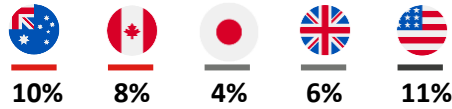


# Racial Equality

People who care most strongly about Racial Equality

## Top Cause: Racial Equality

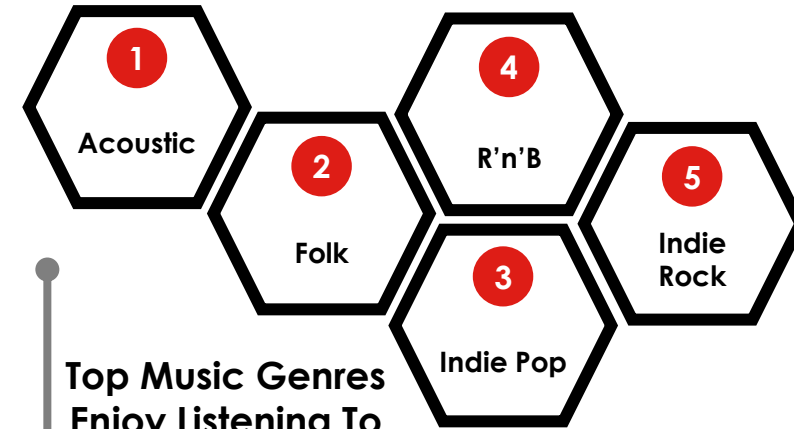


Percentage of the population aged 16-64 who said Racial Equality is one of the top 3 causes they care strongly about. **In Australia, 10% of the population or 1.6 million people said it was one of their top 3 causes.** This data was collected in March 2020, and we will continue to monitor this cause as more waves of research are released.



## Top AP DNA Segments

Top AP DNA Segments who said Racial Equality is one of the **top causes they care about.**

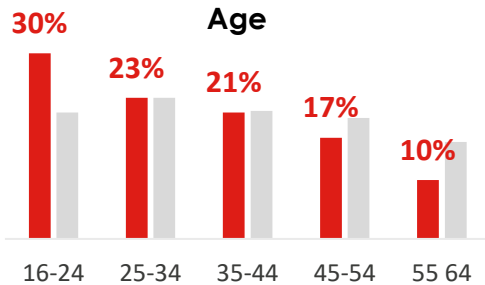


## Top Music Genres Enjoy Listening To

01

## Demographics

In Australia, the issue is of greatest concern to younger people. It skews slightly towards males.



02

03

## Brand Expectations

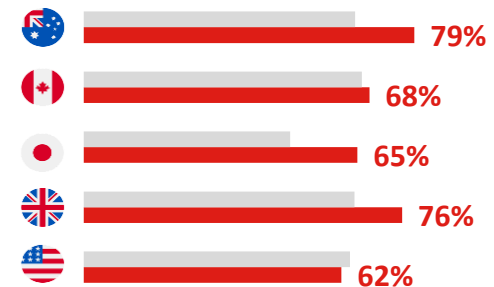


For people who care most about racial equality, they expect brands to be **authentic and socially responsible**. They will **avoid brands who they believe are commercializing or profiting off the issue.**

04

05

## Interest in Music



06

The majority of people who consider Racial Equality one of their top causes are **interested in Music**. In Australia, **1.2 million people** who consider Racial Equality one of their top causes are also interested in Music.