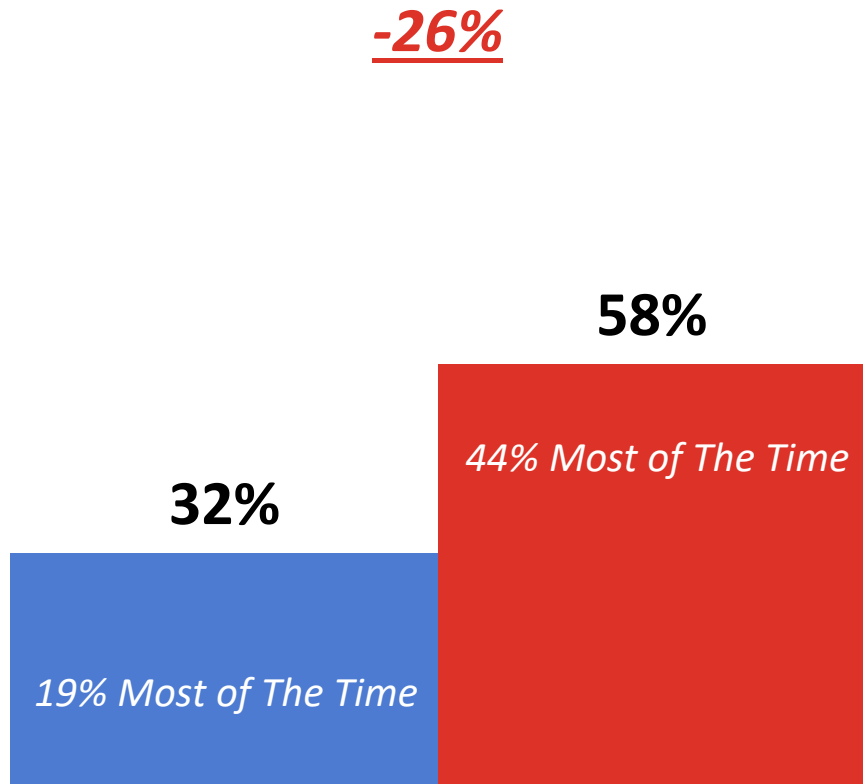




How Americans Feel About Companies Taking Stands on Political, Social, Cultural Issues

Overall, 58% of adults say it is inappropriate for companies to take public stands on political/social/cultural issues. Americans are nearly twice as likely to boycott companies they disagree with (47%) than buy from companies they agree with (24%).

Appropriate or inappropriate for companies to take public stands on political/social/cultural issues?



■ Total Appropriate ■ Total Inappropriate

Have you bought products from a company specifically because the company took a political or social stand you agree with?

24%



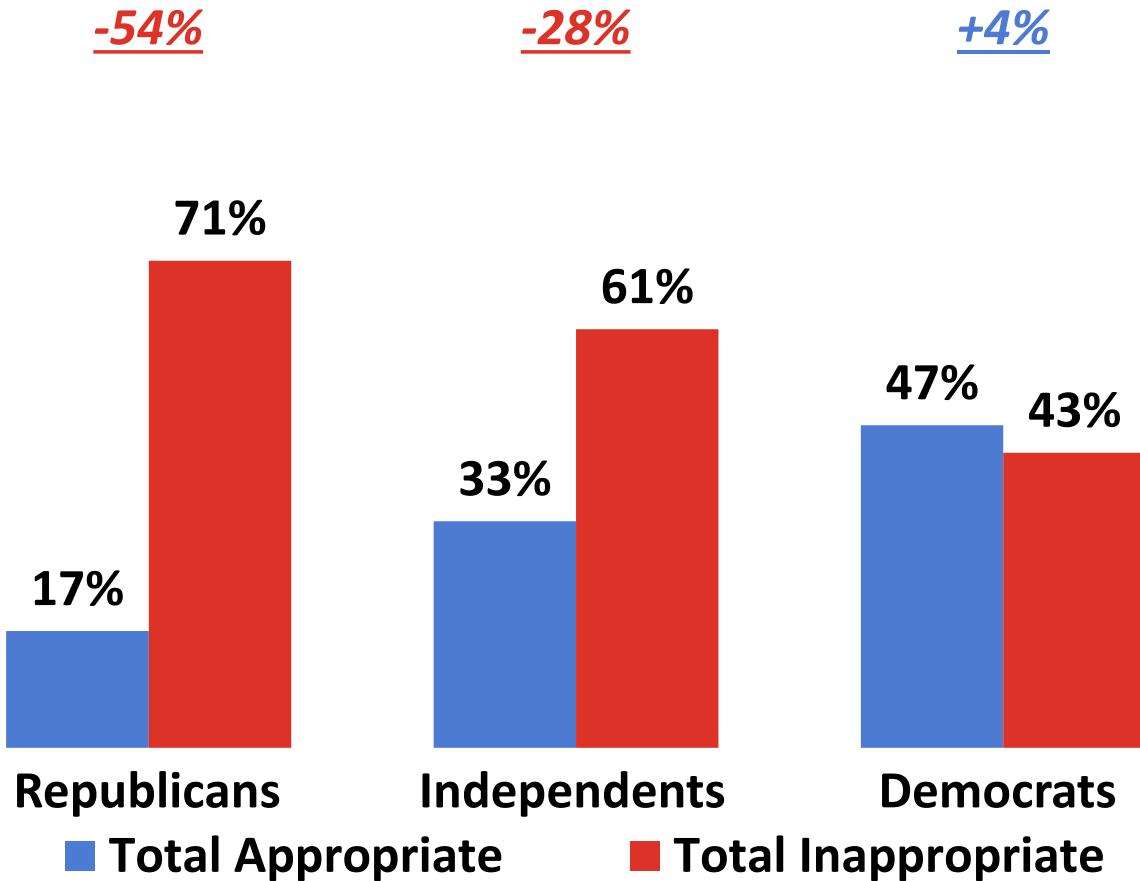
Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?

47%



Republicans are far more likely to both say companies taking these stands on political/social/cultural issues is inappropriate and boycott companies who take those stands.

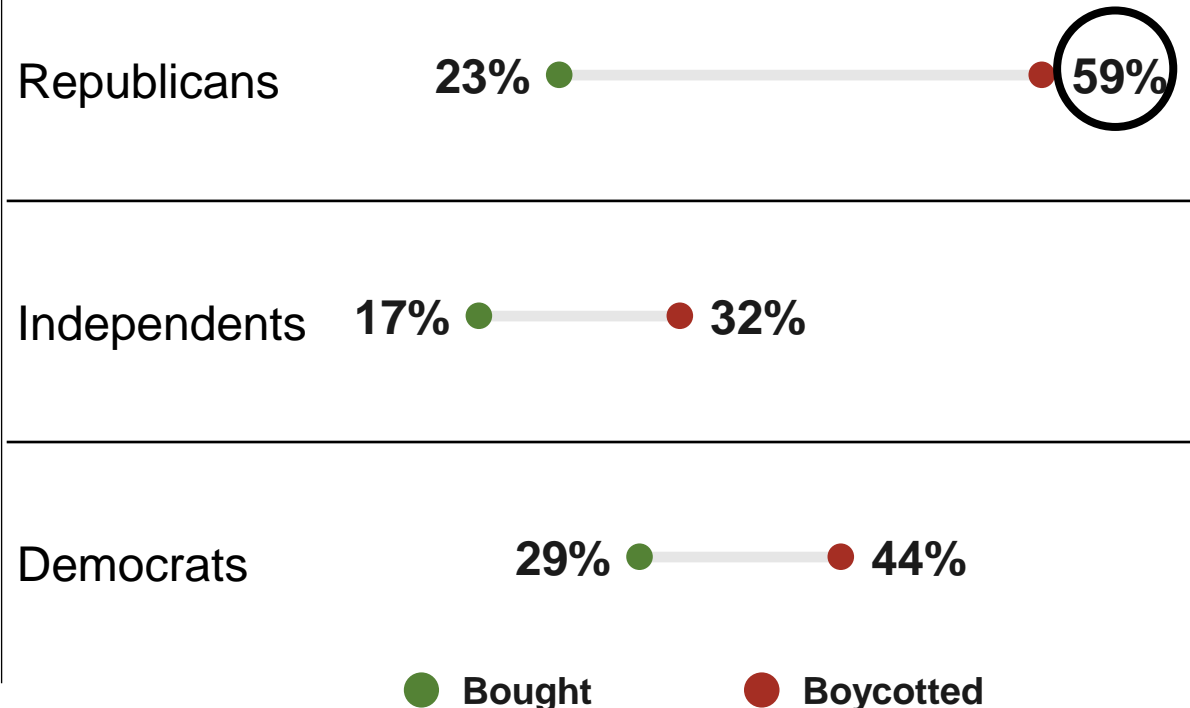
Appropriate or inappropriate for companies to take public stands on political/social/cultural issues?



In the past couple of years...

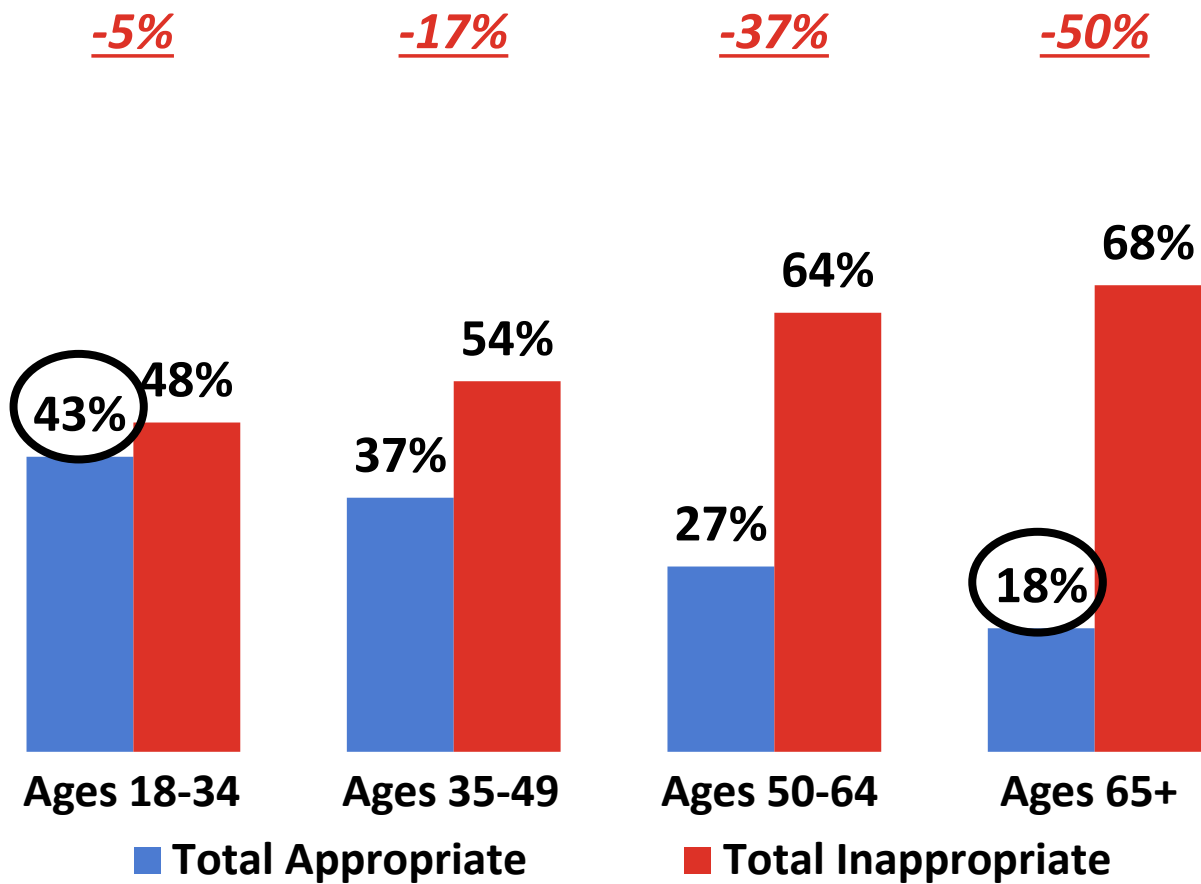
Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?



Americans over 50, and especially seniors (65+), are the least likely age cohort to say it's appropriate for companies to take these stands and the least likely to engage in buying or boycotting based on whether they agree or disagree with a company.

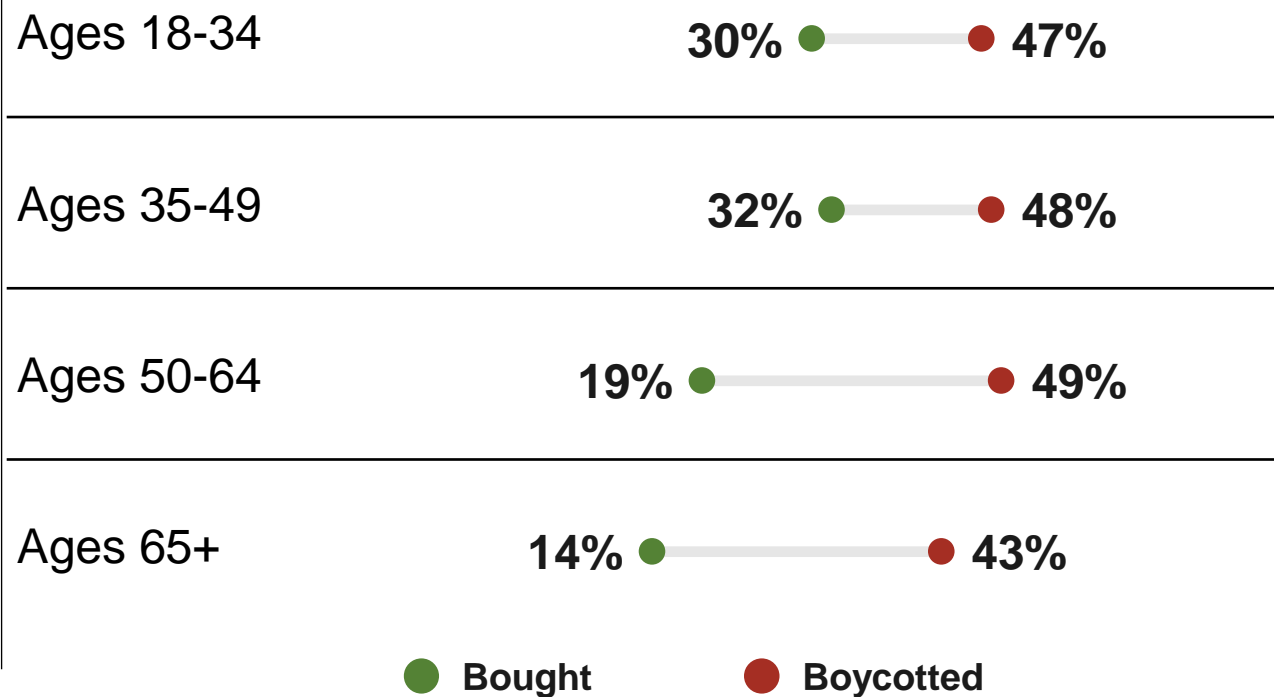
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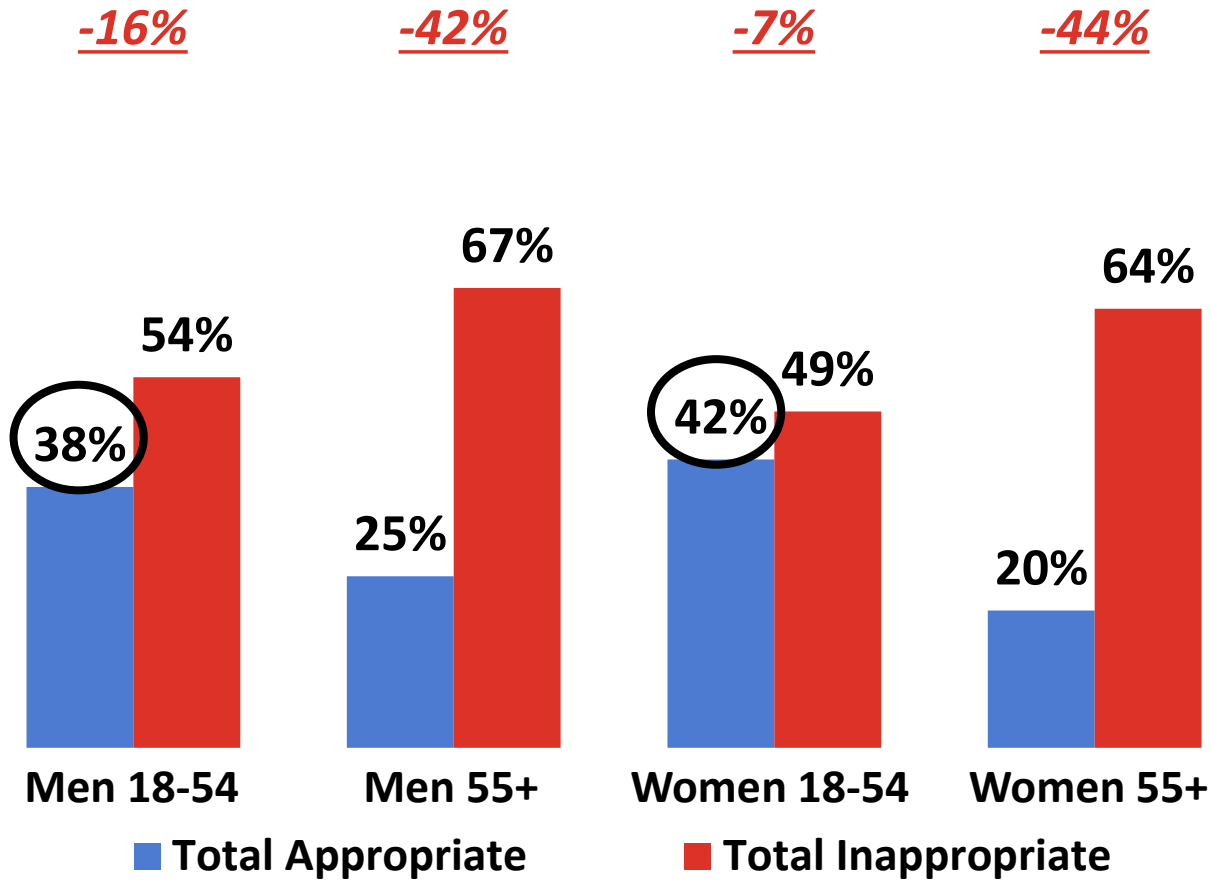
Have you bought products from a company specifically because the company took a political or social stand you agree with?

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Both men and women under 55 are more likely to say it is appropriate for companies to take public stands on political/social/cultural issues.

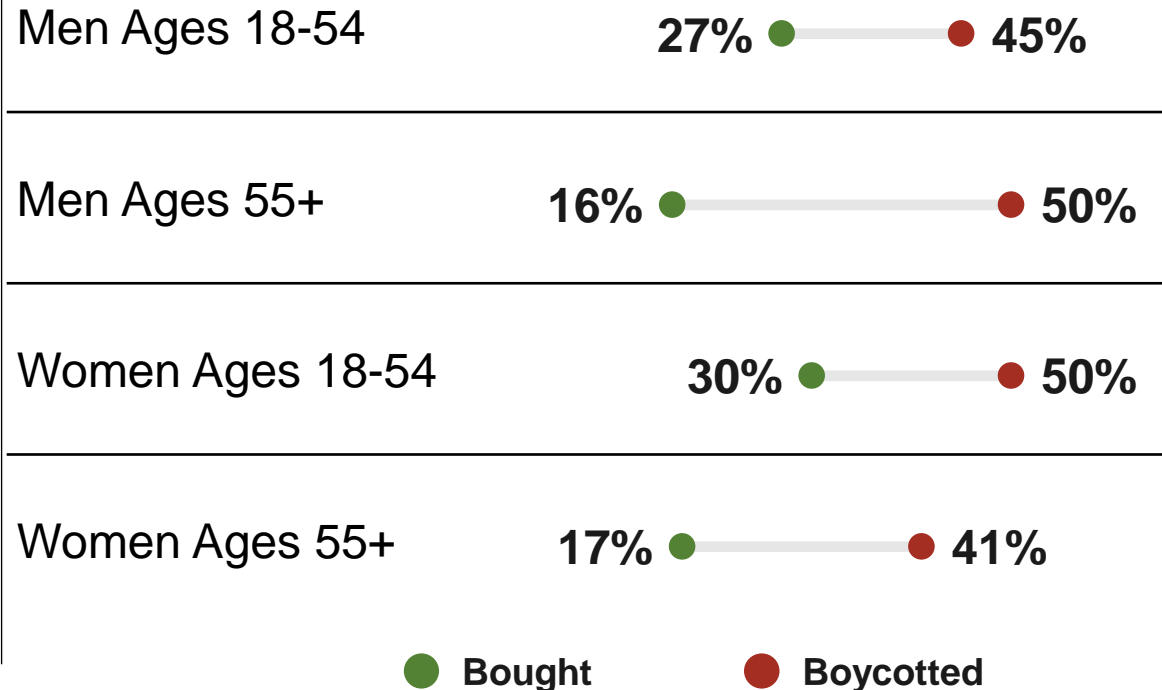
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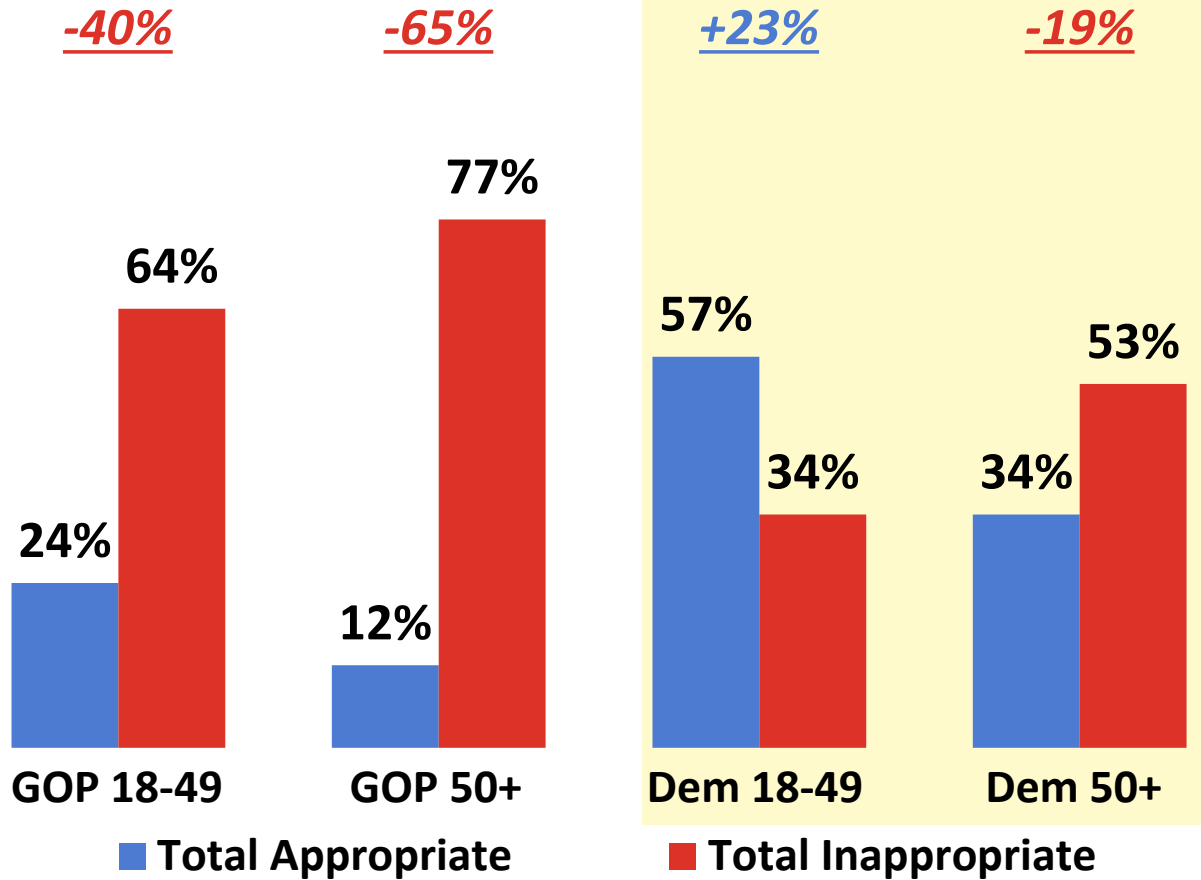
Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?



The Democratic Party is split by age on the issue of whether it is appropriate or inappropriate for companies to take public stands on political/social/cultural issues with Democrats under 50 engaging at far higher levels than Democrats 50+.

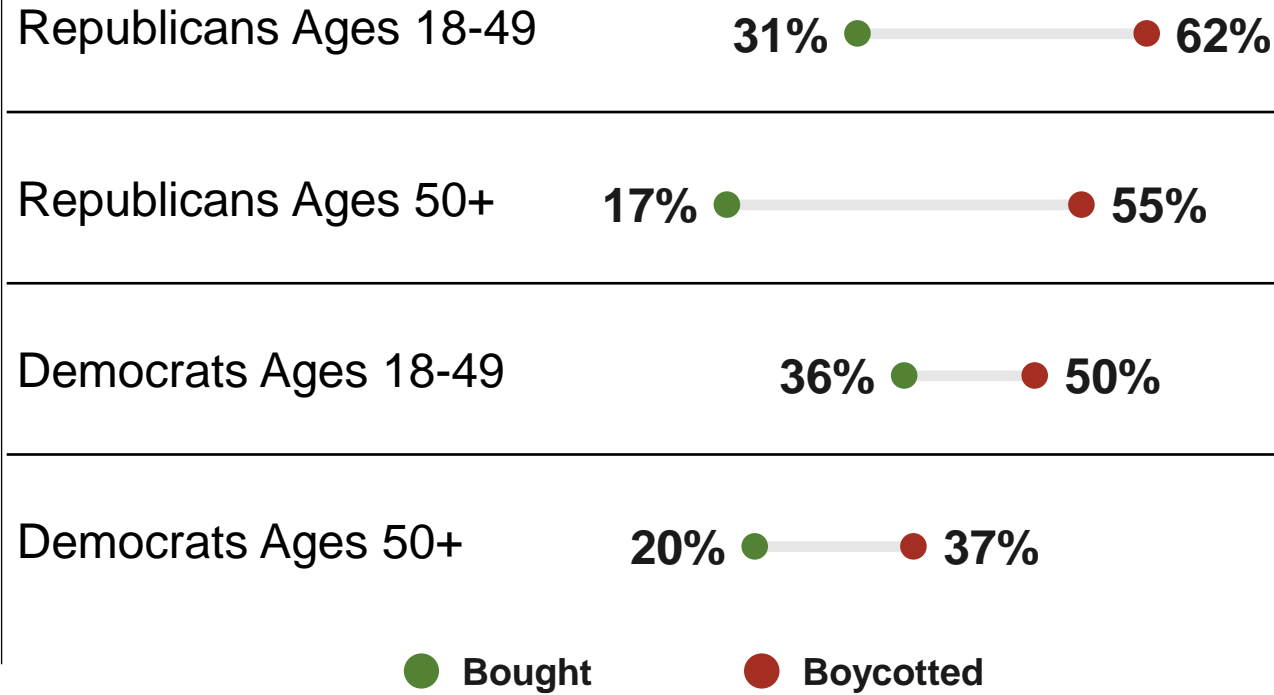
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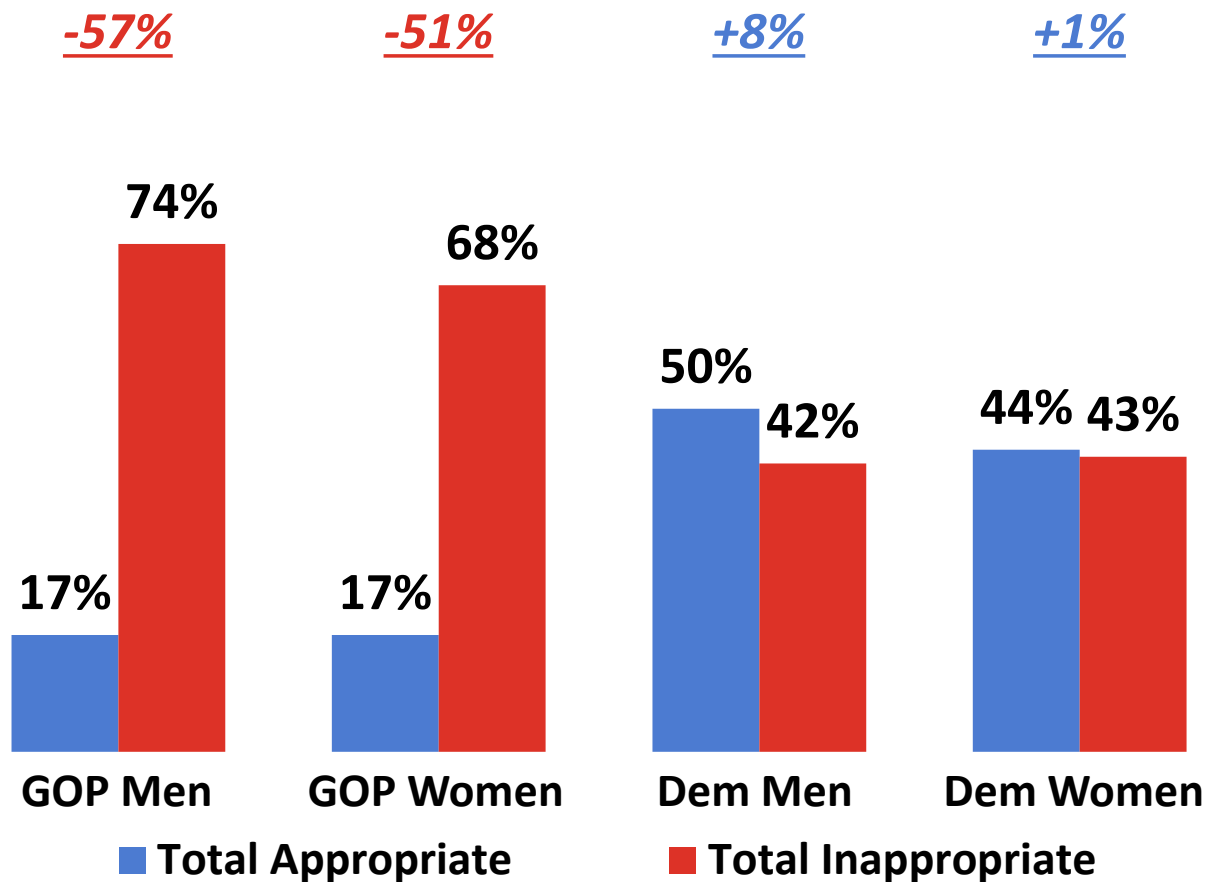
Have you bought products from a company specifically because the company took a political or social stand you agree with?

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Democratic women and Republican men are both more likely to buy products from companies they agree with.

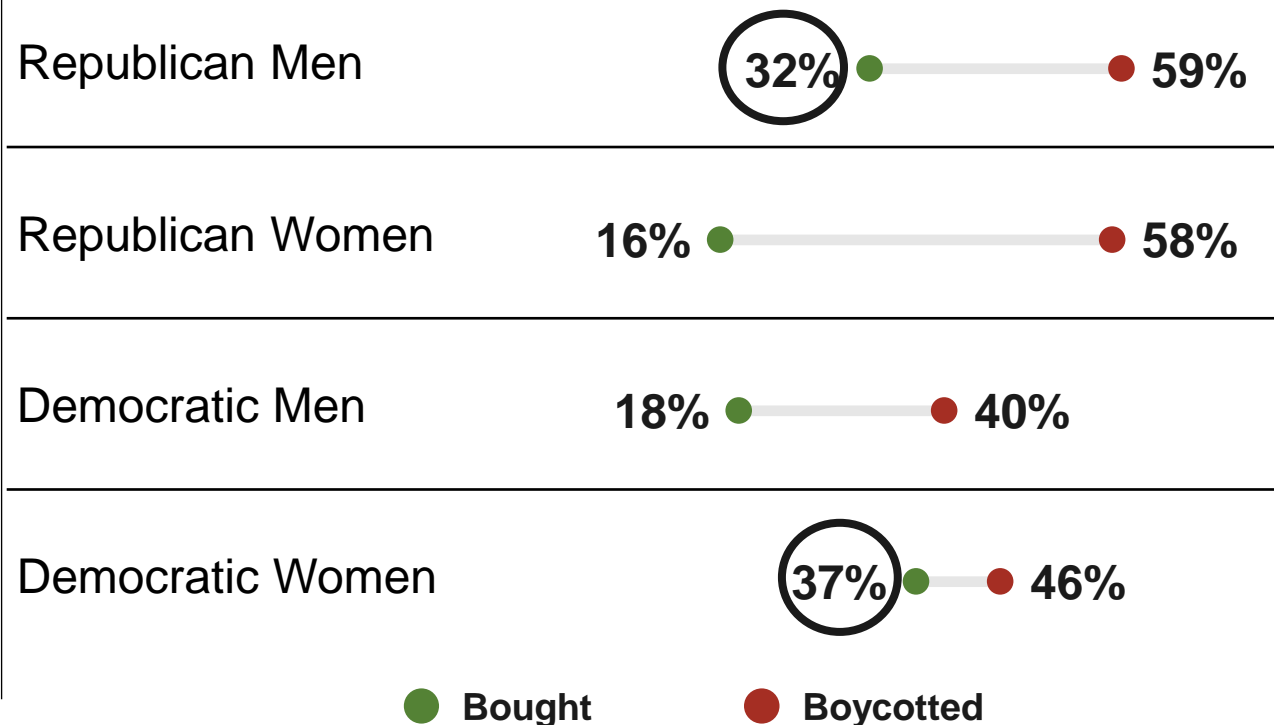
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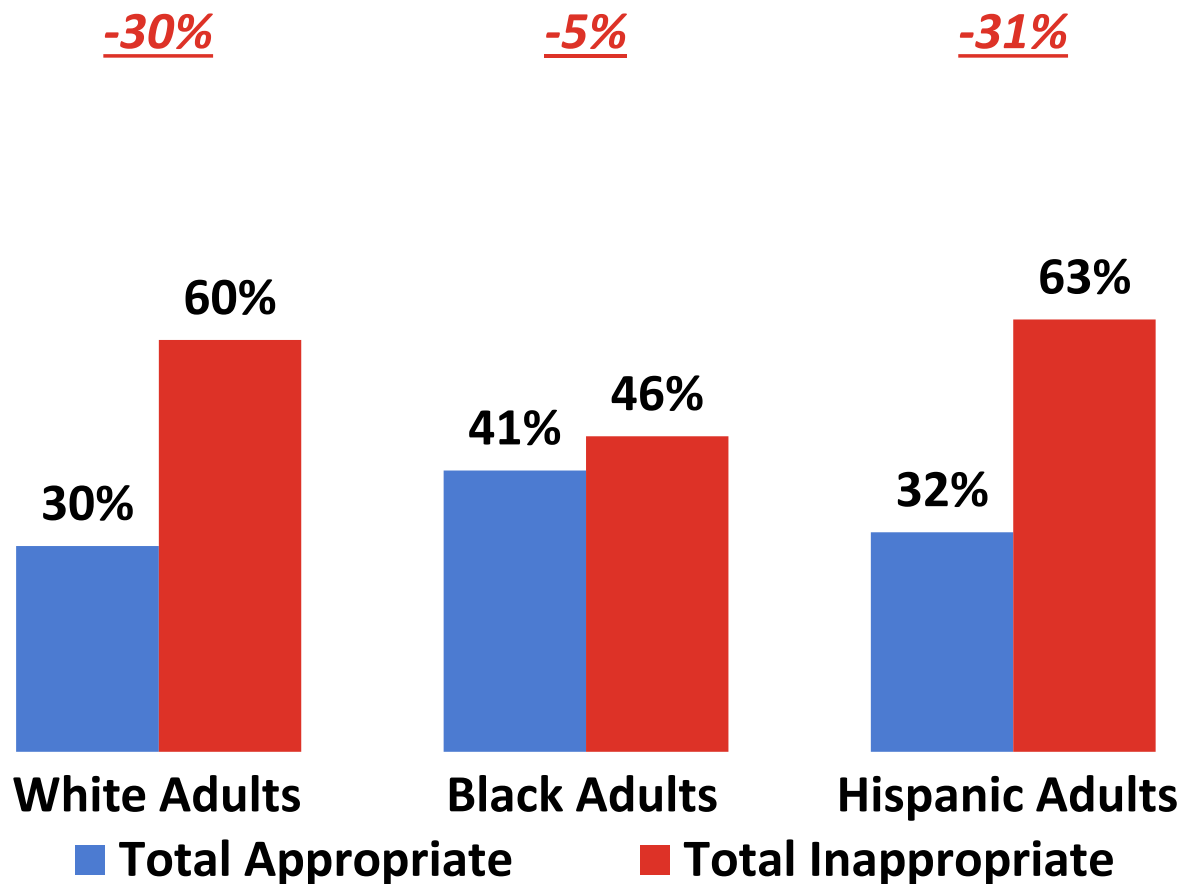
*Have you **bought products** from a company specifically because the company took a political or social stand you agree with?*

*Have you **boycotted and NOT bought products** from a company specifically because the company took a political or social stand you disagree with?*



Black adults are more likely to say its appropriate for companies to take public stands. However, only 9% of Black adults have bought products because of a political stance of a company, the lowest of any demographic group we track.

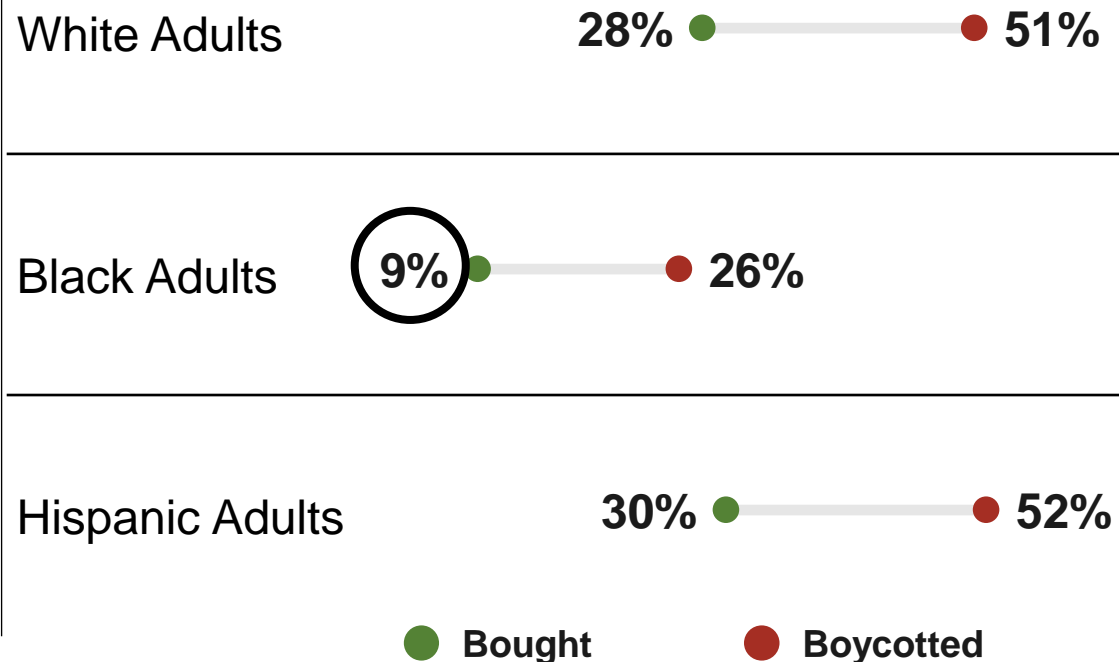
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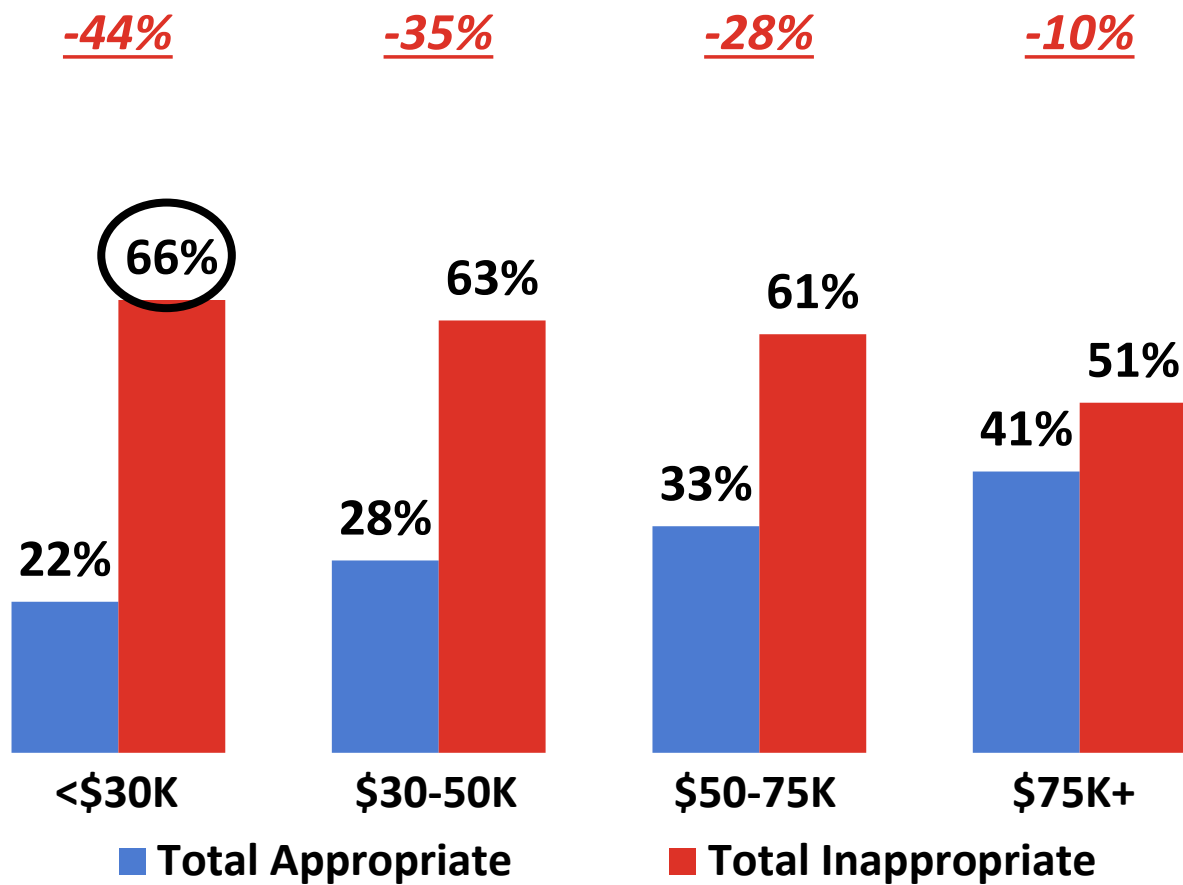
Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?



Economic realities weigh heavily on consumer behavior. Adults making less than \$30K a year are most likely to say it's inappropriate for companies to speak out but are less likely to make buying decisions based on these stands.

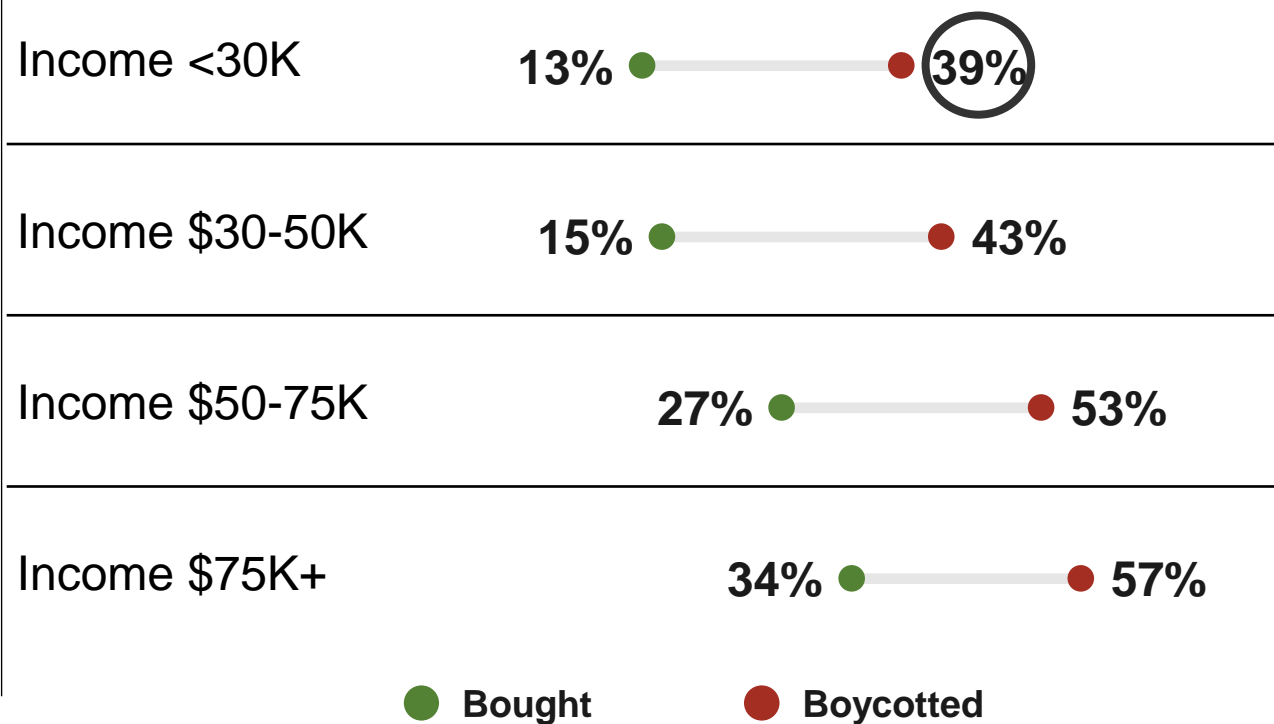
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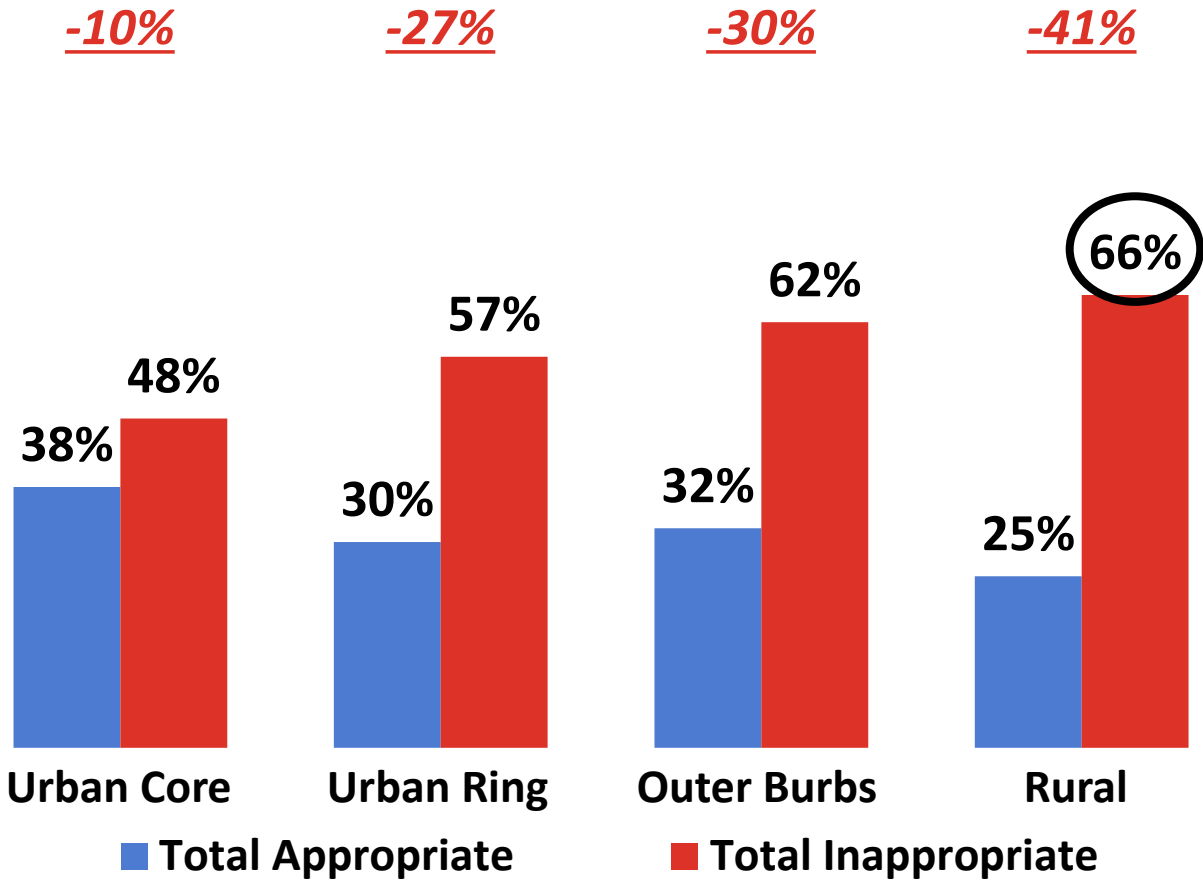
Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?



Adults in rural counties are most likely to say its inappropriate for companies to take public stands compared to suburban and urban counties. Yet, they are less likely to make buying decisions based on these stands.

Appropriate or inappropriate for companies to take public stands on political/social/cultural issues?

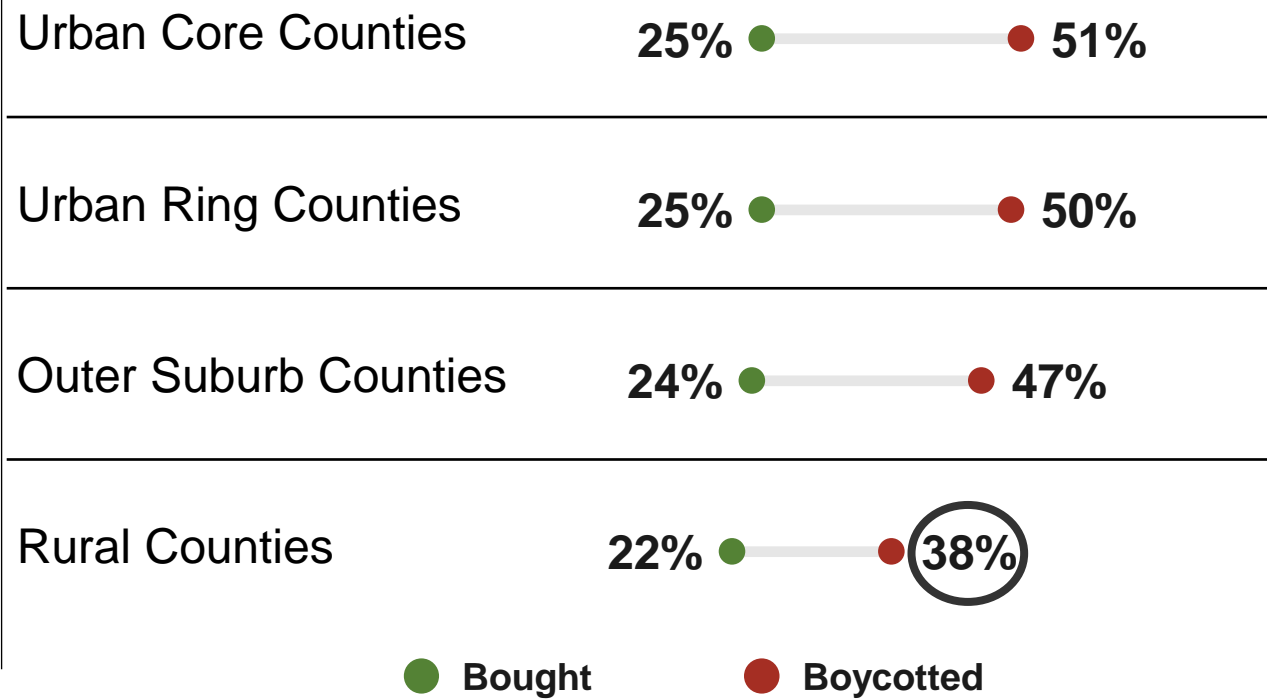


-10% **-27%** **-30%** **-41%**

In the past couple of years...

Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?



Adults who say it is appropriate for companies to take political/social stands support companies more because of them. But, those same consumers boycott products just as much as adults who believe it is inappropriate.

Have you bought products from a company specifically because the company took a political or social stand you agree with?

Have you boycotted and NOT bought products from a company specifically because the company took a political or social stand you disagree with?

Companies Taking Stand Appropriate

38% ● ——— ● 48%

Companies Taking Stand Inappropriate

17% ● ————— ● 49%

● Bought

● Boycotted



PUBLIC OPINION STRATEGIES

turning questions into answers

Micah Roberts

Partner

micah@pos.org

214 North Fayette Street / Alexandria, VA 22314

(703) 836-7655 | www.pos.org