

\$300B+

GROWTH OPPORTUNITY

95% OF LMI CONSUMERS
HAVE **MORTGAGE
READY CREDIT
SCORES** ³

33%-70%
OF **STATE POPULATIONS** ARE
LMI CONSUMERS ³

OF LMI CONSUMERS'
**AVERAGE ANNUAL
INCOME IS \$50K+** ³ **65%**

**TOTAL U.S.
CREDIT-ACTIVE
POPULATION** ARE
LMI CONSUMERS ³ **50%**

53% OF CONSUMERS HAVE
**STOPPED DOING BUSINESS
WITH A COMPANY** BECAUSE
OF ITS WORDS OR ACTIONS
ABOUT A SOCIAL ISSUE. ¹

42%

OF U.S. CONSUMERS WHO ARE
**DISAPPOINTED BY A BRAND'S
WORDS OR ACTIONS ON
A SOCIAL ISSUE** COMPLAIN
ABOUT IT. ¹

48%

OF **CONSUMERS
WALK AWAY FROM
THE BRAND IN
FRUSTRATION.** ONE
IN FIVE (21 PERCENT)
NEVER COME BACK. ¹

75%

OF CONSUMERS WILL
**REFUSE TO PURCHASE
A PRODUCT OR SERVICE**
IF THEY FOUND OUT A
COMPANY SUPPORTED
AN ISSUE CONTRARY TO
THEIR BELIEFS. ²

OF CONSUMERS WANT
**COMPANIES TO TAKE
A STAND ON ISSUES**
SUCH AS SUSTAINABILITY,
TRANSPARENCY, AND
FAIR EMPLOYMENT
PRACTICES. ²

87%

OF **CONSUMERS WILL
PURCHASE A PRODUCT
OR SERVICE** BECAUSE A
COMPANY ADVOCATED
FOR AN ISSUE THEY
CARED ABOUT. ²

62%