



# Social Awareness and Engagement - US - 2021

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## This report looks at the following areas:

- Consumers' outlook and personal participation in social awareness and engagement
- The social issues that consumers feel are currently the most pressing and in need of support
- Consumers' consideration of and expectations for brands' participation in social awareness and engagement
- Opportunities for brands to engage with consumers through authentic and impactful social engagement efforts

More than half of the US population qualifies as Mintel's Conscious Consumer segment, showing that social awareness and engagement is becoming more mainstream across the country. This is due, in part, to the increased attention to social issues, including racial justice and climate change, over the past two years. Primary Activists, a sub-segment of Conscious Consumers, are among the most dedicated to social engagement and are most intent that brands participate in social causes. However, the majority of Conscious Consumers also feel brands have a responsibility to help address social issues, demonstrating that value-driven marketing is an important opportunity for brands to consider.



"Interest and participation in social causes is becoming more widespread among US consumers. With over half of the US population qualifying for Mintel's Conscious Consumer segment, value-based marketing and cause-driven business practices are becoming more expected of brands."

– Lisa Dubina, Associate Director | Culture and Identity

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- **Abbreviations**
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