

We Are Many, We Are One: Neo-Tribes and Tribal Analytics in the 21st Century

A Overview of John Zogby's New Book

By Kristin Schneider

There is literally a new landscape. We inhabit a world of cyberspace and it is also in our minds and hearts— not in our physical neighborhoods... This new world is as much about how we choose to identify ourselves, how we define our own priorities, and who we ourselves choose as our cohort as it is about where we physically work, play or worship.

— **John Zogby**

In the last hundred years the world has evolved in dramatic and fantastic ways, changing the way mankind interacts and views both each other and ourselves. Strangers who once never would have met now influence each other's lives every day. Yet, even in our ever-changing society of expanding horizons and shifting paradigms, the way we segment and cluster people has largely stayed the same. The government, research firms, and corporate America still segment people in terms of traditional metrics like race, gender, and geographic location. This raises a question— if the way we see each other and the world is constantly changing, then doesn't the way we segment people need to change as well?

Enter John Zogby and his new book *We Are Many, We Are One: Neo-Tribes and Tribal Analytics in the 21st Century*. Defying the way traditional segmentation is carried out, Zogby presents a revolutionary new way of looking at segments, or 'tribes', in his newest book on analytics.

What makes John Zogby's approach unique? Instead of breaking up segments through traditional analytic methods, he allows his segments to define themselves on perceived similarities and differences of lifestyle, passions, and philosophies. In doing so, he allowed for the creation of eleven unique self-formed self-titled neo-tribes: Land of the Free, The Dutifuls, the God Squad, Go with the Flow, The Persistents, The Creators, One True Path, The Adventurists, Happy Hedonists, The Self-Perfectionists, and the Outsiders. Zogby then provided an in-depth look into each tribe's mindsets, buying patterns, and motivations in his book by identifying and analyzing their key demographics, politics, habits, and attitudes.

How can Tribal Analytics be applied? In the words of John Zogby, "Basing our understanding of people mainly on what they consume is like building a sandcastle... [Tribal analytics] doesn't rely on tricks; it gets beyond the surface texture of people's lives." Zogby leverages tribal analytics to provide insight for everything from consumer marketing to voting forecasts. He identifies potential for cross-marketing opportunities within retail ad campaigns, proposes new methods for not-for-profit fundraising, and redefines the concept of 'local' for government officials.

What topics are covered in Zogby's book? Over the course two hundred pages, Zogby walks through eight different sections on his revolutionary take on analytics. Zogby introduces readers to his definition of tribes and specifically his eleven neo-tribes. He provides a concise executive summary for each of the tribes along with a more in-depth analysis of the tribe's demographics, political leanings, habits and attitudes, and descriptions "in their own words". He also breaks down where unique characteristics and dissonances exist between the tribes and how 'border crossings' exist

where tribal interests align. Zogby also devotes a section of his book to real world applications where he analyzes past marketing campaigns for areas of strength and potential oversights as well as provides examples where tribal analytics can be used key areas such as corporate recruitment, not-for-profit fundraising, and politics. In the conclusion of his book, Zogby challenges his readers to think beyond conservative traditional metrics and carry on the discussion on how our ever changing world should revolutionize not only the way we cluster and segment but also how we see ourselves and those around us.

John Zogby's *We are Many, We are One* is a breath of fresh air in a world full of traditional analytics and segmentation. His take on tribal analytics reflects the ever changing, ever expanding world we find ourselves in today. Written with his personal flare and a douse of humor, Zogby challenges readers to rethink preconceived notions and start conversations about what it means to be human and relate with each other. In the words of Zogby, "[Tribal analytics] can be a great tool for fellow practitioners of the art of communication as well as for our fellow human beings in general. But finding the glue that holds our tribes together, speaks to our better angels, and captures both our aspirations and passions—that is ultimately what will make us big winners."

A Summary of Zogby's Four Largest Neo-Tribes

Neo-Tribes	Percentage of Adults	Life Mission	Definition of Success	Key Facts and Demographics
Land of the Free	33.2%	Duty, responsibility, simplicity, and no frills.	Live free or die and patriotism	Full of hard working, traditional, and patriotic conservatives, the Land of the Free tribe is focused on fulfilling all of their duties and responsibilities by living an honorable and trustworthy life. Key Demographics: 43% are under 50 years of age. White 84% (highest), African American 5%, Hispanic 6%, and Asian 3%.
The Dutifuls	26.9%	To live a life that is authentic, one of duty to a higher authority, and family-oriented	Achieving a loving family	The Dutiful Tribe is focused on surrounding themselves with a loving family by living an authentic life full of faith and God. They are kind people, striving to be honorable, compassionate, and generous. Key Demographics: 43% are under 50 years of age. White 78%, African American 10%, Hispanic 7%, and Asian 3%
The God Squad	24.9%	"To live for and serve God, my faith"	Happiness and no thrills	Ultimately relying on God and their faith to help them through life's struggles, The God Squad aims to live a life more focused on happiness and authenticity than worldly goods. Key Demographics: 50% are under 50 years of age. White 68%, African American 19% (highest), and Hispanic 8%
Go with the Flow	23.5%	To strive for balance, moderation, and zen	Achieving the middle of the road with little passion	The Go with the Flow tribes seeks out open-mindedness, balance, and relaxation at the expense of competitiveness and adventure. Key Demographics: 63% are under the age of 50. White 66%, African American 13%, and Hispanic 15%