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

In fact, 28% of Black and African American consumers disagree that companies are doing a good job representing them – and of those, 82% believe companies should conduct more research to better understand them.

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

Survey fielded among 2,000 US and UK LifePoints respondents in September 2020
An authentic statement from a company about these issues is important when deciding to purchase their products.

<table>
<thead>
<tr>
<th></th>
<th>Black and African Americans</th>
<th>Asian Americans</th>
<th>Hispanic Americans</th>
<th>Caucasian/white Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authentic Statement</td>
<td>69%</td>
<td>51%</td>
<td>52%</td>
<td>41%</td>
</tr>
</tbody>
</table>

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.

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.

Survey fielded among 2,000 US and UK LifePoints respondents in September 2020.
Brands must act to better understand and reach out to people of different races/ethnicities.

In fact, 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.

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

Survey fielded among 2,000 US and UK LifePoints respondents in September 2020
An authentic statement from a company about these issues is important when deciding to purchase their products

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.

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.

Survey fielded among 2,000 US and UK LifePoints respondents in September 2020