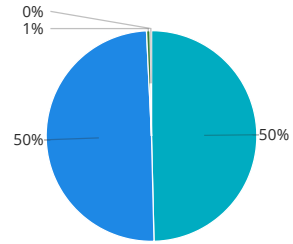




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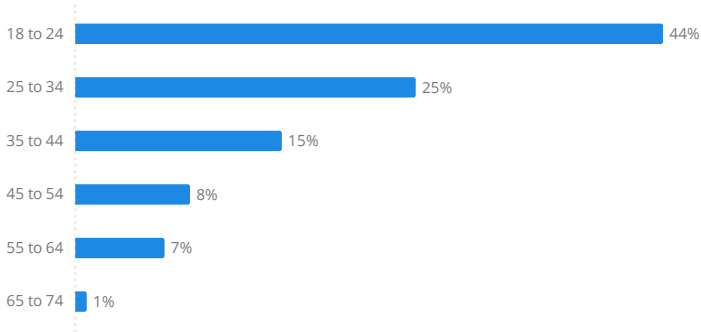
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What is your gender? 526 Responses

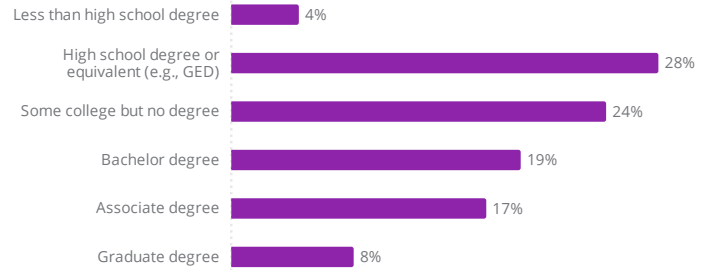


Female Male Gender non-binary Prefer not to say

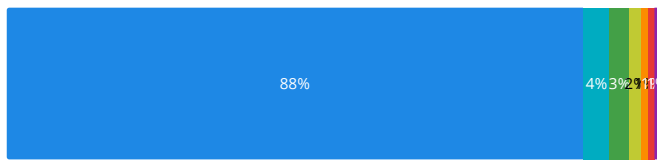
What is your age? 602 Responses



What is the highest level of school you have completed or the highest degree you have received? 525 Responses

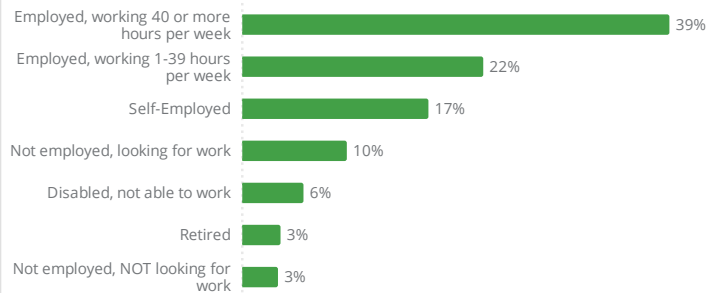


To the extent you feel comfortable, please indicate your ethnicity. 599 Responses

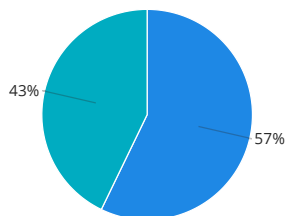


African American, Black White Latinx or Hispanic Alaska Native, Native Hawaiian, American Indian Asian American or Pacific Islander I prefer not to disclose Other

Which of the following categories best describes your employment status? 522 Responses

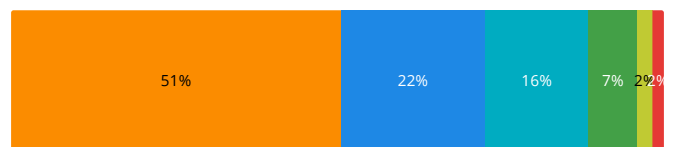


Do you own a business? 523 Responses



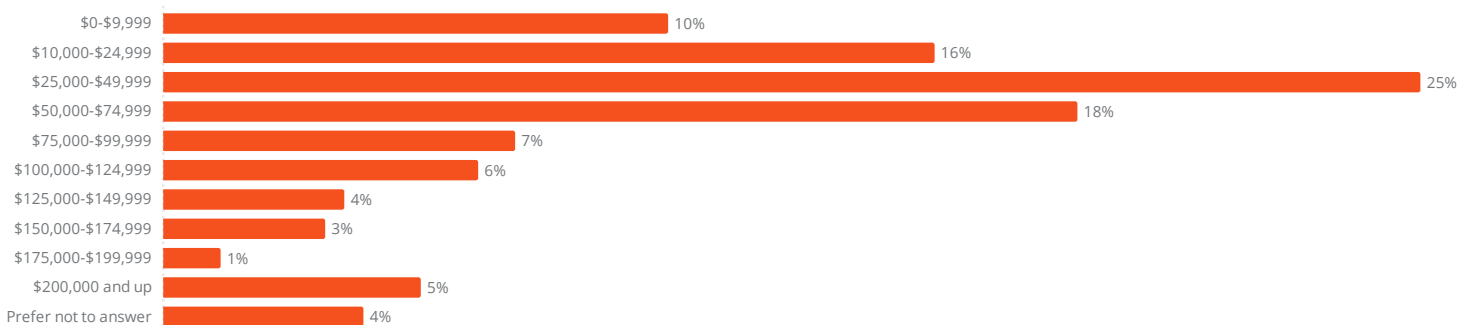
No Yes

How many children age 17 or younger live in your household? 522 Responses



None 1 2 3 4 5 or more

How much total combined money did all members of your HOUSEHOLD earn last year? 522 Responses

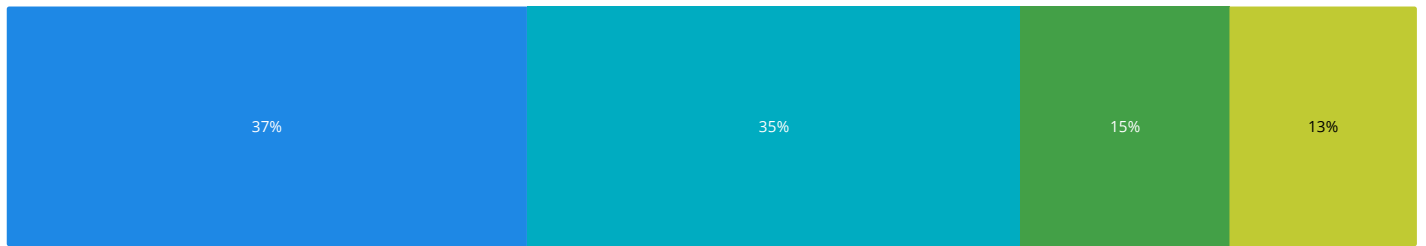




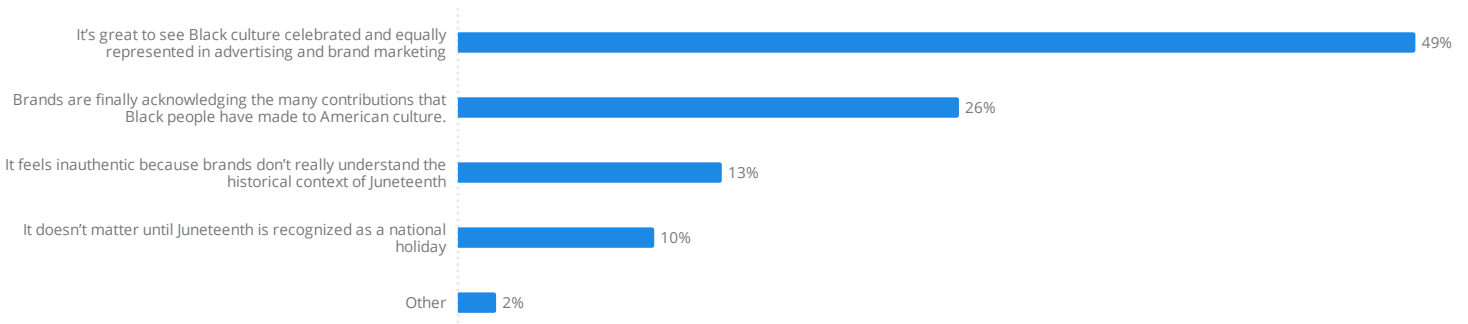
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Juneteenth

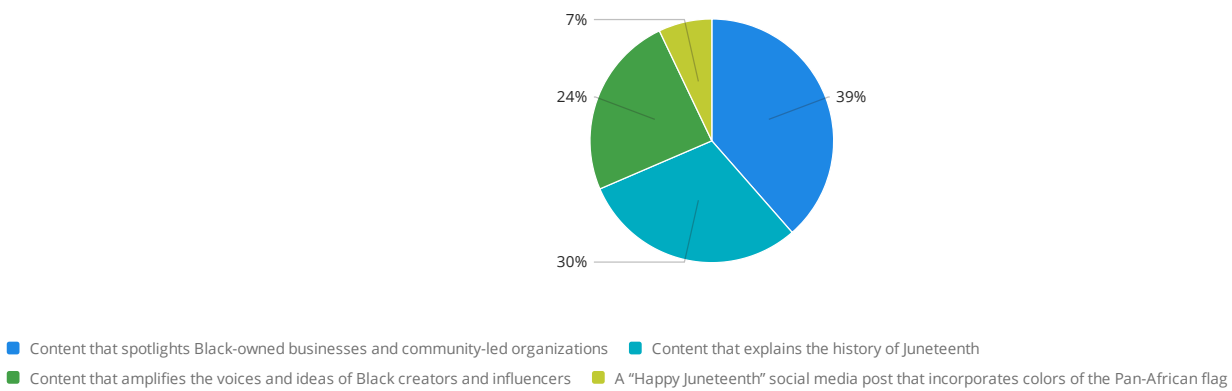
How would you prefer a company or brand to acknowledge Juneteenth? 520 Responses



Which best describes your general reaction to brands celebrating Juneteenth? 519 Responses



What type of branded Juneteenth content would you respond to most? 480 Responses



Drag and place the reasons you believe Juneteenth should be acknowledged by order of importance into each bucket.

Most important to be acknowledged	Percent
It presents another time of the year for mainstream media to acknowledge Black history	49%
It represents a celebration of Black voices and ideas	46%
It represents a whole movement for Black social justice	44%

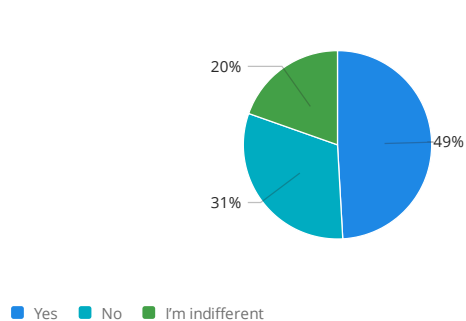
Drag and place the reasons you believe Juneteenth should be acknowledged by order of importance into each bucket.

Important to be acknowledged	Percent
It presents another time of the year for mainstream media to acknowledge Black history	27%
It represents a celebration of Black voices and ideas	43%
It represents a whole movement for Black social justice	48%

Drag and place the reasons you believe Juneteenth should be acknowledged by order of importance into each bucket.

Least important to be acknowledged	Percent
It presents another time of the year for mainstream media to acknowledge Black history	48%
It represents a celebration of Black voices and ideas	29%
It represents a whole movement for Black social justice	25%

Would it matter to you if a brand doesn't support Juneteenth being a federal holiday? 505 Responses



Drag and place the reasons you believe Juneteenth should be acknowledged by order of importance into each bucket

