

The New Activist: Incl Impact of COVID-19 - US - September 2020

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This report looks at the following areas:

- Consumer activism and social issues during the COVID-19 pandemic
- American consumers' outlook and perception of activism
- Reactions to and expectations for brands' involvement in activism
- Activist values, as well as the impact of COVID-19 on American values overall

Social and political activism has long been a critical part of America's democratic society. In 2020, activism has seen newfound attention and widespread participation across the country. The COVID-19 pandemic and the social inequities exposed during the economic lockdown, as well as vivid images of police brutality and racial injustice, have prompted renewed activist efforts and impacted consumers' expectations of brands' role in activism.



"Throughout 2020, America has seen a surge in social awareness and consumer activism. The COVID-19 pandemic, the social inequities it's underscored, and a series of racially fueled conflicts and killings have led to a social and racial justice awakening across the country."

– Lisa Dubina, Senior Culture and Identity Analyst

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- **Brand participation is crucial to achieving change**

THE CONSUMER – KEY TAKEAWAYS

- **Brand ethics and donations are activist efforts with mass appeal**

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- **COVID-19 has sparked activism, both social and pandemic-related**
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