DECONSTRUCTING DIVERSITY TODAY

IDENTITY AND CULTURE TO STRENGTHEN CONNECTIONS
Going Deeper

We challenged ourselves to learn more about diversity, beyond traditional paradigms.

1

To truly connect with people on a cultural level, we need to understand identity and diversity among a broader audience.

2

We also wanted to understand what role, if any, brands should play in culture.
Keys to Driving Cultural Engagement

Find ways to link people’s identities with brands’ heritages cultures & identities

Invest in celebrating the richness of multicultural audiences. Broader audiences won’t be alienated given shared global curiosities.

Share this research with your clients and creative agencies to ensure accountability.

Confirm that your advertising content authentically portrays multicultural audiences.

Make sure clients do not appear in environments that are furthering stereotypes.
Richness of Self-Identity

KEY FINDINGS

1. People define themselves based on a variety of factors – key elements of identity are race, ethnicity, language, and family.

2. Richness of identity today revolves around choice and can include a combination of heritage and culture.

3. People have a strong desire to learn about other cultures. Marketers should be culture curators and culture embracers.
Components of Self-Identity

INHERITED – A BUILDING BLOCK FOR CULTURE

HERITAGE: Range of culture, values, and traditions inherited or passed down from previous generations. It represents one’s history and identity.

INCORPORATES PERSONAL CHOICE

CULTURE: Set of beliefs, values, and practices of a particular group of people. Unlike heritage, culture does not need to be passed down between generations, and can change with time.

BEYOND ONE’S SELF

CULTURAL CURiosity: Desire to learn more about cultures other than one’s own.
Identity Today Offers the Freedom to Choose

Identity isn’t just the traditional labels ascribed to us, it’s also what we decide we are.

Most people (87%) feel a strong attachment to multiple communities, with 76% identifying with 4 or more groups.

Gen Pop n=3,503
Q: On a scale of 0 to 5, how strong would you say your attachment is to the following groups? (0: I don’t identify with people from this group at all; 5: I identify with people from this group very strongly)
People Not Only Want to Connect with Their Own Identity Groups, But Also with Other Cultures

Desire to connect with other cultures is ubiquitous (93%)

Their universal curiosity stems from desire for personal growth just as much as traditional culture

Gen Pop n=3,503
0: On a scale of 0 to 5, how strong is your desire to connect with cultures other than your own? (0: Not strong at all; 5: Very strong)
Media As a Cultural Resource

KEY FINDINGS

1. Media not only inspires cultural curiosities, but also satisfies it.

2. Visual forms of media (e.g. TV shows, movies) are a strong tool to connect people to their heritage.

3. People of color, LGBTQ+, and younger audiences are more likely to use media to connect with their heritage.
Media Inspires People of All Races/Ethnicities, Especially Hispanic/Latino Audiences

MEDIA DRIVERS OF CULTURAL CURIOsITY - % Selected
Based on responses to broad types of media (music, movies, arts, etc.)
Media Also Serves as a Resource to Satisfy Cultural Curiosities

USE OF MEDIA TO AS WAY TO SATISFY CULTURAL CURiosity - % Selected

61%
Total Pop

Top media-related way to satisfy cultural curiosity is listening to music, followed by watching TV shows and movies.

60%
White

66%
Hispanic/Latino

58%
Black/AA

60%
Asian/Pacific Islander

*Media Ways: Following influencers, Following blogs or channels, listening to music, sharing content online, watching TV shows/films/documentaries, watching news
Total Pop n=3,503
Q: How do you satisfy this curiosity to connect with cultures other than your own? Select all that apply.
Brands x Culture

**KEY FINDINGS**

1. Brands have an opportunity to fill the consumer desire for connection: to their culture, their heritage, as well as other cultures.

2. Consumers across all segments want media representation that includes authentic images and diverse talent, especially through video.
Brand Involvement In Satisfying Strong Cultural Curiosities Is an Expectation

Brand involvement is especially important for those who have the strongest attachments with their own race/ethnicity.

**PERCEIVED ROLE OF BRANDS IN SATISFYING GLOBAL CURIOSITY**

% Strongly/Somewhat Agree

- **Identifies Strongly With Their Race/Ethnicity**
  - White: 64%
  - Hispanic/Latino: 73%
  - Black/AA: 71%
  - Asian/Pacific Islander: 66%
  - Gen Pop: 67%

*White n=1,199, Hispanic/Latino n=830, Black/AA n=988, Asian/Pacific Islander n=486*

Q: How much do you agree or disagree that companies should play a role in satisfying people's curiosity about cultures in general?
Representation in Media Is Important For All Multicultural Cohorts

WAYS BRANDS SHOULD GET INVOLVED: GEN POP - % Very/Somewhat Important

- Media Representation
- Company Positioning

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian/Pacific Islander</th>
<th>Gen Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>79%</td>
<td>82%</td>
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<td>89%</td>
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<table>
<thead>
<tr>
<th>Sexual Orientation</th>
<th>LGBTQ+</th>
<th>Not LGBTQ+</th>
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<tr>
<td></td>
<td>84%</td>
<td>80%</td>
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<td>90%</td>
<td>82%</td>
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</table>
To Connect with People Culturally Through Video, Several Guiding Principles Hold True

<table>
<thead>
<tr>
<th>TOP 5 REASONS WHY VIDEO WAS CULTURALLY RELEVANT - % Selected</th>
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<tbody>
<tr>
<td><strong>White</strong></td>
</tr>
<tr>
<td>1. Featured actors who look like me</td>
</tr>
<tr>
<td>2. Featured actors with diverse backgrounds</td>
</tr>
<tr>
<td>3. Featured causes/social issues</td>
</tr>
<tr>
<td>4. Accurately represented a certain culture</td>
</tr>
<tr>
<td>5. <strong>Addressed stereotypes/discrimination</strong></td>
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<tr>
<td><strong>Black/AA</strong></td>
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<tr>
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</tr>
<tr>
<td>3. Featured communities I identify with</td>
</tr>
<tr>
<td>4. Featured actors with diverse backgrounds</td>
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<tr>
<td>5. Featured current events</td>
</tr>
<tr>
<td><strong>Hispanic/Latino</strong></td>
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<td>3. Featured actors who look like me</td>
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<td>4. Featured activities</td>
</tr>
<tr>
<td>5. Featured music</td>
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<td><strong>Asian/Pacific Islander</strong></td>
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Addressing stereotypes is a common thread for all.
When Brands Get It Right, People Are More Open to Brand Messages

OPENNESS TO ADS DURING TV SHOW/MOVIE CONSUMPTION
% Strongly/Somewhat Agree

- Brands are doing a “bad job” in helping you connect to groups you identify with
- Brands are doing a “good job” in helping you connect to groups you identify with

Gen Pop n=3,503
Q: How much do you agree with the following statements about advertising? Select one for each option.
The Methodology

ONLINE SURVEY

Participants Recruited From a Nationally Representative Online Panel

Total: n=3,503
White: n=1,199
Hispanic/Latino: n=830;
Black/AA: n=988
Asian/Pacific Islander: n=486

Extensive Recruitment:
n=1,500 multicultural booster sample
n=697 who identify as LGBTQ+
n=833 who identified as having a mental/physical disability

Offered Survey in English & Spanish
(19% of Hispanic/Latino chose Spanish)

The Quantitative

DIGITAL INTERVIEWS

Recruited Participants For One-on-One Interviews and Focus Groups

Total: n=15
In-depth Interviews: n=9
Focus Groups: n=6

Moderator Self-identified as Key Cohort

Participants Were Either White, Mixed Race White, Black/AA or Hispanic/Latino

3 Identified As LGBTQ+
2 Identified As Having A Disability

The Qualitative
Looking for More?

For Additional Findings, Reach Out To:

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