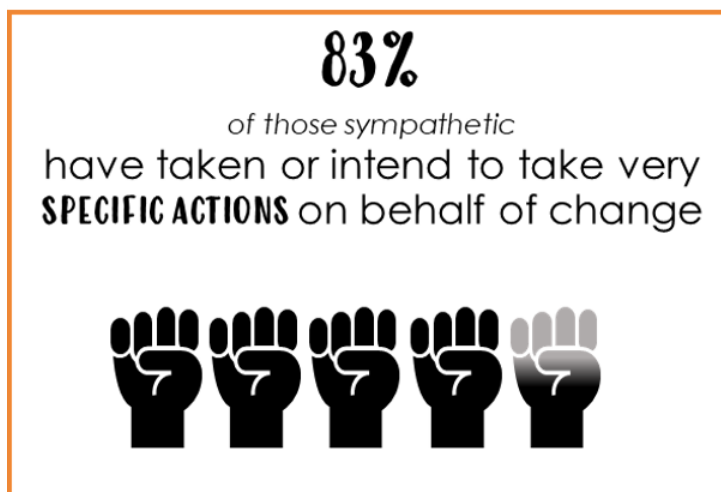


IS AMERICAN SUPPORT FOR RACIAL JUSTICE GENUINE?

An overwhelming majority of Americans indicate they are sympathetic to the cause of the nationwide protests via a variety of polls. But is that support a sign of genuine commitment or only lip service?

A recent survey about consumer behavior, attitudes and beliefs conducted by Relevation Research found Americans to be strongly behind the cause of social justice, to have explicitly changed actions and to have begun a serious process of introspection and education about the issues confronting people of color.

Relevation Research, a Barrington, IL based marketing research company, surveyed 650 nationally representative online consumers 18+ in June to learn that 44% of Americans strongly sympathize/support the cause of social justice with another 25% somewhat sympathizing/supporting. That sympathy and support has taken the form of heightening awareness and motivation for change.



“It’s pretty easy to sit at home and check a box that says you support the cause of social justice, so we wanted to dig a little deeper and find out whether any sincere changes in behavior were taking place, as well as understand the characteristics of those supporting,” Allison Kranz, research director at Relevation Research, said. “We found an increase of 1 in 5 Americans sympathetic to the cause *newly* donating to social justice organizations, participating in or joining activist groups/communities, and voting for candidates with a platform of racial equality. Right now, over 65% claim to be actively listening/engaging in conversations about the issues facing people of color. The profile of supporters looks like the population at large crossing all ages, ethnicities and geographies.”

For more information on Relevation Research or this survey, visit www.RelevationResearch.com.