

POLY 2.0:

THE NEXT EVOLUTION

An In-depth and Multidimensional Approach to Understanding Audiences Through Cultural Mindsets



Core Themes  
Revealed By  
Poly 2.0:

- ◆ **America's Identity is Evolving**  
By 2055, most Americans will identify as multiracial
- ◆ **Think Beyond Demographics**  
Identity goes far beyond race & age
- ◆ **Culture Leads the Way**  
Cultural themes are gaining importance every year

Exploring Mindsets Through Two Different Lenses

Our cultural mindsets are shaped by:



Family History  
+ Connections



Where We  
Grow Up




Formative  
Experiences




Media


Our cultural mindsets motivate:




Brand  
Attitudes




Media  
Attitudes




Media We're  
Drawn To



Cultural  
Themes



Moments of  
Openness



Purchase  
Decisions

We Applied:

Custom  
Survey

Sample of 1500 people to contextualize cultural shifts around the meaning and importance of identity, heritage and culture

+

Social  
Intelligence

Unlocking how conversations and sentiment have evolved around culture, race, ethnicity, and openness

+

Syndicated  
Research

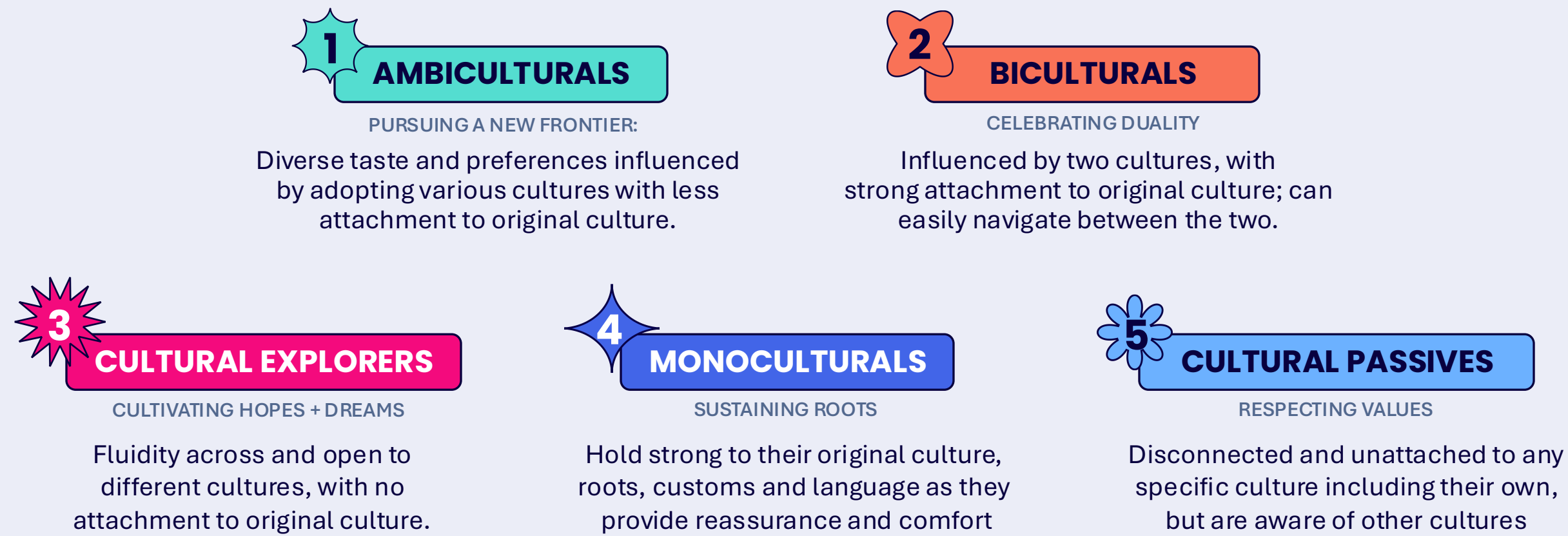
To build audience profiles based on cultural mindsets to understand beliefs, values, and behaviors



“For me, learning about my heritage has been like finding pieces of myself I didn’t know were missing. It connects me to my ancestors and gives me a sense of pride in who I am.”

# HERITAGE + CULTURAL IDENTITY IS A SPECTRUM: 5 DYNAMIC MINDSETS EMERGE

Unique mindsets across cultural segmentation allow for a deeper understanding of how culture & heritage play an important role in daily life, relationships & experiences.



## What We Heard:

- **We’re far more complex than any demographic:** when asked what makes us...us, only **15%** mention a traditional demographic like race or age.
- **Culture does matter to us: 8 in 10** say our culture/ethnic heritage is an important part of who we are and something we feel a deep pride in. But it plays out in different ways in our lives in relation to our mindsets.

### For instance, our mindsets...

- **...Are shaped by childhood and community.** Most Americans now live in a more diverse context than where they grew up: **72%** of Monoculturals grew up with mostly or all people from their background, but now only half do. And **half** of Biculturals now live among people of many different backgrounds.
- **...Shape experiences we seek out:** Food is a universal cultural touchpoint where even Monoculturals are more open to other cultures. But each mindset is drawn to unique touchpoints: Biculturals seek out TV shows related to their own heritage, but like to follow social influencers from others.
- **...Shape our attitudes toward media and brands.** Around **half** are drawn to streaming services that offer diverse stories and cultural themes — among Biculturals, **3/4**. And diverse representation in brand ads is **twice** as important to Biculturals as Cultural Passives.
- **Cultural mindsets are fluid** through generations, our lives, and our days. **One-third** feel even more connected to their ethnic heritage than their parents — among Biculturals, it’s over half.

Contact us at [Multicultural@HorizonMedia.com](mailto:Multicultural@HorizonMedia.com) to Tap into the Power of Culture Through the Mindsets of Your Audience!