



HOW HELPING REFUGEES HELPS BRANDS

AN ANALYSIS OF GERMAN 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 Germany, Italy and France respond to brands that commit to support refugees in various ways. This is a summary of the headline findings for Germany.

METHODOLOGY

- 4,085 consumers aged 18-75+ surveyed in Germany.
- 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.

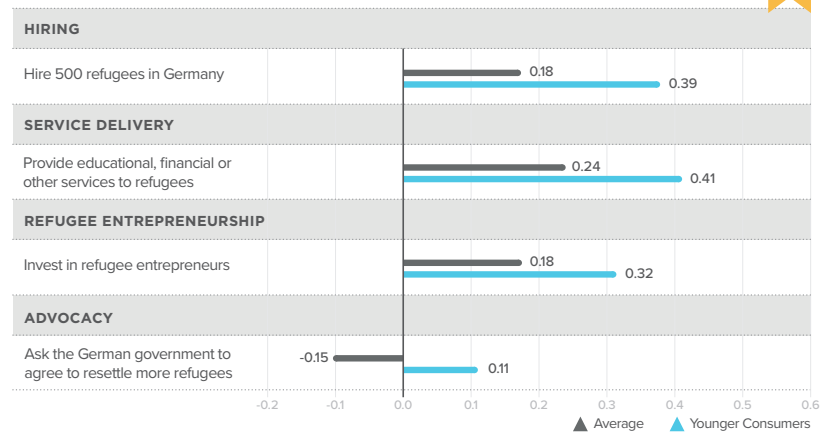
Consumers across Germany, Italy and France are more likely to buy from brands that support refugees in a number of ways – from hiring refugees in Europe, through to hiring refugees abroad and supporting refugee entrepreneurs.

02.

Younger German 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 | GERMANY

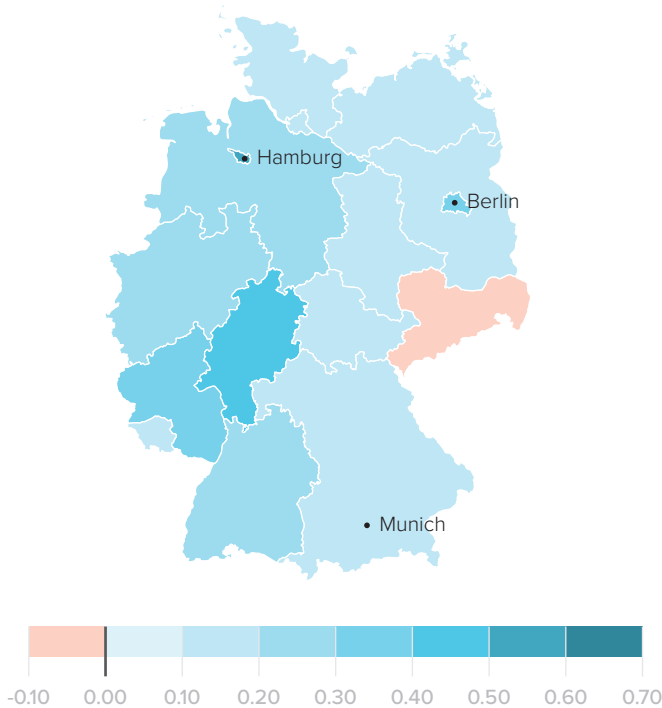


KEY FINDINGS

03.

In Germany, people who live in **Hamburg, Berlin, and Frankfurt** show higher levels of support for refugees. The states of the former East Germany also show lower support than the rest of the country.

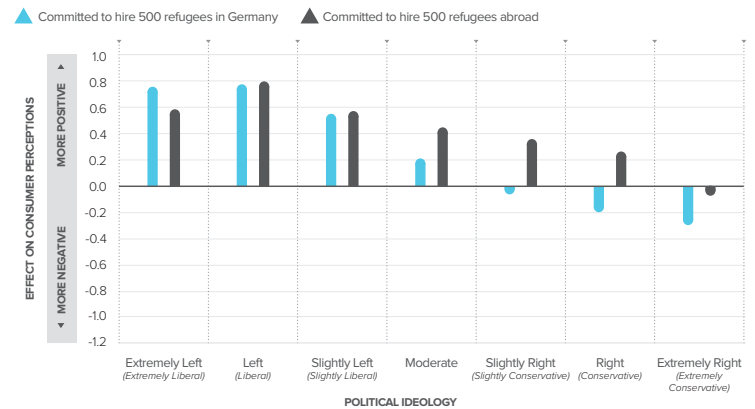
THE IMPACT OF REGION | GERMANY



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 | GERMANY



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.