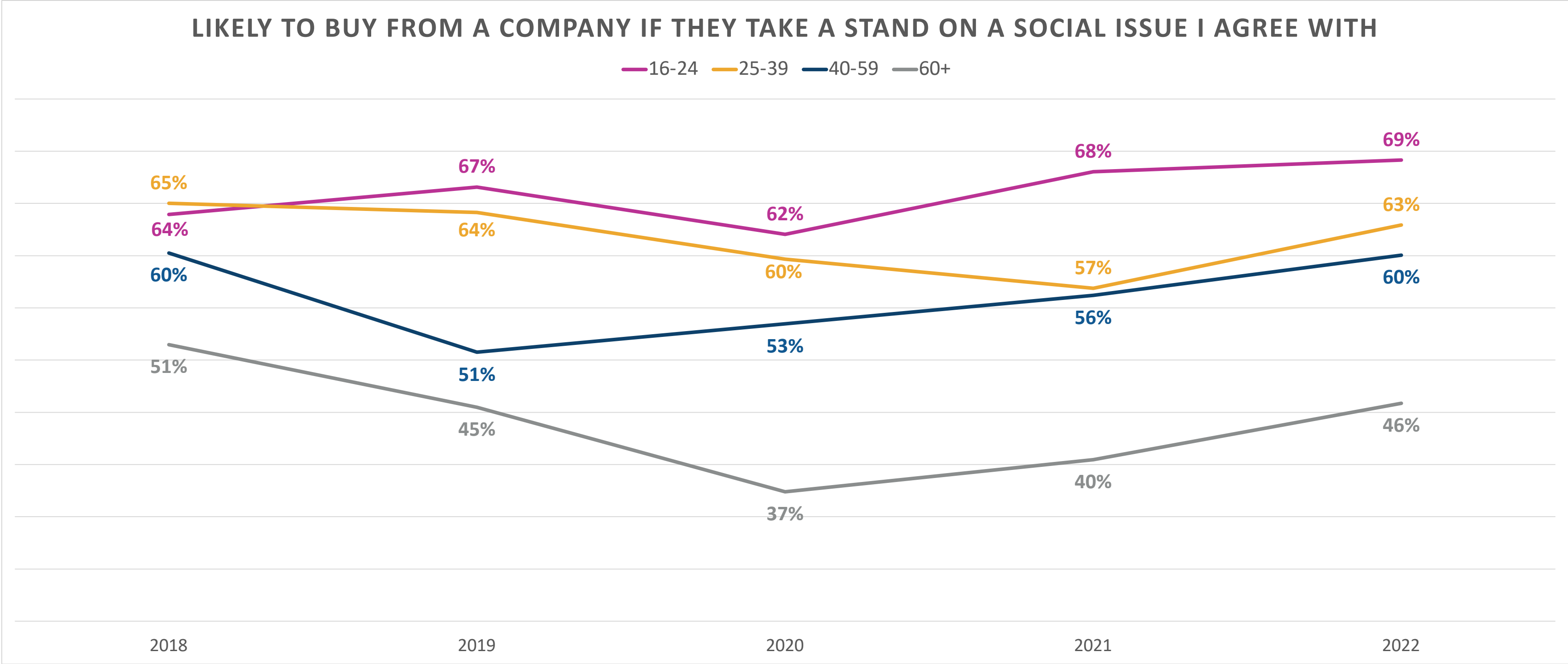


Q56. If a CEO or company spokesperson takes a public stand on an issue that is important to you and that you agree with, how likely will you be to buy their products and services? | Q57. If a CEO or company spokesperson takes a public stand on an issue that you do NOT agree with, how likely will you be to stop buying their products and services? ("Extremely likely" & "Somewhat likely" shown).

# Generational Profiles: Priority Social Issues and Impactful News Events

	 <b>Boomer</b> (60+)	 <b>Gen X</b> (40-59)	 <b>Millennial</b> (25-39)	 <b>Gen Z</b> (16-24)
<b>Context</b>	<ul style="list-style-type: none"> <li>-America-centric, American values &amp; pride</li> <li>-Less exposure to other cultures</li> <li>-Biggest population group is NH White</li> </ul>	<ul style="list-style-type: none"> <li>-Fast immigration growth</li> <li>-Global competitiveness</li> <li>-Cultural exchange driven by physical proximity</li> </ul>	<ul style="list-style-type: none"> <li>-Multicultural tipping point</li> <li>-Globalization accelerates</li> <li>-Social networks increase cross-cultural exchange</li> </ul>	<ul style="list-style-type: none"> <li>-Ethnic plurality</li> <li>-Mobility &amp; digital natives</li> <li>-Social networks become media &amp; entertainment</li> <li>-Personal relationships are often global</li> </ul>
<b>Mindset</b>	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
<b>Priority Social Issues for companies buy from</b>	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
<b>Impactful News Events (in order)</b>	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
<b>Positive News Events (in order)</b>	Moon landing, Obama, Biden, Trump, Covid fades	Obama, COVID fades, Biden	Obama, COVID fades, Biden, stimulus checks	COVID fades, marriage equality, stimulus checks

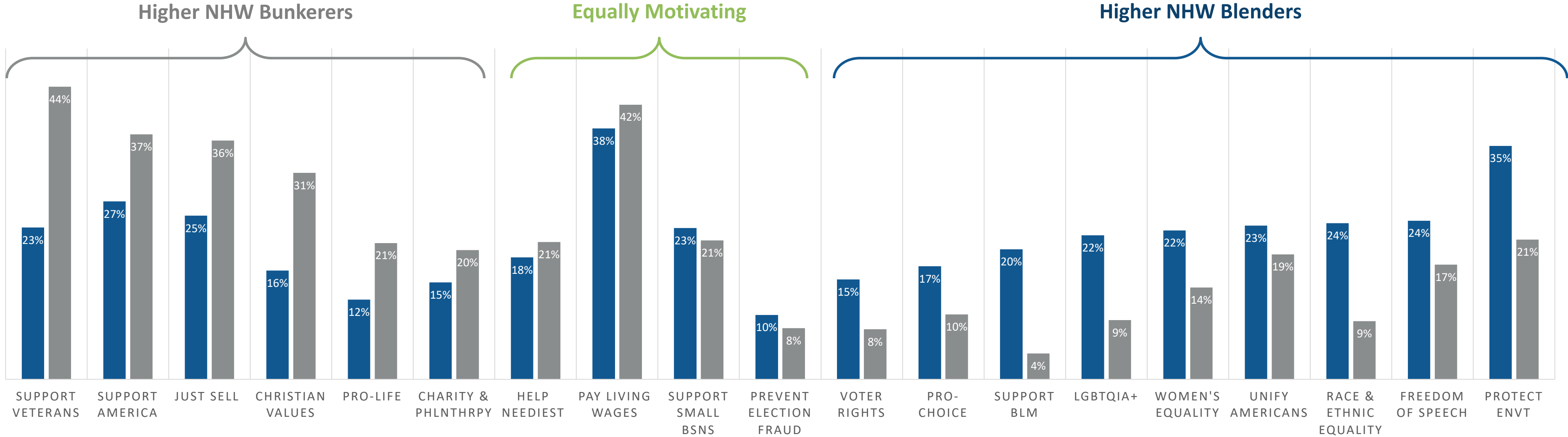
# Buying in support of a company is on an upward swing for all age groups after a decrease in 2020: Millennials and Boomers have increased the most since last year



# NH White Blenders show support for a number of social issues: NH White Bunkerers are more likely to support veterans, America and Christian values

TOP SOCIAL ISSUES THAT MOTIVATE BUYING NH WHITE BLENDERS & BUNKERERS

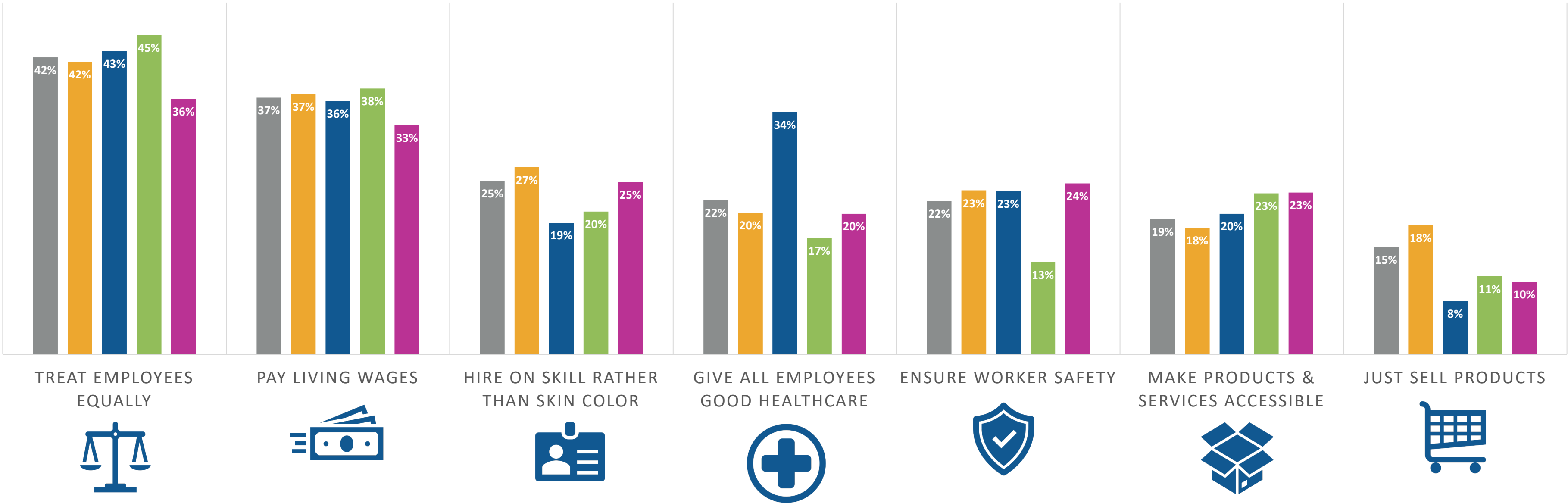
Blender Bunkerer



# All expect companies to treat employees equally and pay living wages: Hispanics stand out for healthcare and NH Whites for just selling products

## TOP WAYS COMPANIES SHOULD SUPPORT RACIAL/ETHNIC EQUALITY

■ Total ■ NH White ■ Hispanic ■ NH Black ■ NH Asian



# Support for social issues varies depending on race/ethnicity: BLM high among Blacks, protecting environment high among Hispanics and Asians

## SOCIAL ISSUES THAT STRONGLY MOTIVATE BUYING BY RACE/ETHNICITY

Hispanic	%
1 Pay living Wages	39%
2 Protect Env't	32%
3 Racial/ethnic equality	30%
4 Support small business	30%
5 Help neediest	27%
6 Women's equality	24%
7 Veterans	23%
8 Support America	21%
9 Unify Americans	21%
10 Protect freedom of speech	21%
Charity & Giving	18%
Christian values	17%
Just sell	15%
Pro-Choice	14%
BLM	14%
Protect Voter Rights	13%
Pro-Life	13%
LGBTQIA+	12%
Prevent Fraudulent Elections	8%

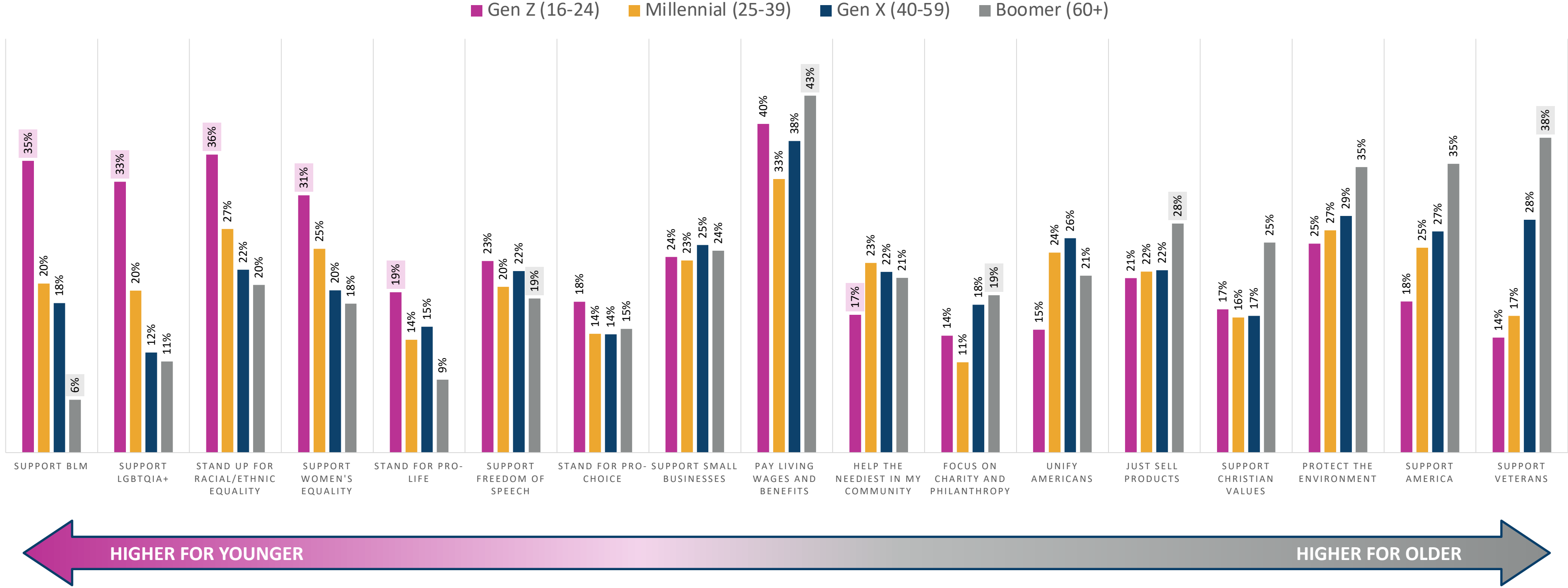
NH Black	%
1 Racial/ethnic equality	40%
2 BLM	39%
3 Pay living Wages	37%
4 Unify Americans	30%
5 Support small business	27%
6 Women's equality	26%
7 Support America	23%
8 Help neediest	23%
LGBTQIA+	19%
Protect Voter Rights	18%
Christian values	17%
Veterans	17%
Protect Env't	17%
Protect freedom of speech	17%
Charity & Giving	16%
Pro-Choice	15%
Just sell	11%
Prevent Fraudulent Elections	8%
Pro-Life	7%

NH Asian	%
1 Protect Env't	40%
2 Pay living Wages	40%
3 Racial/ethnic equality	34%
4 Women's equality	31%
5 Support America	26%
6 Help neediest	25%
7 Support small business	22%
8 Pro-Choice	21%
10 Protect Voter Rights	20%
Just sell	19%
Unify Americans	19%
Veterans	17%
Protect freedom of speech	15%
Christian values	11%
LGBTQIA+	11%
Charity & Giving	11%
BLM	10%
Pro-Life	10%
Prevent Fraudulent Elections	7%

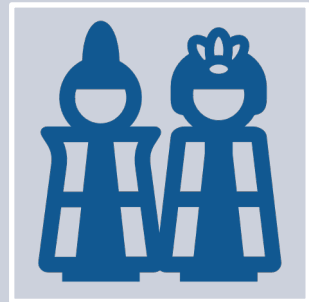


# Gen Z stands out vs Boomers for being motivated by BLM, LGBTQIA+, racial/ethnic equality and women: older stands out for supporting veterans, America, the environment and Christian values

SOCIAL ISSUES THAT STRONGLY MOTIVATE BUYING BY AGE



# About PICAT



**PICAT (Personality and InterCultural Affinity Tracker)** is a semiannual (2x/yr) subscription-based statistically significant national survey of insights and trends that measures culture-related attitudes and behaviors and their impact on consumption. Subscription includes proprietary insights on specific client issues and provides an “ear to the ground” on cultural issues of the day.



PICAT views today's dissonant marketplace through a lens of culture and personality to understand **cross-cultural attitudes and behaviors**, derive insights about **consumer behaviors**, and find common ground among **diverse communities**. Clients gain a deeper understanding of admired characteristics of their brands and competitive brands.

## We offer:

- **Custom Research**
- **Syndicated Data**
- **Report Writing**
- **...and MORE!**

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