

*Select Insights: What Issues are Admired in Influencers/Artists
and Result in Increased Support Among Followers?*

PICAT

Fall 2022

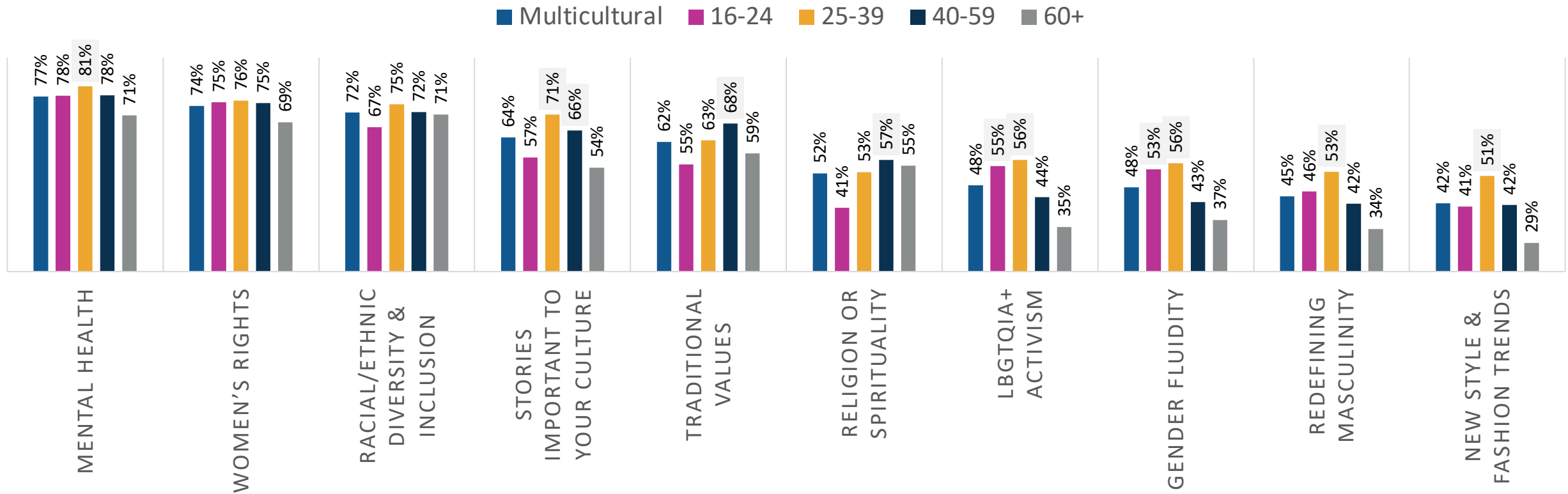


All races/ethnicities agree that celebrities should support mental health, diversity, and women’s rights: advocating for racial minorities could be a major step toward decreasing ethnic hate crimes and seeing better mental health among minority groups. Advocating for women’s rights may also improve the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

Multiculturals say it's important that the influencers and celebrities they follow promote mental health, women's rights, and racial/ethnic diversity.

IMPORTANCE OF CELEBRITIES PROMOTING THESE TOPICS AMONG MULTICULTURALS BY AGE
















Campaigning Against Violence: 46% of NH Asian BTS fans ages 16-24 report liking the group because of their "Love Myself" campaign. As of August 2021, BTS has accumulated over \$4.5 billion in collaboration with UNICEF in order to support children and teens around the world who have experienced domestic/school violence and/or sexual assault.



Why Fans Like BTS (NH Asian Only):	Total	16-24	25-39	40-59	60+
Lyrics/Music	61%	66%	73%	48%	100%
Korean Roots/Pride	55%	42%	55%	57%	100%
Communication with Fan Base	28%	17%	38%	33%	0%
Style/Fashion	26%	33%	23%	27%	0%
Anti-Violence Activism/"Love Yourself" Campaign	26%	46%	28%	15%	0%
Approachable/Relatable	23%	16%	24%	18%	100%
Versatility (Producers, Songwriters)	19%	8%	25%	25%	0%
Redefining Masculinity/Gender Fluidity	16%	44%	7%	5%	0%

Worker Benefits Motivate Buying: The top issue that motivates American consumers to buy from companies is paying living wages and providing benefits to workers (38%). Without adequate benefits, many Americans are unable to afford proper health care, including psychotherapy/counseling and medication services.

SOCIAL ISSUES THAT STRONGLY MOTIVATE BUYING

		Total	NH White	Multicultural
	Pay living wages and benefits to their workers	38%	39%	37%
	Support protecting the environment	29%	31%	27%
	Support America	28%	30%	23%
	Support veterans	26%	30%	20%
	Stand up for racial/ethnic equality	25%	19%	34%
	Support small businesses	24%	22%	27%
	Just sell products without mentioning social issues	24%	28%	16%
	Help to unify Americans	23%	22%	24%
	Support women's equality	22%	20%	26%
	Help the neediest in my community	21%	19%	25%
	Support protecting freedom of speech	21%	22%	18%
	Support Christian values	19%	21%	16%
	Support LGBTQIA+	17%	18%	15%

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:

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