

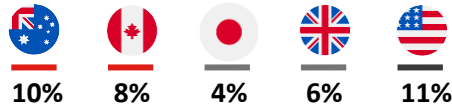


Racial Equality



People who care most strongly about Racial Equality

Top Cause: Racial Equality

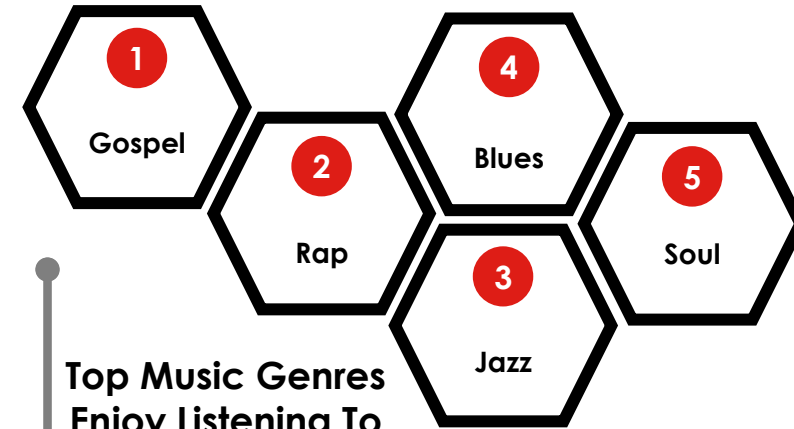


Percentage of the population 16-64 who said Racial Equality is one of the top 3 causes they care strongly about. **In the UK, 6% of the population or 2.6 million people said it was one of their top 3 causes.** This data was collected in March 2020, and we will continue to monitor this cause as more waves of research are released.

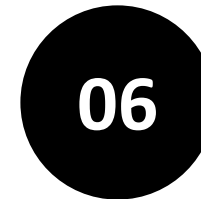
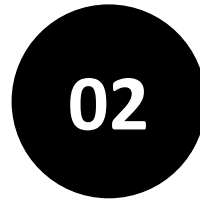


Top AP DNA Segments

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

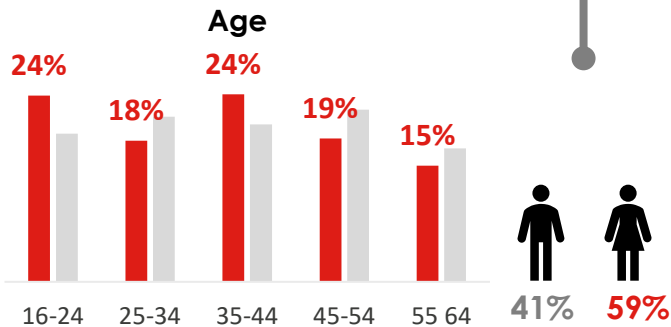


Top Music Genres Enjoy Listening To



Demographics

In the UK there's a skew towards females, and those aged 16-24 and 35-44.

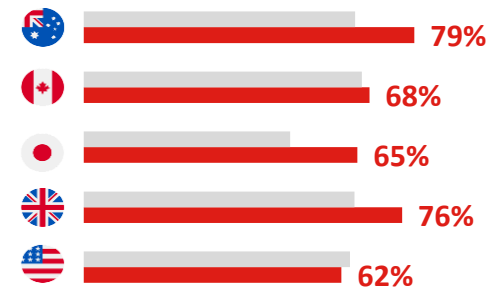


Brand Expectations



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 the UK, **2 million people** who consider Racial Equality one of their top causes are also interested in Music.