



HOW HELPING REFUGEES HELPS BRANDS

AN ANALYSIS OF FRENCH CONSUMER PERCEPTIONS

How Helping Refugees Helps Brands is a research report developed by the New York University Stern School of Business and published by the Tent Partnership for Refugees.

It examines how consumers in France, Italy and Germany respond to brands that commit to support refugees in various ways. This is a summary of the headline findings for France.

METHODOLOGY

- 4,069 consumers aged 18-75+ surveyed in France.
- Consumers were asked if they would be much less likely, less likely, more likely or much more likely to buy products from brands if they knew it supported refugees. Responses were scored between -2 and +2; where -2 indicates “much less likely”; zero signifies that consumers are neither more nor less likely, and +2 indicates “much more likely”.

KEY FINDINGS

01.

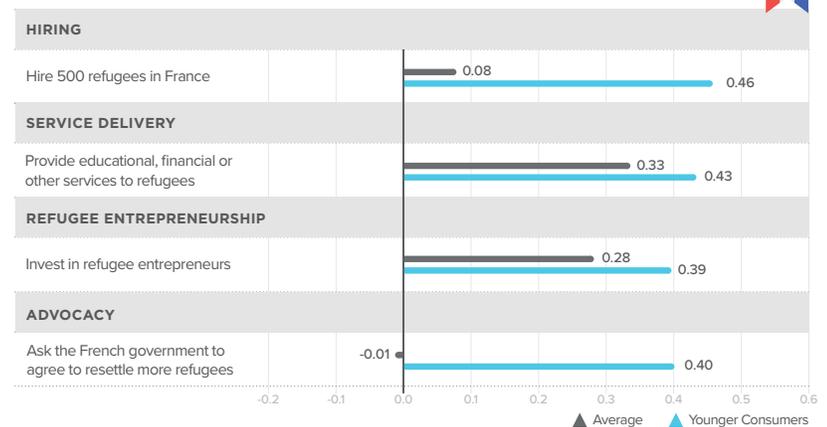
Consumers across France, Italy and Germany are more likely to buy from brands that support refugees in a number of ways – from hiring refugees in Europe, through to hiring refugees abroad and supporting refugee entrepreneurs.

02.

Younger French consumers aged 18 to 35 are more favorable towards companies that help refugees compared to the rest of the population.

The research suggests that the younger the consumers, the more positive their stance – indicating that brands stepping up their support towards refugees stand much to gain with the next wave of consumers.

CONSUMER RESPONSE BY COMMITMENT TYPE | FRANCE

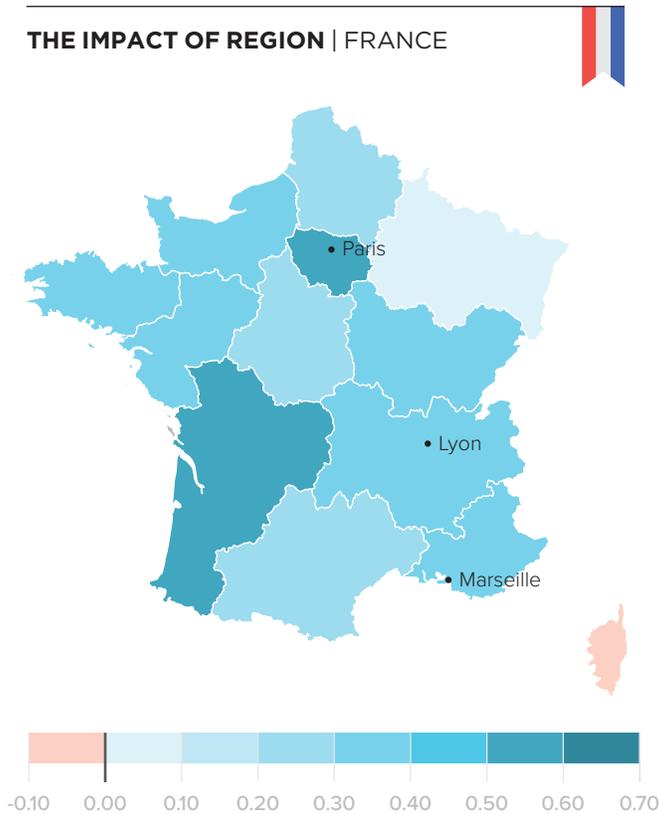


KEY FINDINGS

03.

In France, respondents who live in the regions around **Paris and Bordeaux show higher support for providing services to refugees.** There is more moderate support in the regions around other major French cities including Lyon, Toulouse, and Marseilles. More rural areas of France show lower levels of support.

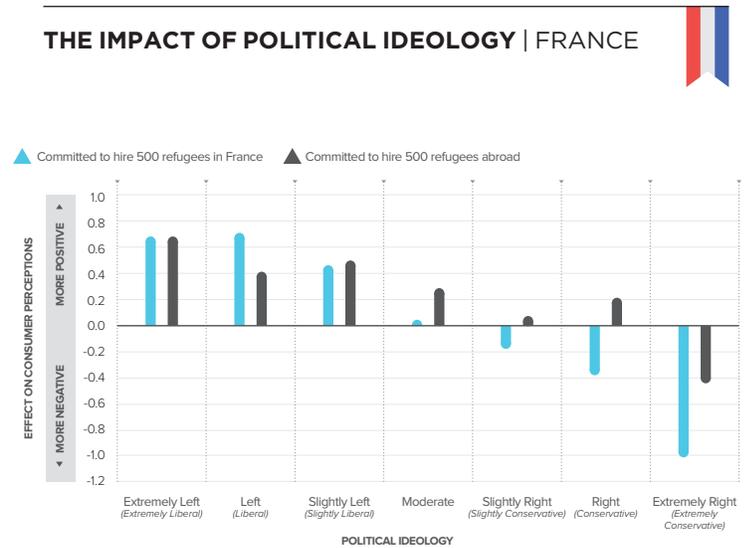
THE IMPACT OF REGION | FRANCE



04.

Whilst the research found that political ideology is a strong indicator of whether a consumer will be supportive of a brand that helps refugees – with people on the left showing more support than those on the right – **consumers on the right are surprisingly supportive of certain activities that support refugees.**

THE IMPACT OF POLITICAL IDEOLOGY | FRANCE



Find out more and read the full research report at: www.tent.org/resources/helping-refugees-helps-brands-europe/



ABOUT THE TENT PARTNERSHIP FOR REFUGEES

The Tent Partnership for Refugees, founded by Chobani's Hamdi Ulukaya, mobilizes the private sector to improve the lives and livelihood of the more than 30 million refugees forcibly displaced from their home countries. Tent believes that the private sector is uniquely positioned to address the global refugee crisis by mobilizing the networks, resources,

innovation, and the entrepreneurial spirit of the business community – and that companies have the greatest impact when they leverage their core business operations to hire refugees, integrate them into supply chains, invest in refugees, and deliver services to them. .

Tent currently has over 140 members.