

# THE NEW PANCULTURAL AMERICA

## 5 INSIGHTS FOR WINNING IN 2016...

### 1 The General Market is NOT General

Contrary to conventional wisdom, “White” Americans are a complex ménage of cultural backgrounds increasingly influenced by interethnic marriage, cohabitation, proximity, and other factors. Through its **Multicultural Affinity Model** and unlike “total market” ideas, EthniFacts has true **pancultural solutions** with metrics and insights that enable activation to a sizable portion of the “general market” that adopts or embraces pancultural attitudes and behaviors.

### 2 Latino Culture IS Sustainable

Despite nearly tripling in size over the past 25 years, Hispanics have maintained consistently strong patterns of ethnic identification, in contrast to other ethnic Americans. **Culture sustainability** is very real and it makes segmentation models that expect Hispanics to disappear into the “melting pot” misleading and obsolete. EthniFacts’ conceptual and measurement tools bring sustained culture to life.

### 3 The Melting Pot DOES NOT Exist

New acculturation trends show that **Ambiculturalism**<sup>®</sup> (consumers who are very American AND very ethnic) and aspirational identity are much more likely to be leading indicators of the preferences and priorities of the new diverse majority of consumers where nearly all growth will occur. EthniFacts metrics shed light on how/why ethnics retain cultural roots even as they join and redefine the U.S. mainstream.

### 4 Technology IS the Great Enabler of Contemporary Culture

Mobile, texting, video conferencing, the explosion of digital and social content (and more) are allowing Americans of all stripes to broadcast and share their cultural roots, influences and **evolving identities** across racial and geographic borders as they reimagine themselves and the rest of America. EthniFacts not only tracks the adoption of these enablers but also tracks and anticipates the adaptive creativity of ethnic consumers in using these tools.

### 5 Common Cultural Threads ARE the Future Platforms for Activation

Although challenging and complex, tools are available for empirically extracting elements of shared culture among seemingly diverse populations. EthniFacts has created an ongoing **Pancultural Genome Project**<sup>SM</sup>, a new paradigm for extracting what/how culture traits drive attitudes and buying preferences of most Americans regardless of what ethnic/racial strand they come from.

EthniFacts is an insights provider focused on the role of culture in consumer behavior. Psychological science, statistical and demographic tools and cultural savvy allow us to provide clients radical yet practical knowledge about today’s volatile consumer environment. We produce creative segmentation models that accurately unravel consumer behavior. Our thought leadership includes new paradigms on the CulturEdge<sup>®</sup>, the dynamic spaces where culture sustainability, sharing, parity, and rerouting are the new social currency.



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