



TENT

# How Helping Refugees Helps Brands

**A survey on how U.S. consumers respond to brands taking action on refugee issues**



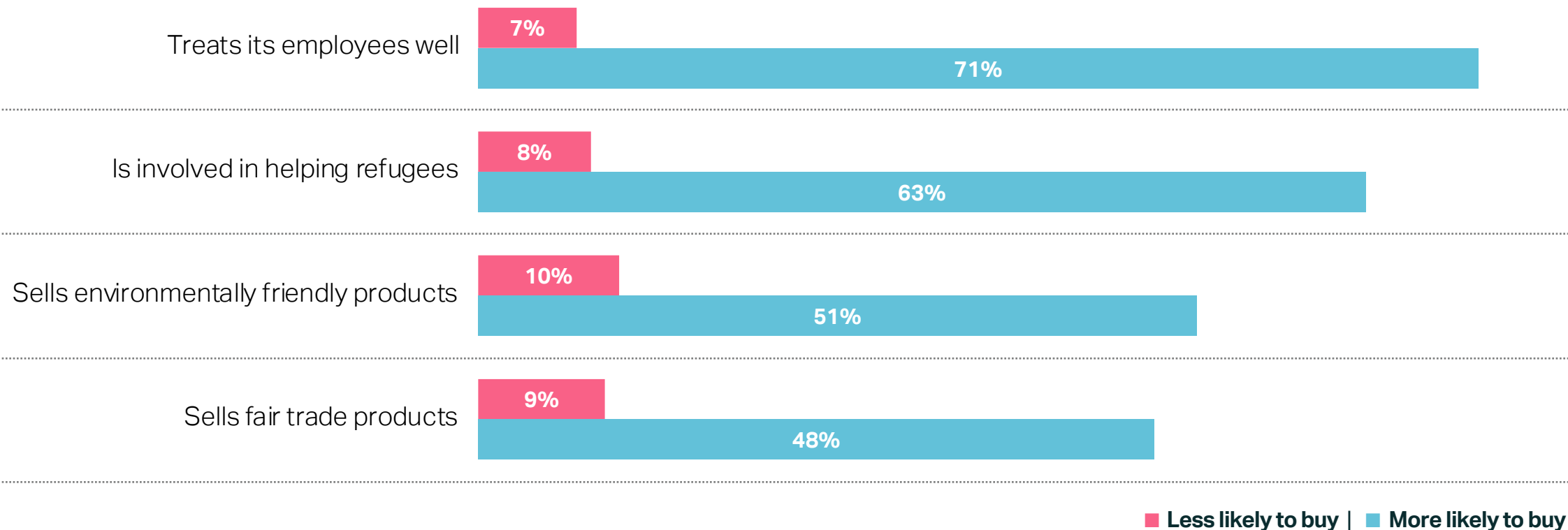
## About the survey

- **Method.** Online survey fielded by Qualtrics using a consumer research panel
- **Fieldwork.** March 1-March 11, 2022
- **Sample.** n=6,038 adults 18+



## Consumers respond at least as well to refugee issues as other areas of corporate citizenship

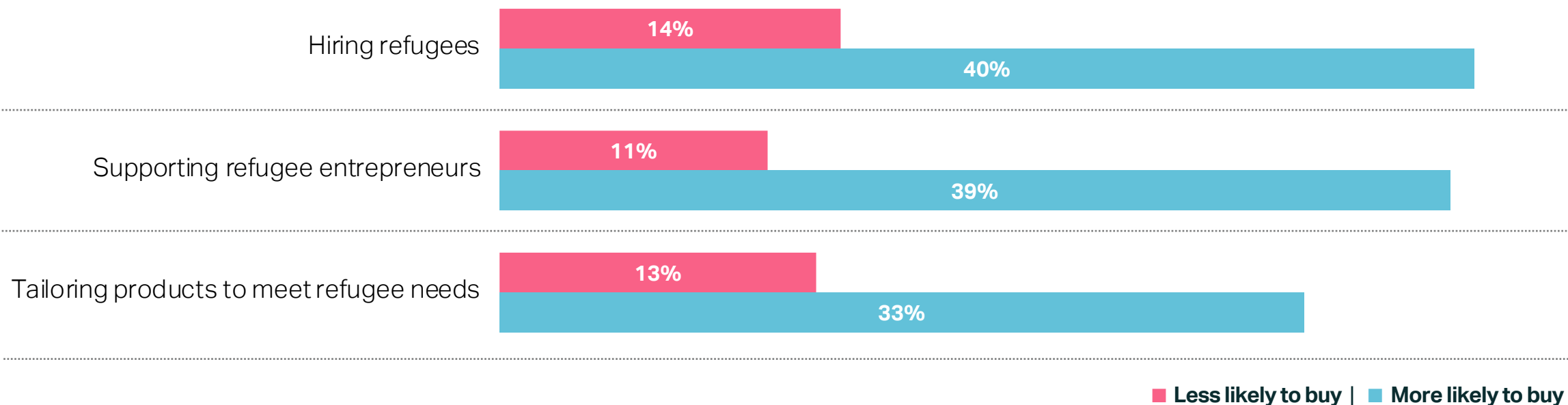
### Consumer purchasing intent for a company that...



Source: Qualtrics surveys of 6,038 consumers (adults 18 and older) in the United States, conducted in March 2022

## Consumers respond positively to a range of specific actions by companies to help refugees

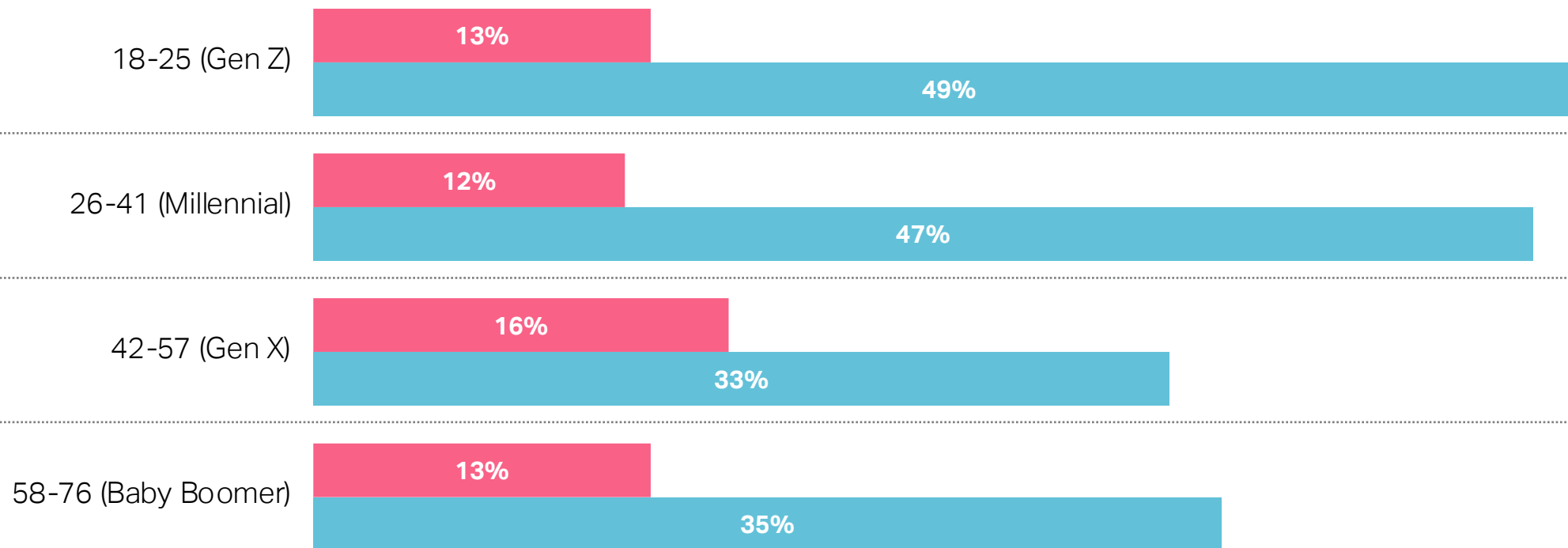
### Consumer purchasing intent for a company that has committed to...



Source: Qualtrics surveys of 6,038 consumers (adults 18 and older) in the United States, conducted in March 2022

## Younger consumers respond even more positively to brands helping refugees

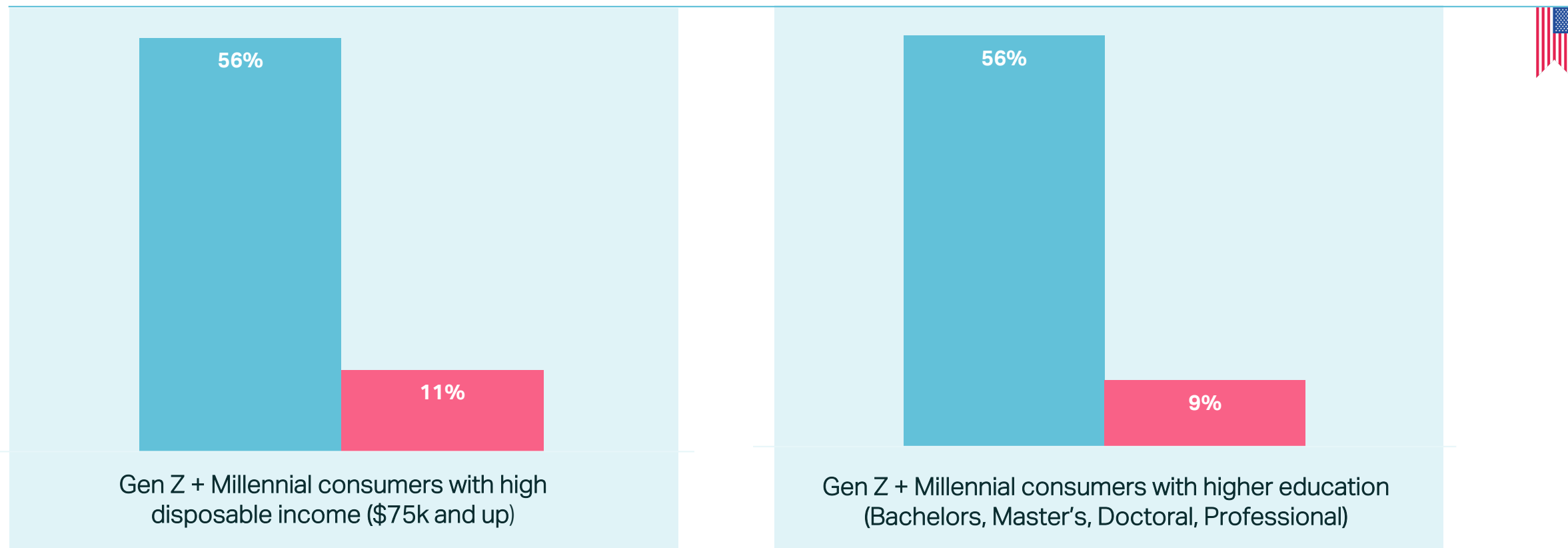
### Consumer purchasing intent for a company hiring refugees in the U.S.



■ Less likely to buy | ■ More likely to buy

Source: Qualtrics surveys of 6,038 consumers (adults 18 and older) in the United States, conducted in March 2022

## Two consumer profiles are especially receptive to companies committing to hire refugees



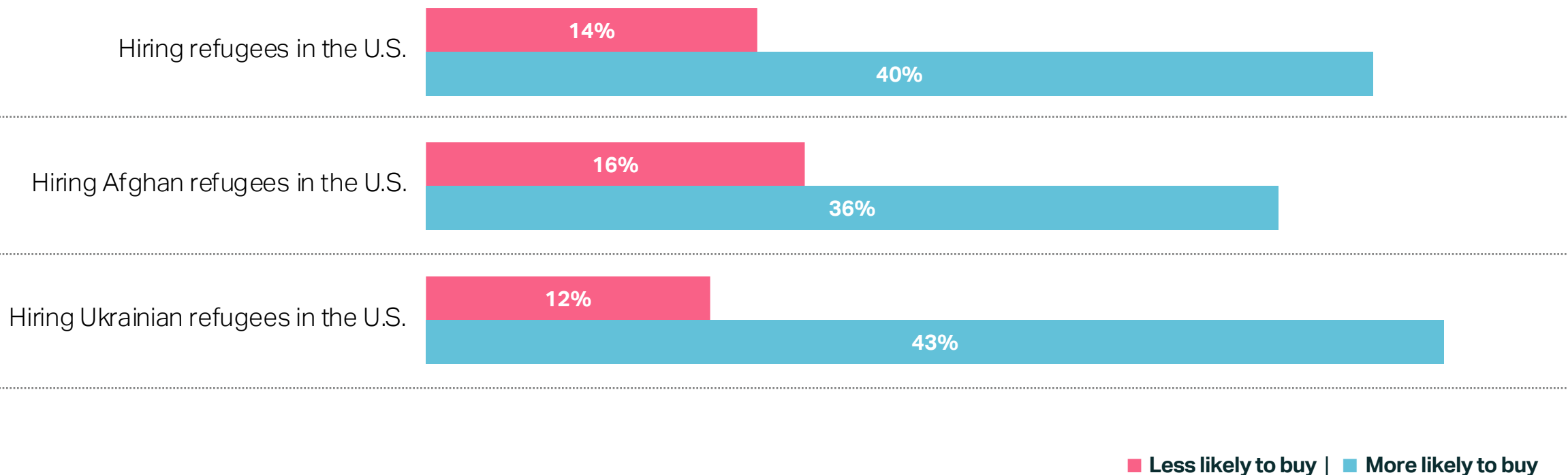
\*Gen Z and Millennial comprise consumers aged 18-41

Source: Qualtrics surveys of 6,038 consumers (adults 18 and older) in the United States, conducted in March 2022

■ Less likely to buy | ■ More likely to buy

## Consumers may respond differently on the margins to different refugee groups

### Consumer purchasing intent for a company that has committed to...



Source: Qualtrics surveys of 6,038 consumers (adults 18 and older) in the United States, conducted in March 2022