No Diving in Shallow Water?
How Hidden Consumer Trends Are Changing the World - and the Arts - as We Know It
Let’s start with a little story.
Meet two of my favorite people in the world...

My sister-in-law, Rachel
and my brother-in-law, Zach

Aren’t they cute?!
Rachel and Zach met in Pharmacy School, where they were both incurring **HUGE amounts of student debt.**
After graduating, Rachel and Zach built a house in Minneapolis that **cost way more than they had planned.**
Hold that thought. We’ll come back to Rachel and Zach in a minute...
60% of U.S families who live below the poverty line ...
60% of U.S families who live below the poverty line own a high-definition television.
82% of uninsured U.S. adults...
82% of uninsured U.S. adults subscribe to cable or satellite TV services.
A few random stats…
People who say they manage their money “Very Badly”...
People who say they manage their money “Very Badly” are 249% more likely than average to shop at Whole Foods.
Millennials are 4x more likely than older generations...
Millennials are 4X more likely than older generations to be influenced by celebrities when making purchase decisions.
OK. Back to Rachel and Zach...
By the time Rachel and Zach got engaged, they were buried in debt— with an expensive wedding looming...
...so my wife and I gave them a **large financial gift** to help them out.

(more than we paid for our wedding, I might add)
And guess what they did with it?
Yep. They bought a F*@#ing Mercedes!!
Hi. Nice to meet you.
“In the future, so much data will be available about a person that we could forego lengthy surveys and simply ask people online, “What are you thinking right now?”

Dr. Stephen Ansolabahere, Harvard Business School, 2008
Sorry to do this but we’re going to talk about politics.
Let’s all think back to the **Summer of 2015**

Supreme court rules in favor of **same-sex marriage** nationwide

**Confederate Flag** Removed from South Carolina Capitol Grounds
Quick Reality Check

- 79% of online **U.S. Adults** are on Facebook
- 57% use the site or mobile app **daily**
- >62% of Americans **age 65+** are on the platform

Source: Pew Foundation 2015
Remember this?
How about this?
Sample Bias: A Little About Me
The U.S. of A.

38% Conservative  24% Liberal  34% Moderate
So then why nothing but this?
Because Facebook is disproportionately Liberal, right?
Because Facebook is disproportionately Liberal, right?

WRONG!
Yes, Liberals are much more likely to be on Facebook.

% on Facebook

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<th>Liberals</th>
<th>Conservatives</th>
<th>Moderates</th>
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<tr>
<td>%</td>
<td>78%</td>
<td>58%</td>
<td>66%</td>
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% Daily Users

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<th>Moderates</th>
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<tr>
<td>%</td>
<td>51%</td>
<td>36%</td>
<td>40%</td>
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But remember this!

38% Conservative  24% Liberal  34% Moderate
5th Grade Math
(Courtesy of my daughter Noelle)

Liberals  \(24\% \times 78\% = 19\%\)
Conservatives  \(38\% \times 58\% = 22\%\)
Moderates  \(34\% \times 66\% = 22\%\)
So why this?!? Here’s why.
Because Liberal Facebook Users are much more likely than Conservatives to post about controversial topics.
Do you generally post your opinions about controversial topics on social media? > Yes

- Conservative: 15%
- Moderate: 7%
- Liberal: 32%

Generated by CivicScience® | 1,175 Responses
Most social media users don’t like to say or share things that are unpopular with their friends.
Would you share an opinion on Facebook or Twitter, even if you knew it was very unpopular with your friends?

- Definitely: 18%
- Probably: 23%
- Probably not: 22%
- Never: 25%
- Not sure: 12%

47% of people admit it. 41% don’t.
Which of the following best describes your political leanings? crossed with Would you share an opinion on Facebook or Twitter, even if you knew it was very unpopular among your friends? > Likely to share

- Conservative: 36%
- Moderate: 38%
- Liberal: 58%

Look who’s more likely?
“You know I am not shy and love a robust debate. But even I keep my mouth shut sometimes, as do other conservative friends, because of how quickly liberals escalate debate into invective”.

Ron
August 17, 2015
And so, we often end up here....
...or here.
U.S Economic Sentiment 2014-2016

Gen Pop vs Trump Cohort
OK. But what does it have to do with marketing and musical theater?
How often do you post comments on Facebook or Twitter because you think they improve your image among friends?

- Most of the time: 8%
- Sometimes: 27%
- Never: 65%

How often do you think your friends post things on Facebook or Twitter primarily to enhance their image?

- Most of the time: 28%
- Sometimes: 55%
- Never: 17%
According to Nielsen, "aspirational" consumers now outnumber both luxury and non-luxury consumers in the U.S.

- 33% Luxury Buying Consumers
- 41% Aspirational Consumers
- 26% Non-Luxury Buying Consumers
“Aspirationalists see brands as badges for their identity.”

eMarketer
Favorability of Blue Chip Mass Market Brands

2014-Present
And now, everything is changing.
Welcome to the Age of Tribalism
The Age of *Tribalism*

Over the past six months, would you say your **desire to leave the house** has increased or decreased?

- **Increased**: 18%
- **Decreased**: 33%
- **Stayed the same**: 47%
- **I’m not sure**: 3%

*Generated by CivicScience® | 1,850 Responses*
The Age of **Tribalism**

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<th>Before 2016</th>
<th>Today</th>
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<tr>
<td>Like to <strong>be Around People</strong> a Lot</td>
<td>34%</td>
<td>21%</td>
</tr>
<tr>
<td>Dislike People With <strong>Differing Views</strong></td>
<td>30%</td>
<td>34%</td>
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</table>
55% of Facebook users have unfriended someone over politics.
“When Mexico sends its people, they’re not sending their best.. [...] They’re sending people that have lots of problems, and they’re bringing those problems with us. They’re bringing drugs. They’re bringing crime. They’re rapists.”
Johnstown Never Believed Trump Would Help. They Still Love Him Anyway.
Adults on Twitter
Trump Voters on Twitter

20%
10%
So what? Now what?
Pro Tip #1

Don’t sell to me. **Sell to the person I want to be.**
Pro Tip #2

Know your tribe.

Gen Pop vs Trump Cohort
“Audience creation sucks right now.”

Justin DeGraaf, Data Strategy & Precision Mktg, Coca-Cola Company
PSYCHOGRAPHICS > DEMOGRAPHICS
Pro Tip #3

The **narrative that emerges first** is almost always the one that sticks.
What people hear is not as important as **WHO** they hear it from.

Pro Tip #4
Pro Tip #5

All consumers are **not created equal**.

**Know YOUR Market Maven**
- Tries new products first
- Tells others

**Know YOUR Persuadable**
- Prone to switch
- Influenced by friends/family
- LESS likely to speak/share
T-Mobile’s Jump campaign **won early adopter AT&T switchers** by allowing them to upgrade their phone at anytime.

The rest is history.
Thank You
For any questions, please contact
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