

## How well are brands connecting with consumers “like me”?



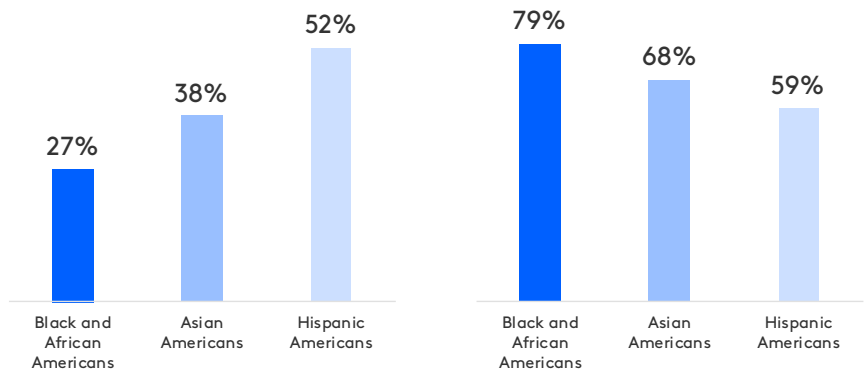
When asked if companies do a good job representing them, 28% of Black and African American consumers disagreed – and of those, **82% believe companies should conduct more research to better understand them.**

In fact, only 27% of Black and African Americans think companies do a good job representing and communicating with people of their race/ethnicity.

Brands must act to better understand and reach out to people of different races/ethnicities.

Companies do a good job representing and communicating with people of my race/ethnicity

Companies should conduct more research with people of my race/ethnicity to better understand our unique needs and opinions



For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)

## Does a brand's focus on social justice change consumer spending?

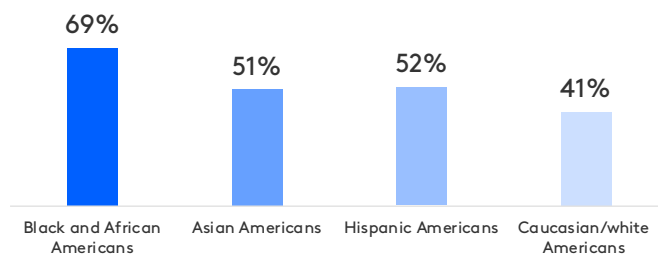


69% of Black/African Americans think an authentic statement from a company about anti-racism, social justice or the Black Lives Matter movement is important when deciding which products to purchase.

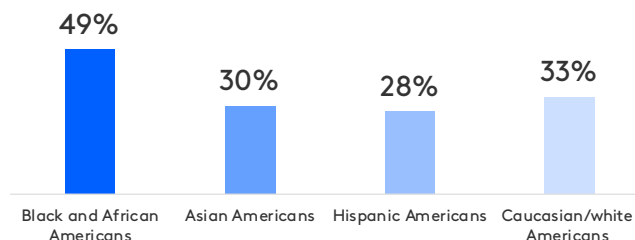
Of those 69%, **78% also say they are more likely to purchase a product when they are represented in a company's advertising or packaging.**

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An authentic statement from a company about these issues is important when deciding to purchase their products



35% of Americans overall have changed their spending to promote anti-racism or a focus on social justice this year, either by buying from businesses that represent their views, donating to charities or non-profits, or boycotting businesses that represent opposing viewpoints.



## How well are brands connecting with consumers “like me”?



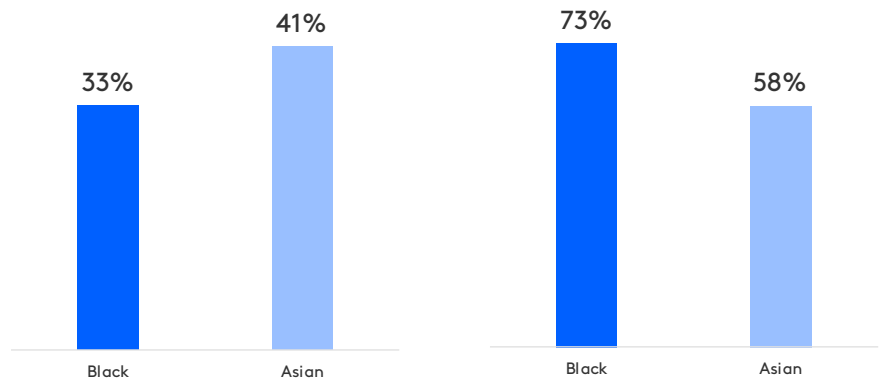
When asked if companies do a good job representing them 24% of Black consumers in the UK disagreed that companies are doing a good job representing them – and of those, **92% believe companies should conduct more research to better understand them.**

In fact, 33% of Black consumers think companies do a good job representing and communicating with people of their race/ethnicity.

Brands must act to better understand and reach out to people of different races/ethnicities.

**Companies do a good job representing and communicating with people of my race/ethnicity**

**Companies should conduct more research with people of my race/ethnicity to better understand our unique needs and opinions**



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## Does a brand's focus on social justice change consumer spending?

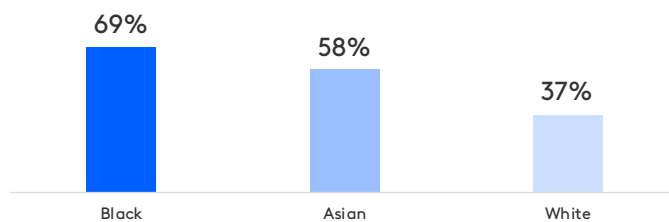


69% of Black Consumers think an authentic statement from a company about anti-racism, social justice or the Black Lives Matter movement is important when deciding which products to purchase.

Of those 69%, **85% also say they are more likely to purchase a product when they are represented in a company's advertising or packaging.**

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**An authentic statement from a company about these issues is important when deciding to purchase their products**



35% of British citizens overall have changed their spending to promote anti-racism or a focus on social justice this year, either by buying from businesses that represent their views, donating to charities or non-profits, or boycotting businesses that represent opposing viewpoints.

