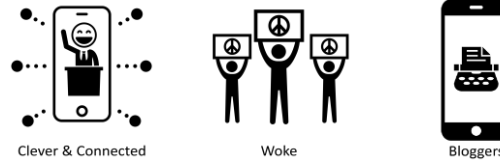
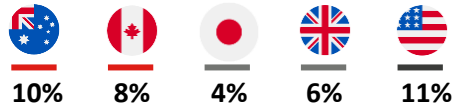


Racial Equality

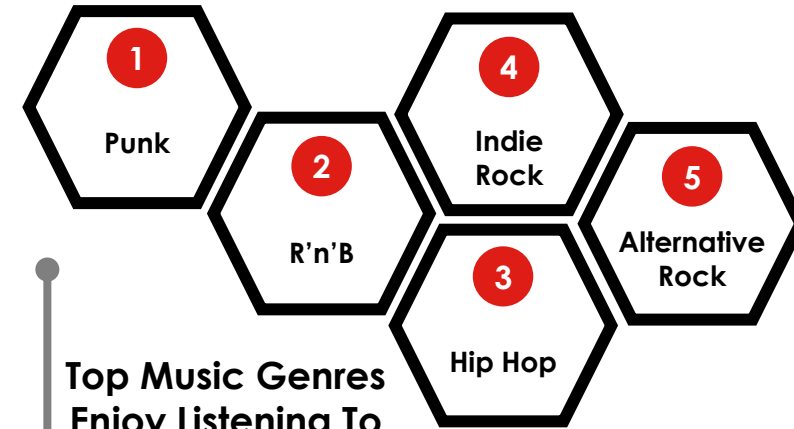
People who care most strongly about Racial Equality

Top Cause: Racial Equality



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

Percentage of the population 16-64 who said Racial Equality is one of the top 3 causes they care strongly about. **In Canada, 8% of the population or 1.9 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.

01

02

03

04

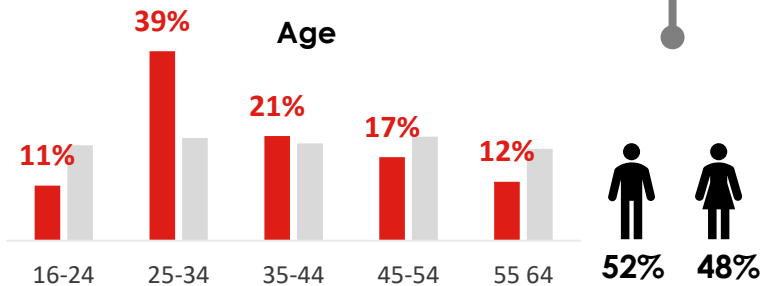
05

06

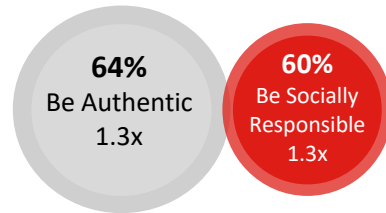
Demographics

In Canada, the issue is of greatest concern to people age 25-34.

Age

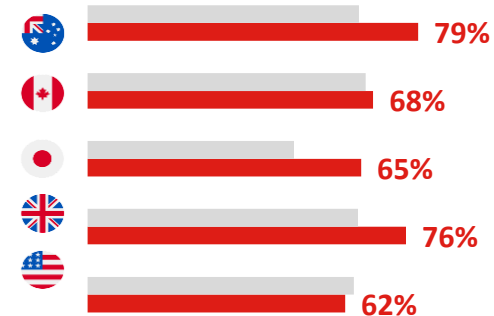


Brand Expectations



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.**

Interest in Music



The majority of people who consider Racial Equality one of their top causes are interested in Music. In Canada, **1.3 million people** who consider Racial Equality one of their top causes are also interested in Music.