

To Resonate with Black, Latinx, and Other Diverse Audiences, Brands Need to Step Up, New Horowitz Research Study Shows

New Rochelle, NY, December 20, 2021 – The increased focus on Diversity, Equity, and Inclusion in corporate America is not going unnoticed among Black, Latinx, and other diverse audiences, a new [Horowitz Research](#) study shows.

Six in 10 (58%) consumers surveyed for [State of Consumer Engagement 2021](#) say that they have been seeing “more ads featuring diverse people, lifestyles, and cultures” lately. Half of consumers surveyed feel they are seeing “more companies making a sincere effort towards diversity, equity, and inclusion (DEI) in their business practices because they really want to do better.”

Still Some Cynicism, Many Companies Seen as ‘Insincere’

While some companies are perceived as being sincere in their DEI efforts, the survey also reveals some cynicism about corporate America’s newfound commitment to diversity. Four in 10 consumers—including 41% of Black, 38% of Asians, and 37% of Latinx/Hispanics—say they are seeing more “companies that are insincere in their efforts towards DEI because they just want to get more business.”

“What this means” notes Adriana Waterston, chief revenue officer and insights and strategy lead at Horowitz Research, “is that companies must step up to if they don’t want to be perceived as performative and pandering.”

How to Improve Commitments to Diversity

The survey provides some insight into what companies can do to prove their commitment to diverse audiences and communities. According to the study, 44% of consumers say it’s important to know companies’ socio-political stances so they can make choices about who to support with their dollars based on how aligned they are with their values. In particular, the study reveals that Black (53%), Latinx/Hispanic (51%), and Asian (50%) consumers find it important to know a brand’s socio-political and environmental stances so they can factor that into their respective purchase considerations, more so than their white counterparts (40%).

Consumers Taking Action

Moreover, the Horowitz study finds that over half of consumers have taken action either in support of, or against, brands based on their perceived alignment with their socio-political views. Some of the brands that consumers have supported positively (by spending more money with them or defending others who were critical of the brand) or negatively (boycotting products, calling them out in social media, etc.) are Amazon, Walmart, Chick Fil-a, Nike, and Coca-Cola.

To not be perceived as performative, brands must understand the values of their target market and actively demonstrate an alignment with those values, for example, by supporting and investing in local Black, Latinx, and Asian communities. Seven in 10 consumers in the Horowitz survey say that it is important to see a brand’s commitment to the communities in which they place their businesses through job creation, small business grants, and substantial investments.

The study also looks at other ways brands can demonstrate their support of diverse people and communities, such as by committing to spend advertising dollars in Black, Hispanic/Latinx, Asian media. Waterston notes, “So many companies have entered the multicultural space in the past year, but it’s not as easy as some might think to build trust among communities that have long been overlooked and undervalued.”

Brands Must Walk the Talk

Moreover, between today’s socio-political climate and the transparency the internet and social media provide, it’s challenging for a brand to attempt to say one thing in their advertising but do something completely different when it comes to their political endorsements, their track record on worker’s rights, and their commitment to DEI internally with hiring practices and so forth.”

Waterston underscores that while diverse groups are generally aligned in terms of their expectations from brands, these groups are distinct and nuanced; they do not all think alike or have the same values. “This is why investments in research among diverse audiences is more important today than ever before,” Waterston adds.

Methodology

State of Consumer Engagement 2021 is an online survey conducted in September 2021 among 1,600+ U.S. adults 18+. The data has been weighted to ensure it is representative of the U.S. adult population.

IMPORTANCE OF KNOWING COMPANIES' SOCIOPOLITICAL AND ENVIRONMENTAL STANCES

4/5 Ratings on a 5-Point "Not Important At All" to "Very Important" Scale
Among Consumers 18+



IMPACT OF COMPANY POLICIES AND VALUES IN DECISION TO BUY FROM THE COMPANY

Among Consumers 18+

