

# FUND FOR SOCIAL EQUITY WAVE 3 RESEARCH

Path Forward – Full Report

Prepared for Mark Koide

February 2025—REVI



## THIRD ROUND OF RESEARCH - PATH FORWARD -

In January 2025, one nationally representative study of the general US population was fielded testing one concept of a seal denoting product, services and companies that are Black owned, managed and operated. This study found that around half of the population support the Family Prosperity concept and would pay more for products bearing the seal. However, there was a slight decline from the previous wave, and a significant decline in those willing those pay more for a product with this seal.

The seal resonates well among 25-44 year-olds and Black Americans, as well as those claiming to be Democrats. However, older Americans are less likely to be motivated by the seal.

Among the 6 logos tested, the “Certified Prosperity for the Next Generation’, By Black’ (shown to the right) fit best with the Family Prosperity concept, and over half the sample said they would purchase products or services that include a family prosperity seal with the logo.



Finally, 12 product categories were tested to understand the most suitable product area to put the seal on, and ‘Health and Beauty Products’ scored the highest in suitability, with ‘Clothing & Apparel’ close behind. ‘Fresh Products’ also scored well, showing the most increased interest for purchase and spend. ‘Baby Products’ and ‘Pet Care’ consistently show the least overall impact from the seal, although a much smaller portion of the population would have a baby in their household or own a pet.

## THIRD ROUND OF RESEARCH - PATH FORWARD -

From a regional perspective, Dallas, TX, Houston, TX, Philadelphia, PA, Atlanta, GA, Oakland, CA, and DC were looked at specifically, and the appeal of the seal was consistently among half of the population in each or higher. Houston, TX and Washington DC showed the most interest.

For all key markets, Health & Beauty is consistently considered a good fit for the seal. Atlanta and Oakland residents deem Clothing/Apparel as benefiting from an association with the Family Prosperity concept.

Ultimately although 2025 levels have softened, the Family Prosperity concept exhibits appeal yet again and the 'Certified Prosperity for the Next Generation', By Black' logo is a strong match. It is recommended that pursuing product options be considered, particularly in the Health & Beauty and Clothing/Apparel categories. Product and seal pairings should be further tested to understand fit and trial potential.

## Quantitative Survey Research Objectives:

- Understand the overall consumer appeal of Family Prosperity seal concept
- Identify customers most likely to purchase products with seal
- Understand which elements of the seal resonate
- Identify the product categories that are most relevant for the seal
- Understand impact of seal on purchase of product categories
- Uncover which of the 6 specific logos resonate best
- Understand what influences decisions to support businesses

## 8-minute survey

- Section I: Concept Exposure and Key Metrics (Family Prosperity Concept)
  - Willingness to seek additional information
  - Purchase Interest unpriced
  - Purchase Interest if came at slight price increase
  - Which product categories best suited
  - Seal purchase impact on product categories
  - % additional willing to spend
  - Importance of attributes on seal
- Section 2: Image/ Logo Exposure
  - Preferred image/ logo for seal
  - Purchase intent of image/ logo for seal
- Section 3: Overall Perceptions
  - Statement importance in supporting business
  - Statement agreement
  - Additional Demographics

## Concept Tested:

# Family Prosperity

### Family Prosperity

Buying goods and services from people of color helps to spread prosperity among Black American families and reduces barriers they face when trying to accumulate savings and wealth over generations.

Now you can confidently support businesses that foster equality and contribute to brighter futures for many when making everyday purchases. A variety of products (e.g., food, health, beauty) and services (e.g., insurance, car repair, laundromat) will soon feature a seal indicating that their purchase directly benefits these types of American families and businesses.

#### How it Works:

To use the seal, a company needs to meet multiple requirements that are independently verified by a nonprofit organization through business audits and ongoing recertification. Key requirements include:

1. Black American ownership of more than 50% of the company,
2. Operated with more than 25% in all management positions identifying as Black American
3. More than 25% of company materials and supplies purchased from other Black American businesses, and
4. Implementing programs for recruiting, retention, and mentoring of Black American employees.

## Logo/ Images Tested:



## What did we learn?

- Understand the overall consumer appeal of Family Prosperity seal concept
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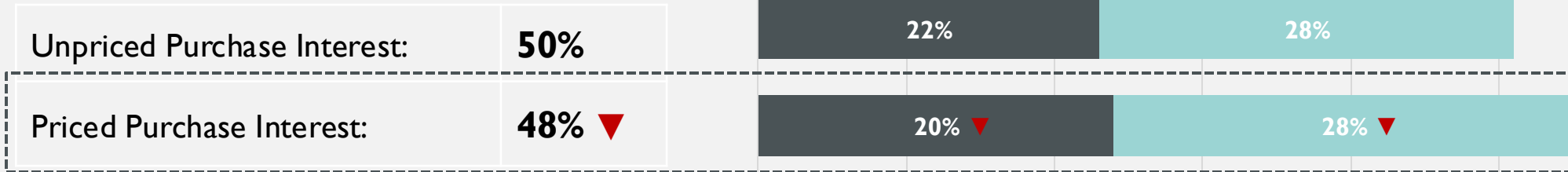


**While the 'unpriced' interest remains consistent, with half of the total sample willing to buy products with the seal, there is an overall decline, showcased in 'priced' PI and willingness to seek more information.**

## Priced and Unpriced Purchase Intent

### Family Prosperity Concept

% Definitely or Probably would buy



**W2** **W1**

<b>51%</b>	<b>53%</b>
<b>55%</b>	<b>52%</b>

T2B%  
(Definitely or Probably would buy)

## Willingness to Seek Additional Information

### Family Prosperity Concept

% Definitely or Probably would seek information



**W2** **W1**

<b>48%</b>	<b>50%</b>
------------	------------

T2B%  
(Definitely or Probably would seek)

Base: Wave 1 (N=4,000), Wave 2 (N=4,000), Wave 3 (KM1/ KM2: N=4,500) (KM3: N=3890)

Data Tested vs. Wave 2. ▲/▼ denotes significant differences with 90% confidence.

KM1. Based on what you just read, which best describes how likely or not you are to seek additional information about products or services that include a family prosperity seal? (Select one)

KM2. How likely or not would you be to purchase products or services that include a family prosperity seal? (Select one)

KM3. Now, suppose products or services that come with a family prosperity seal cost slightly more than similar products without the family prosperity seal.

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## What did we learn?

- Understand the overall consumer appeal of Family Prosperity seal concept
- **Identify customers most likely to purchase products with seal**
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- Understand what influences decisions to support businesses

# The 'unpriced' seal demonstrates strong acceptance among Black Americans, Democrats, with notable increases in TB acceptors observed in Houston and DC.

## 'Unpriced' Purchase Interest

	T2B (Definitely or Probably would)	TB (Definitely Would)
Ages		
18-24	5%	5%
25-34	15%	17%
35-44	24%	28%
45-54	18%	19%
55-64	17%	14%
65+	22%	16%
Gender		
Male	50%	51%
Female	50%	49%
City		
Dallas	2%	2%
Houston	3%	3%
Philadelphia	3%	4%
Atlanta	3%	3%
Oakland	1%	1%
DC	2%	3%
Political Party		
Democrat	41%	48%
Republican	31%	28%
Independent	20%	18%

	T2B (Definitely or Probably would)	TB (Definitely Would)
Race		
White	68%	62%
Black or African American	24%	31%
Native American or Alaskan Native	2%	3%
Asian	3%	4%
Pacific Islander	-	-
Marital Status		
Single, never married	31%	33%
Living with partner	9%	8%
Married	42%	42%
Widowed	5%	4%
Divorced or separated	14%	13%
Statement Agreement		
*Racism is built into the American...	77%	78%
*No one in America is treated differently...	23%	23%
*Racism has not impacted the potential...	30%	28%
*Racism in the U.S. has limited financial...	70%	72%

- Over indexing compared to total sample (120+)
- Average compared to total sample (80 - 119)
- Under indexing compared to total sample (<79)

\*Dichotomous Question Text Selection

Base: Wave 3 T2B Unpriced Acceptors (N=2229), Wave 3 TB Unpriced Acceptors (N=986)

'Unpriced' PI: KM2. How likely or not would you be to purchase products or services that include a family prosperity seal? (Select one)

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# INDEX

## 'Unpriced' Purchase Interest

	T2B (Definitely or Probably would)	TB (Definitely Would)
<b>Ages</b>		
18-24	109	105
25-34	117	135
35-44	114	137
45-54	97	101
55-64	89	74
65+	86	65
<b>Gender</b>		
Male	103	104
Female	97	96
<b>City</b>		
Dallas	100	86
Houston	114	127
Philadelphia	100	115
Atlanta	107	115
Oakland	110	110
DC	114	129
<b>Political Party</b>		
Democrat	127	146
Republican	90	82
Independent	88	79

	T2B (Definitely or Probably would)	TB (Definitely Would)
<b>Race</b>		
White	92	83
Black or African American	136	176
Native American or Alaskan Native	88	108
Asian	100	115
Pacific Islander	100	100
<b>Marital Status</b>		
Single, never married	105	113
Living with partner	109	103
Married	98	99
Widowed	89	67
Divorced or separated	94	89
<b>Statement Agreement</b>		
*Racism is built into the American...	113	113
*No one in America is treated differently...	73	72
*Racism has not impacted the potential...	74	68
*Racism in the U.S. has limited financial...	117	122

- Over indexing compared to total sample (120+)
- Average compared to total sample (80 - 119)
- Under indexing compared to total sample (<79)

\*Dichotomous Question Text Selection

Base: Wave 3 T2B Unpriced Acceptors (N=2229), Wave 3 TB Unpriced Acceptors (N=986)

'Unpriced' PI: KM2. How likely or not would you be to purchase products or services that include a family prosperity seal? (Select one)

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# When asked interest again, with the potential of an increased price, we observe intensified enthusiasm from those aged 25 to 44, single individuals, and those in Atlanta.

## 'Priced' Purchase Interest

	T2B (Definitely or Probably would)	TB (Definitely Would)
Ages		
18-24	5%	6%
25-34	16%	20%
35-44	26%	32%
45-54	18%	20%
55-64	16%	12%
65+	20%	12%
Gender		
Male	52%	55%
Female	48%	45%
City		
Dallas	2%	2%
Houston	3%	3%
Philadelphia	4%	4%
Atlanta	3%	4%
Oakland	1%	1%
DC	3%	3%
Political Party		
Democrat	42%	45%
Republican	31%	30%
Independent	20%	18%

	T2B (Definitely or Probably would)	TB (Definitely Would)
Race		
White	66%	58%
Black or African American	27%	36%
Native American or Alaskan Native	2%	3%
Asian	4%	4%
Pacific Islander	-	1%
Marital Status		
Single, never married	33%	35%
Living with partner	9%	9%
Married	42%	42%
Widowed	4%	3%
Divorced or separated	13%	11%
Statement Agreement		
*Racism is built into the American...	75%	74%
*No one in America is treated differently...	25%	26%
*Racism has not impacted the potential...	31%	33%
*Racism in the U.S. has limited financial...	69%	67%

- Over indexing compared to total sample (120+)
- Average compared to total sample (80 - 119)
- Under indexing compared to total sample (<79)

\*Dichotomous Question Text Selection

Base: Wave 3 T2B Priced Acceptors (N=1858), Wave 3 TB Priced Acceptors (N=786) \*\* Only asked for those that selected T4B to 'unpriced' PI \*\*

'Priced' PI: KM3. Now, suppose products or services that come with a family prosperity seal cost slightly more than similar products without the family prosperity seal.

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# INDEX

## 'Priced' Purchase Interest

	T2B (Definitely or Probably would)	TB (Definitely Would)
<b>Ages</b>		
18-24	111	125
25-34	131	160
35-44	124	153
45-54	98	107
55-64	84	61
65+	78	48
<b>Gender</b>		
Male	106	113
Female	94	88
<b>City</b>		
Dallas	114	114
Houston	118	132
Philadelphia	109	109
Atlanta	122	152
Oakland	100	140
DC	124	119
<b>Political Party</b>		
Democrat	129	140
Republican	90	89
Independent	88	78

	T2B (Definitely or Probably would)	TB (Definitely Would)
<b>Race</b>		
White	89	78
Black or African American	153	201
Native American or Alaskan Native	88	112
Asian	109	106
Pacific Islander	75	125
<b>Marital Status</b>		
Single, never married	111	120
Living with partner	110	114
Married	98	99
Widowed	80	51
Divorced or separated	87	75
<b>Statement Agreement</b>		
*Racism is built into the American...	110	108
*No one in America is treated differently...	79	82
*Racism has not impacted the potential...	78	80
*Racism in the U.S. has limited financial...	115	113

- Over indexing compared to total sample (120+)
- Average compared to total sample (80 - 119)
- Under indexing compared to total sample (<79)

\*Dichotomous Question Text Selection

Base: Wave 3 T2B Priced Acceptors (N=1858), Wave 3 TB Priced Acceptors (N=786) \*\* Only asked for those that selected T4B to 'unpriced' PI \*\*

'Priced' PI: KM3. Now, suppose products or services that come with a family prosperity seal cost slightly more than similar products without the family prosperity seal.

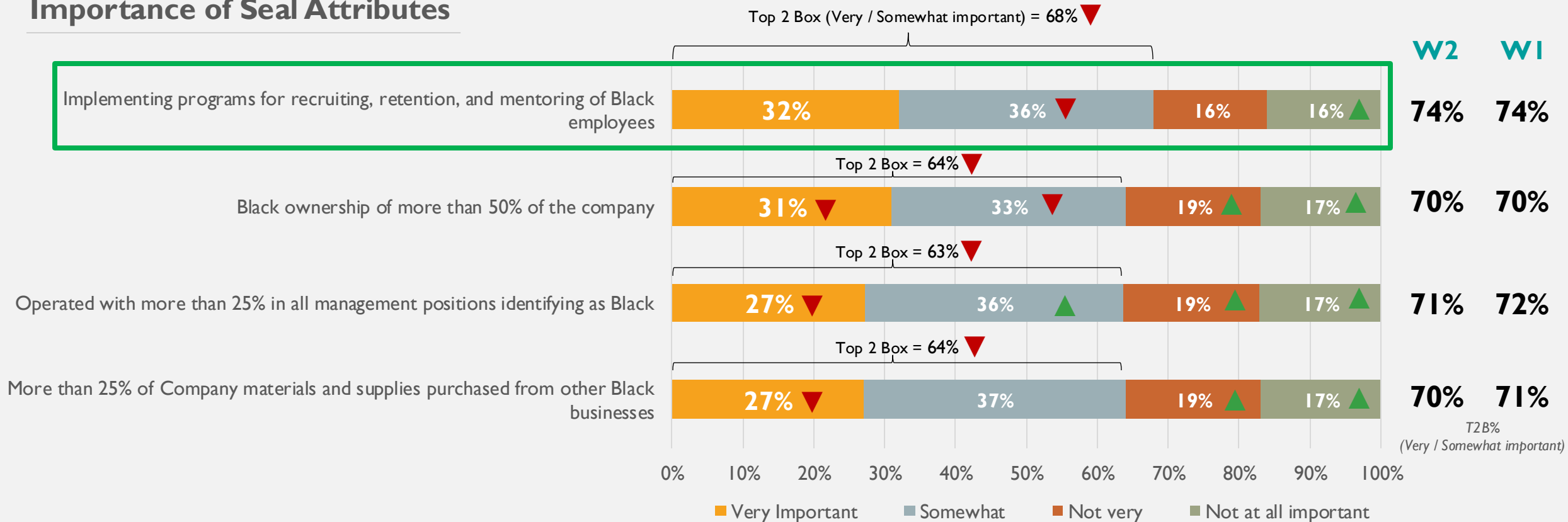
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## What did we learn?

- Understand the overall consumer appeal of Family Prosperity seal concept
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- Understand what influences decisions to support businesses

**While 'implementing programs for recruiting and retention...' remains the most important attribute of the seal, there is a noted decrease in overall attribute importance to Americans compared to the last wave.**

## Importance of Seal Attributes



Base: Wave 1 (N=4,000), Wave 2 (N=4,000), Wave 3 (N=4,500)

Data Tested vs. Wave 2. ▲/▼ denotes significant differences with 90% confidence.

KM7. Based on what you have just read about the family prosperity seal, how important, if at all, do you consider each of these attributes? (Select one for each row)

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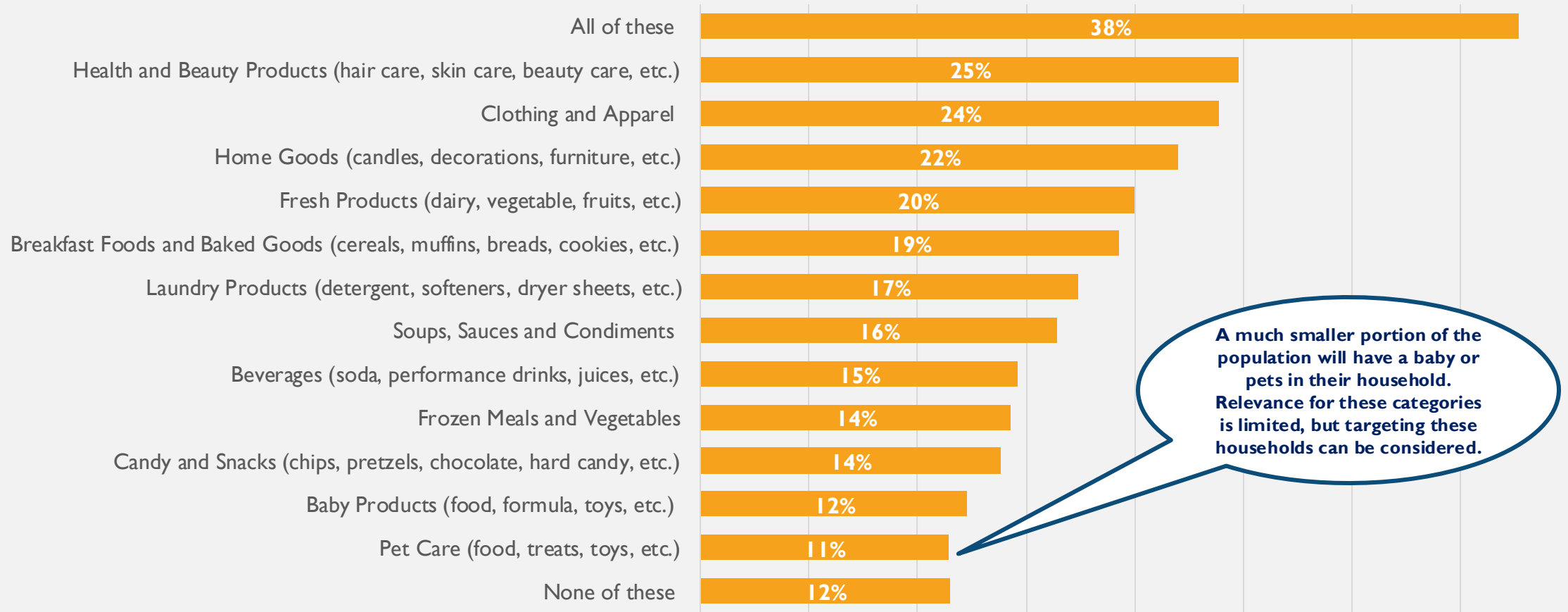


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# While over a third said the seal would fit well across all product categories, Baby Products and Pet Care, were deemed least suited for the seal...

## Product Category Best Fit with Seal



Base: Wave 3 Total Respondents (N=4,500)

KM4. Based on what you have just read about the family prosperity seal, which product categories do you think would be best suited to include a seal of this type? (Select all that apply)

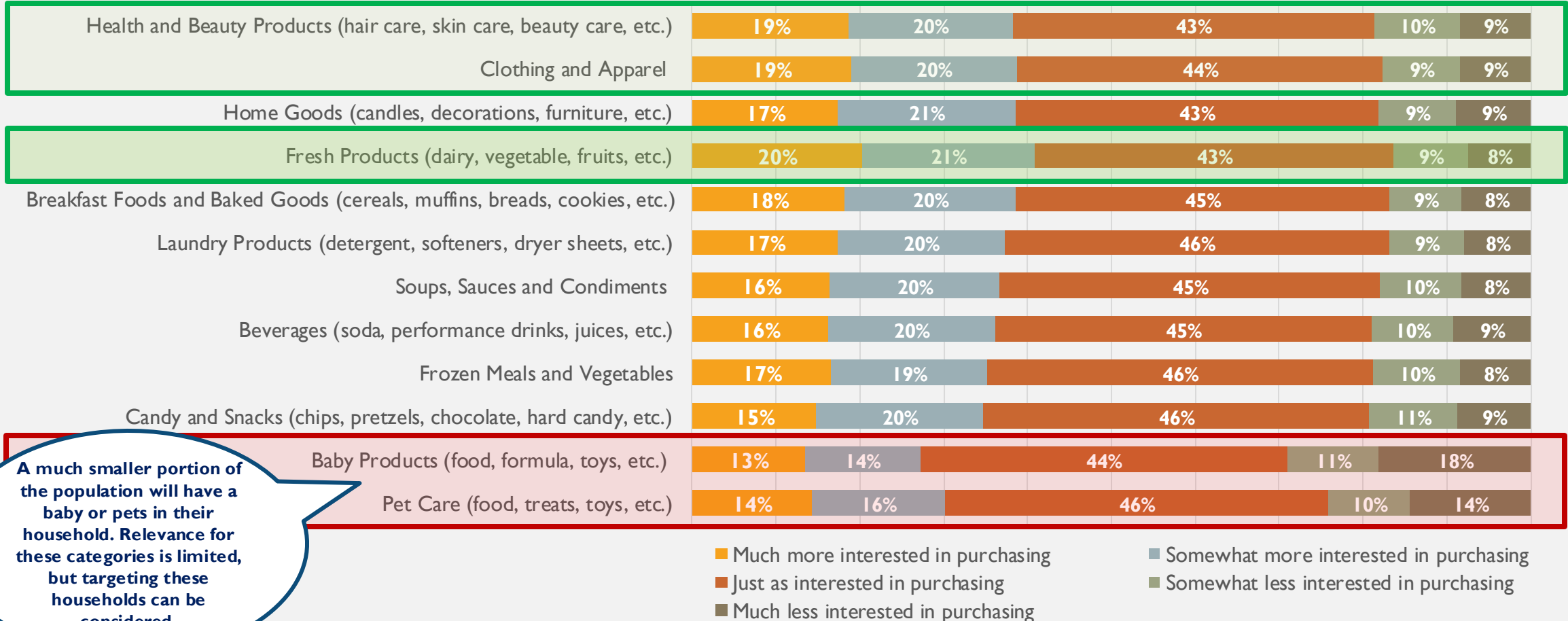
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## What did we learn?

- Understand the overall consumer appeal of Family Prosperity seal concept
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- **Understand impact of seal on purchase of product categories**
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... With nearly a fifth of respondents indicating that the presence of the Family Prosperity seal on Baby Products would make them much less likely to purchase, highlighting the disconnect.

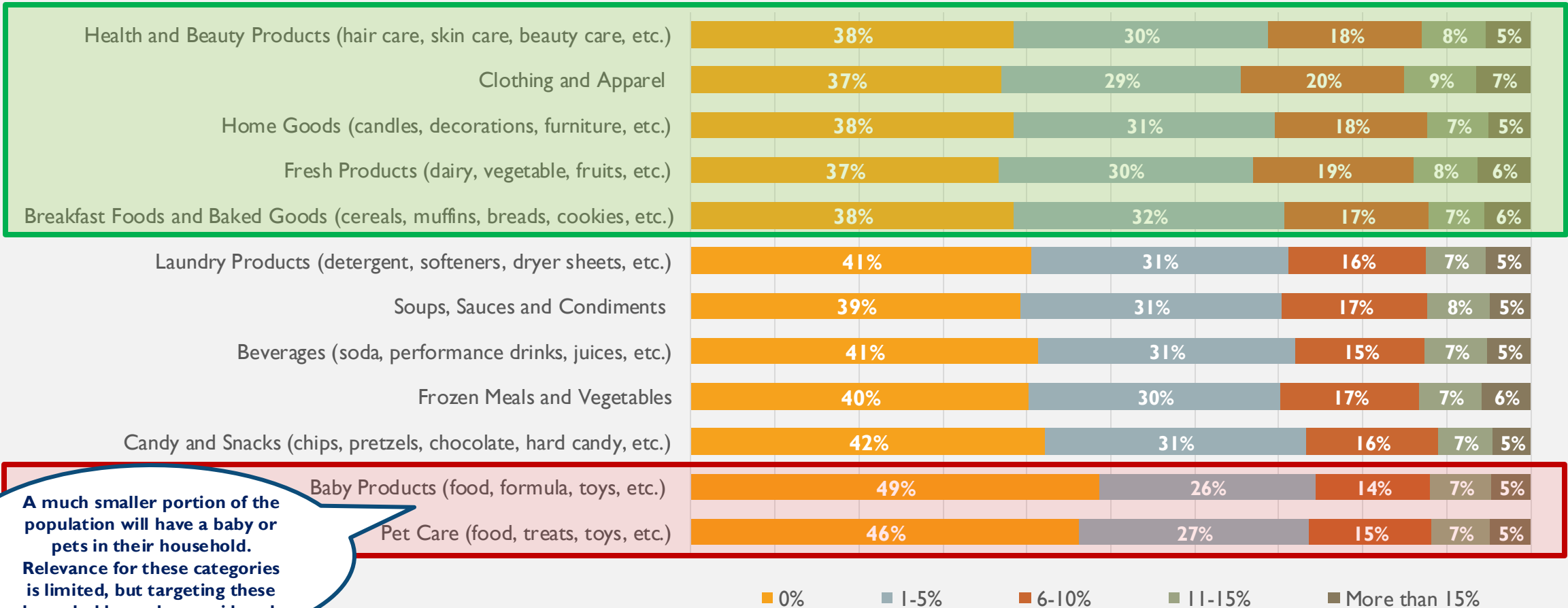
### Seal Impact on Product Category Purchasing



A much smaller portion of the population will have a baby or pets in their household. Relevance for these categories is limited, but targeting these households can be considered.

# Similarly, Baby Products and Pet Care fall short of reaching the 30% threshold that other product categories are able to hit for a 1-5% premium.

## Seal Impact on Product Category Extra Spend



A much smaller portion of the population will have a baby or pets in their household. Relevance for these categories is limited, but targeting these households can be considered.

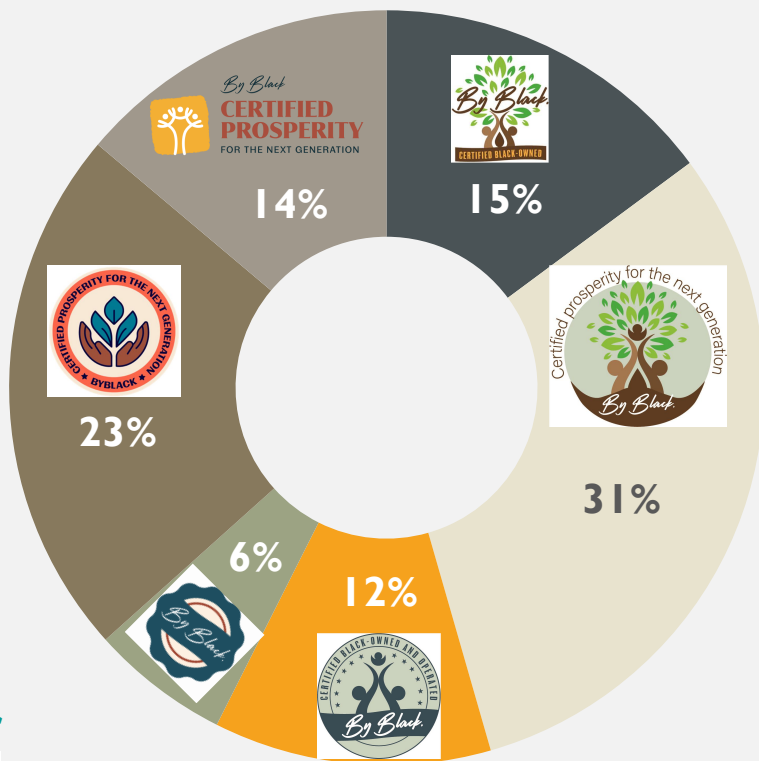
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The 'Certified Prosperity for the Next Generation, By Black' was the top logo choice for nearly a third of the sample, with over half willing to purchase products featuring it. This logo had the same key visuals from the W2 winning logo.

### Preferred Logo Design

% Selected



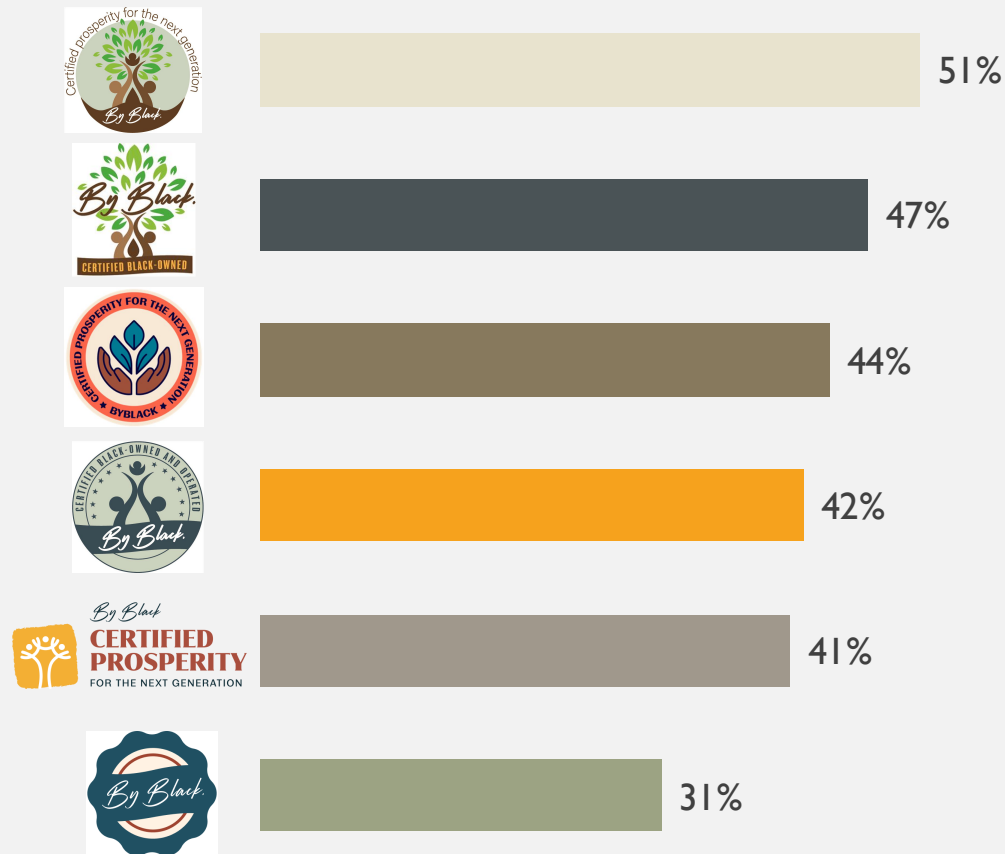
### W2 Winner



% Selected

### Purchase Intent Logo Design

T2B% (Definitely would/ probably would)



Base: Wave 3 Total Respondents (N=4,500)

LOGO2. Consider you are picking the image for the family prosperity seal. Which image do you think is the best match for the seal, based on the description you read? (Select one)

LOGO3. How likely or not would you be to purchase products or services that include a family prosperity seal with the following image or logo? (Select one)

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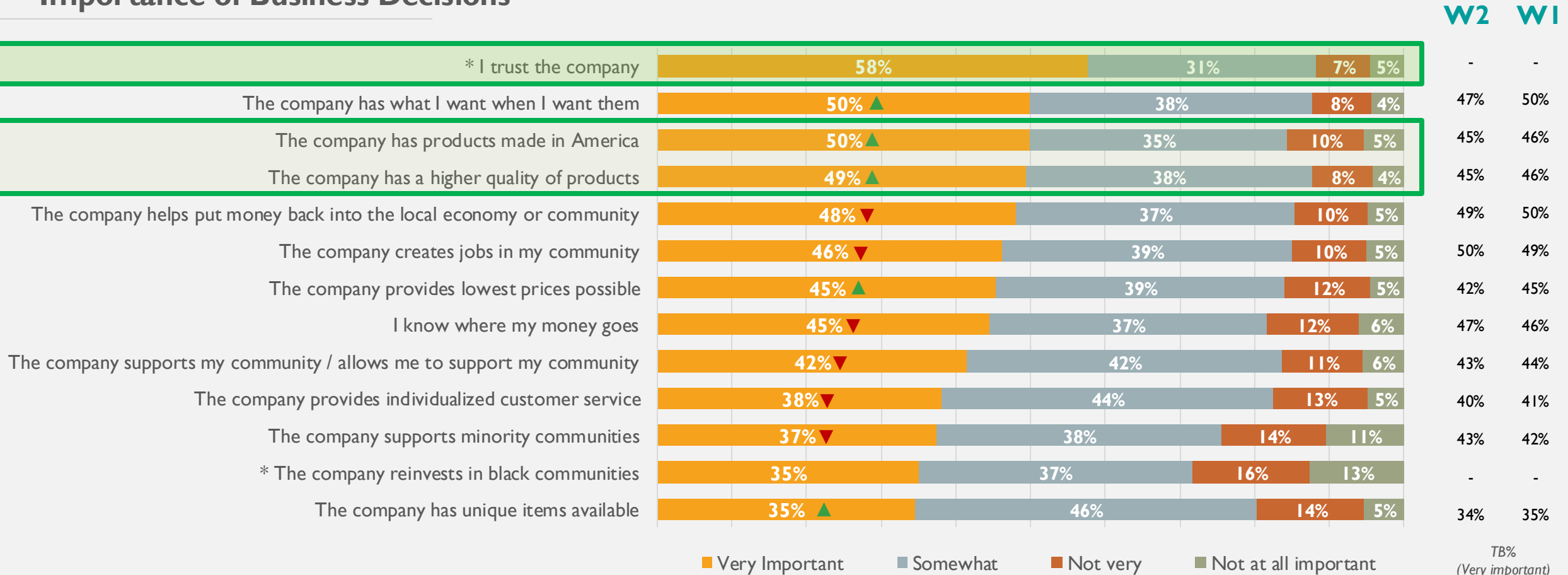
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- **Understand what influences decisions to support businesses**



# Trust is a crucial factor for the majority of consumers when deciding to support businesses. Additionally, the significance of American-made products has increased.

## Importance of Business Decisions



\* Added into Wave 3

Base: Wave 1 (N=4,000), Wave 2 (N=4,000), Wave 3 (N=4,500)

Data Tested vs. Wave 2. ▲/▼ denotes significant differences with 90% confidence.

SEI. How important, if at all, are each of these in your decision to support different businesses? (Select one for each row)

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# TEST CITIES IDENTIFICATION

# Dallas, Texas

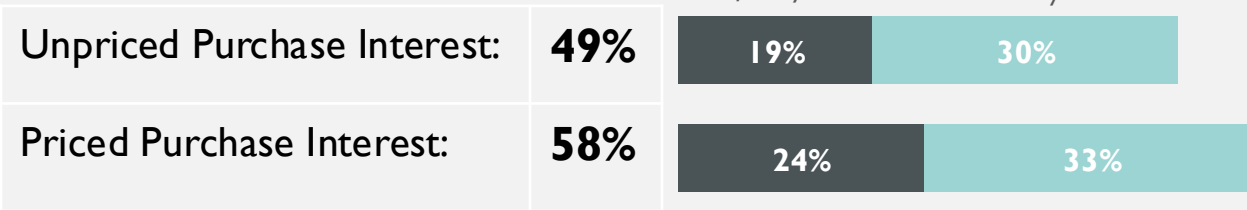


## Black-owned businesses in City\*

- Dallas-Fort Worth-Arlington, TX (3,414)

## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in Dallas)



## Product Category Seal is Best Suited For in City:

(Among T2B Unpriced Acceptors in Dallas)

Health &  
Beauty  
Products

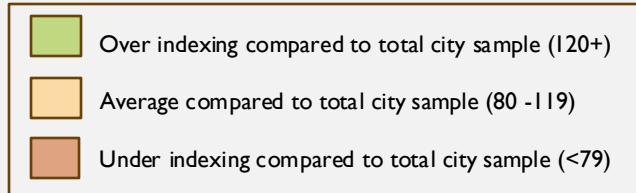


**36%**

Not Shown: Fresh Products: 32%; Home Goods: 30%

## Among T2B Unpriced Acceptors in Dallas :

Statement Agreement	%	Index
*Racism is built into the American...	72%	118
*No one in America is treated differently...	28%	72
*Racism has not impacted the potential...	23%	58
*Racism in the U.S. has limited financial...	77%	129
Ages	%	Index
18-24	6%	103
25-34	17%	185
35-44	13%	69
45-54	28%	128
55-64	26%	123
65+	11%	47
Gender	%	Index
Male	43%	89
Female	57%	110
Political Party	%	Index
Democrat	43%	114
Republican	28%	92
Independent	19%	102
Race	%	Index
White	62%	88
Black or African American	32%	123
Native American or Alaskan Native	-	
Asian	4%	139
Pacific Islander	-	



\*Businesses with more than one employee from the U.S. Census Bureau's 2021 Annual Business Survey

Base: Wave 3 Total Sample in Dallas, TX (N=96)

Base: Wave 3 T2B Unpriced Acceptors in Dallas, TX (N=47)

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# Houston, Texas



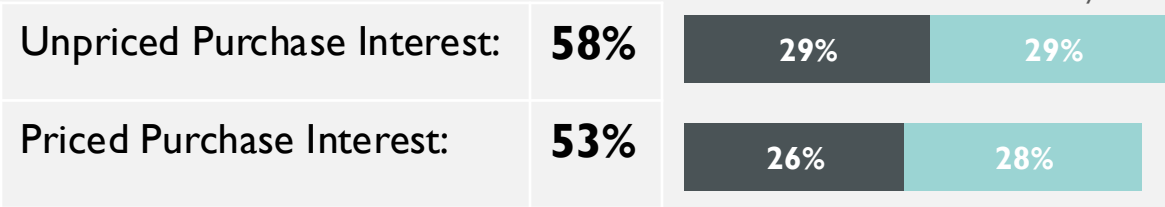
## Black-owned businesses in City\*

- Houston-The Woodlands-Sugar Land, TX (3,586)

✓ **Over Index vs. US on Purchase Interest—Priced and Unpriced**

## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in Houston)



## Product Category Seal is Best Suited For in City :

(Among T2B Unpriced Acceptors in Houston)

Health & Beauty Products

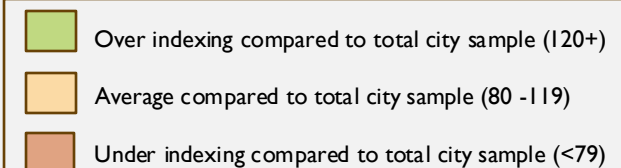


**34%**

Not Shown: Fresh Products: 34%; Home Goods: 29%

## Among T2B Unpriced Acceptors in Houston :

Statement Agreement	%	Index
*Racism is built into the American...	82%	111
*No one in America is treated differently...	18%	69
*Racism has not impacted the potential...	38%	91
*Racism in the U.S. has limited financial...	63%	106
Ages	%	Index
18-24	9%	125
25-34	9%	108
35-44	25%	116
45-54	25%	90
55-64	13%	87
65+	20%	97
Gender	%	Index
Male	55%	110
Female	45%	90
Political Party	%	Index
Democrat	52%	126
Republican	30%	89
Independent	14%	82
Race	%	Index
White	46%	83
Black or African American	45%	131
Native American or Alaskan Native	4%	69
Asian	4%	58
Pacific Islander	-	-



\*Businesses with more than one employee from the U.S. Census Bureau's 2021 Annual Business Survey

Base: Wave 3 Total Sample in Houston, TX (N=97)

Base: Wave 3 T2B Unpriced Acceptors in Houston, TX (N=56)

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# Philadelphia, Pennsylvania

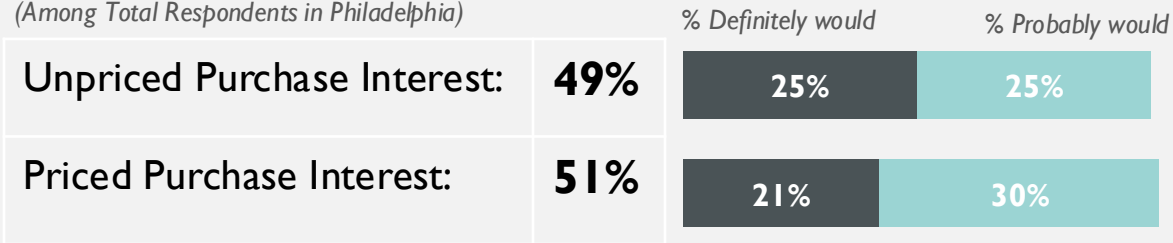


## Black-owned businesses in City\*

- Philadelphia,-Camden PA-NJ (3,151)

## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in Philadelphia)



## Product Category Seal is Best Suited For in City:

(Among T2B Unpriced Acceptors in Philadelphia)

Breakfast  
Foods &  
Baked Goods



**31%**

Not Shown: Beverages: 30%, Health and Beauty Products: 27%

\*Businesses with more than one employee from the U.S. Census Bureau's 2021 Annual Business Survey

Base: Wave 3 Total Sample in Philadelphia, Pennsylvania (N=150)

Base: Wave 3 T2B Unpriced Acceptors in Philadelphia, Pennsylvania (N=74)

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## Among T2B Unpriced Acceptors in Philadelphia:

Statement Agreement	%	Index
*Racism is built into the American...	76%	107
*No one in America is treated differently...	24%	83
*Racism has not impacted the potential...	19%	57
*Racism in the U.S. has limited financial...	81%	122
Ages	%	Index
18-24	8%	138
25-34	21%	139
35-44	15%	103
45-54	21%	107
55-64	14%	69
65+	23%	92
Gender	%	Index
Male	53%	115
Female	47%	88
Political Party	%	Index
Democrat	50%	132
Republican	35%	107
Independent	10%	55
Race	%	Index
White	62%	90
Black or African American	38%	142
Native American or Alaskan Native	-	
Asian	-	
Pacific Islander	1%	200

	Over indexing compared to total city sample (120+)
	Average compared to total city sample (80 -119)
	Under indexing compared to total city sample (<79)

# Atlanta, Georgia



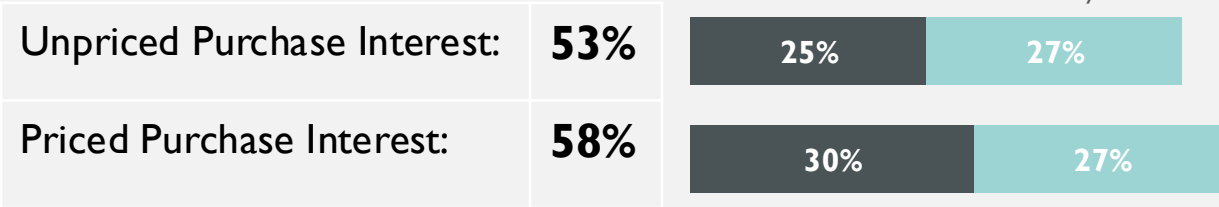
## Black-owned businesses in City\*

- Atlanta-Sandy Springs-Roswell, GA (8,663)

✓ Over Index vs. US on Purchase Interest—Priced

## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in Atlanta)



## Product Category Seal is Best Suited For in City:

(Among T2B Unpriced Acceptors in Atlanta)

Health &  
Beauty  
Products



31%

Not Shown: Clothing & Apparel: 28%; Home Goods: 28%

\*Businesses with more than one employee from the U.S. Census Bureau's 2021 Annual Business Survey

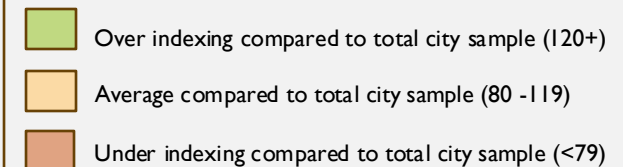
Base: Wave 3 Total Sample in Atlanta, GA (N=122)

Base: Wave 3 T2B Unpriced Acceptors in Atlanta, GA (N=64)

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## Among T2B Unpriced Acceptors in Atlanta:

Statement Agreement	%	Index
*Racism is built into the American...	72%	100
*No one in America is treated differently...	28%	101
*Racism has not impacted the potential...	30%	79
*Racism in the U.S. has limited financial...	70%	113
Ages	%	Index
18-24	8%	107
25-34	30%	151
35-44	27%	99
45-54	13%	66
55-64	14%	108
65+	10%	69
Gender	%	Index
Male	55%	104
Female	45%	95
Political Party	%	Index
Democrat	38%	112
Republican	42%	110
Independent	11%	74
Race	%	Index
White	48%	84
Black or African American	52%	126
Native American or Alaskan Native	5%	188
Asian	2%	64
Pacific Islander	-	-

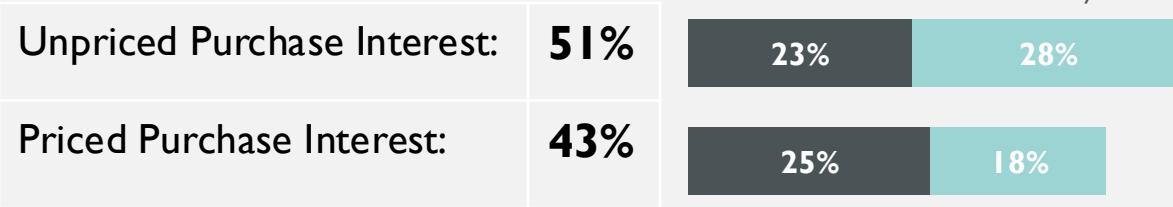


# Oakland, California



## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in Oakland)



## Product Category Seal is Best Suited For in City:

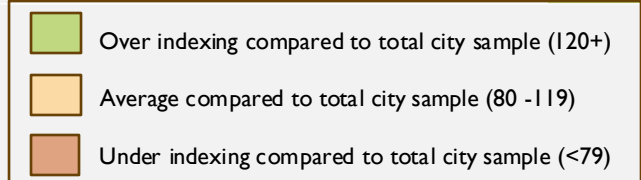
(Among T2B Unpriced Acceptors in Oakland)

Clothing & Apparel  **50%**

Not Shown: Home Goods: 46%; Health and Beauty Products: 42%

## Among T2B Unpriced Acceptors in Oakland\*\*:

Statement Agreement	%	Index
*Racism is built into the American...	83%	106
*No one in America is treated differently...	17%	78
*Racism has not impacted the potential...	50%	107
*Racism in the U.S. has limited financial...	50%	94
Ages	%	Index
18-24	4%	98
25-34	21%	163
35-44	33%	131
45-54	13%	74
55-64	17%	79
65+	13%	66
Gender	%	Index
Male	58%	107
Female	42%	91
Political Party	%	Index
Democrat	50%	124
Republican	29%	137
Independent	8%	33
Race	%	Index
White	58%	94
Black or African American	4%	66
Native American or Alaskan Native	-	-
Asian	29%	137
Pacific Islander	4%	200

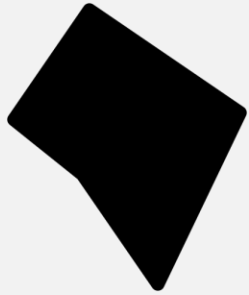


Base: Wave 3 Total Sample in Oakland, CA (N=47)—Caution Very Small Base Size

Base: Wave 3 T2B Unpriced Acceptors in Oakland, CA (N=24) \*\* VERY LOW BASE \*\*

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# Washington, District of Columbia



## Black-owned businesses in City\*

- Washington-Arlington-Alexandria, DC-VA-MD-WV (7,933)

✓ **Over Index vs. US on Purchase Interest—Priced and Unpriced**

## Family Prosperity Concept

% Definitely or Probably would buy  
(Among Total Respondents in DC)

		% Definitely would	% Probably would
Unpriced Purchase Interest:	<b>55%</b>	28%	27%
Priced Purchase Interest:	<b>55%</b>	23%	32%

## Product Category Seal is Best Suited For in City:

Health & Beauty Products



**43%**

Not Shown: Breakfast Foods & Baked Goods: 30%; Home Goods: 26%

## Among T2B Unpriced Acceptors in DC:

Statement Agreement	%	Index
*Racism is built into the American...	85%	110
*No one in America is treated differently...	15%	66
*Racism has not impacted the potential...	28%	85
*Racism in the U.S. has limited financial...	72%	107
Ages	%	Index
18-24	10%	153
25-34	27%	128
35-44	27%	111
45-54	19%	114
55-64	8%	67
65+	11%	55
Gender	%	Index
Male	51%	94
Female	49%	107
Political Party	%	Index
Democrat	42%	102
Republican	32%	103
Independent	23%	99
Race	%	Index
White	66%	99
Black or African American	25%	107
Native American or Alaskan Native	2%	190
Asian	11%	109
Pacific Islander	-	-

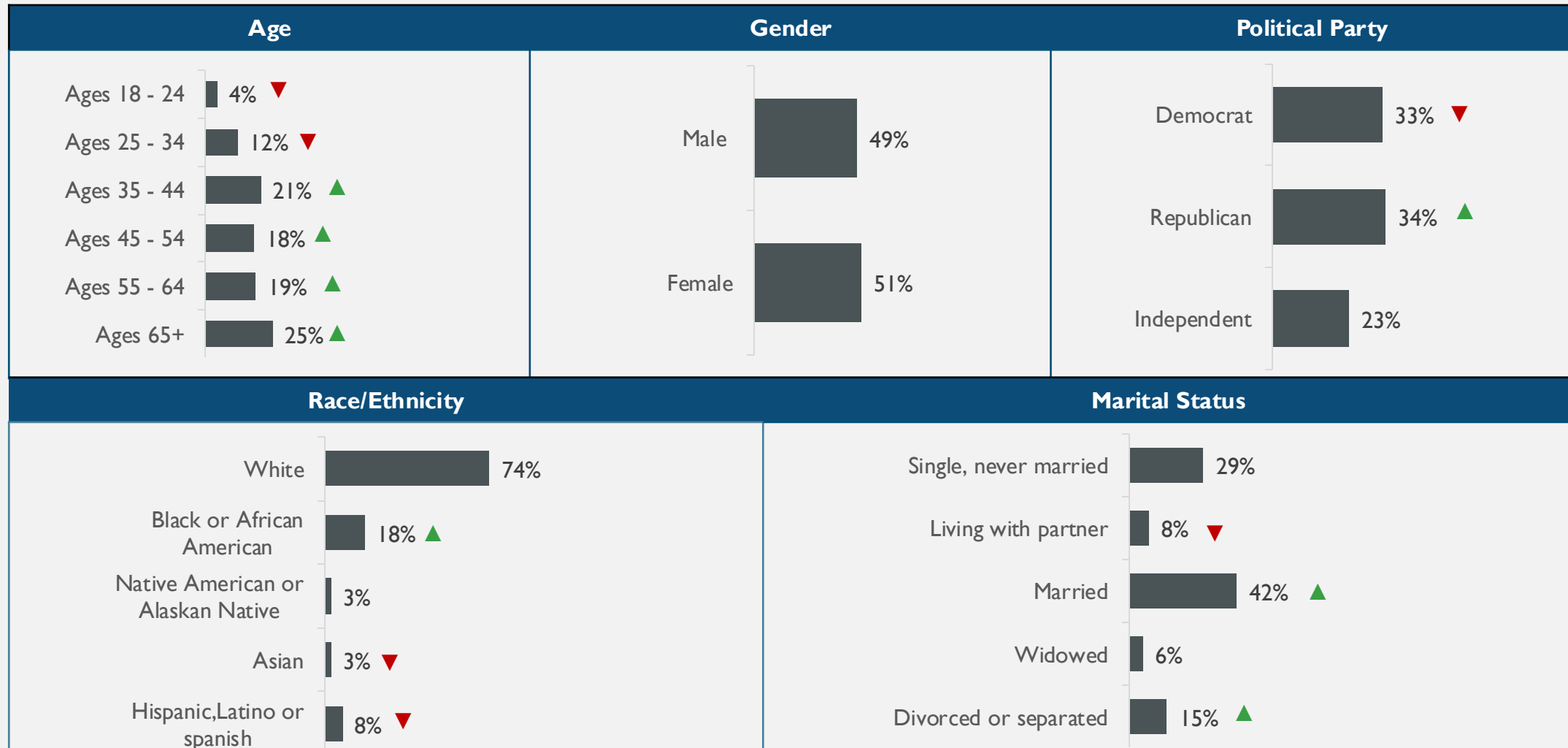
	Over indexing compared to total city sample (120+)
	Average compared to total city sample (80 -119)
	Under indexing compared to total city sample (<79)

\*Businesses with more than one employee from the U.S. Census Bureau's 2021 Annual Business Survey  
Base: Wave 3 Total Sample in Washington, DC(N=96)  
Base: Wave 3 T2B Unpriced Acceptors in Washington, DC (N=53)  
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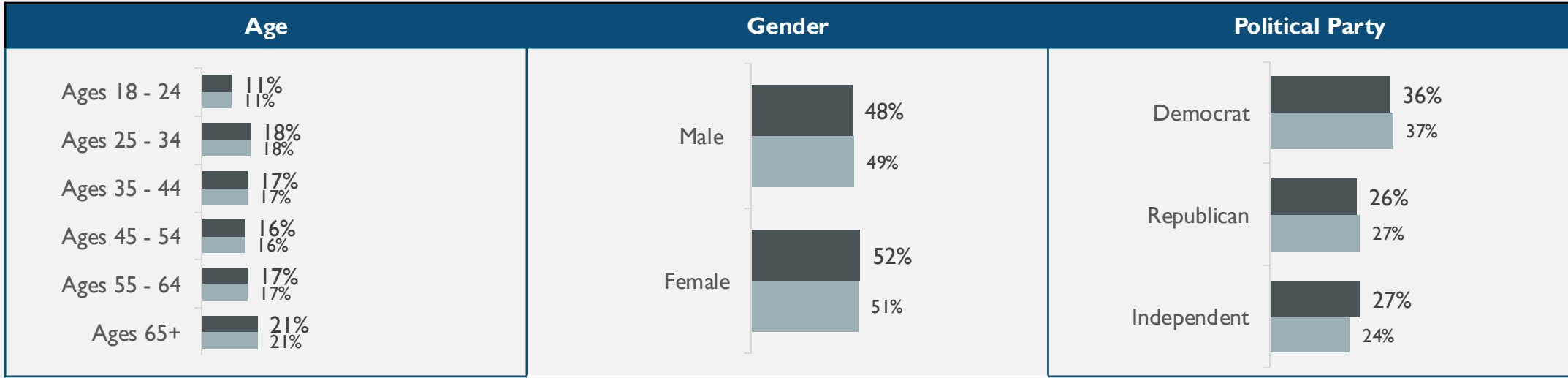


# APPENDIX

# We interviewed a robust group of customers



# Previous Waves



Base: Wave 1 (N=4,000), Wave 2 (N=4,000)  
 Data Tested vs. Wave 1. ▲/▼ denotes significant differences with 90% confidence.  
 Age, Gender, Political Party, Race, Ethnicity, Native American/ Alaskan Native Term Preference, Marital Status  
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# There is a decrease in the number of Americans who believe that 'racism in the US has limited financial success for Black Americans.'

## Statement Agreement

T2B% Definitely or Probably would buy

Racism is built into the American economy, government, and educational system	69%
No one in America is treated differently because of their race	31%
Racism has not impacted the potential for financial success in the US	41% ▲
Racism in the US has limited financial success for Black Americans	60% ▼

**While the majority of the sample is open to trying new products, it will require a unique offering to truly influence a change in their habits.**

## Statement Agreement

