



HOW HELPING REFUGEES HELPS BRANDS

AN ANALYSIS OF U.S. 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 the United States respond to brands that commit to support refugees in various ways. This is a summary of the headline findings.

METHODOLOGY

- 7,139 consumers aged 18-72+ surveyed in the U.S.
- 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

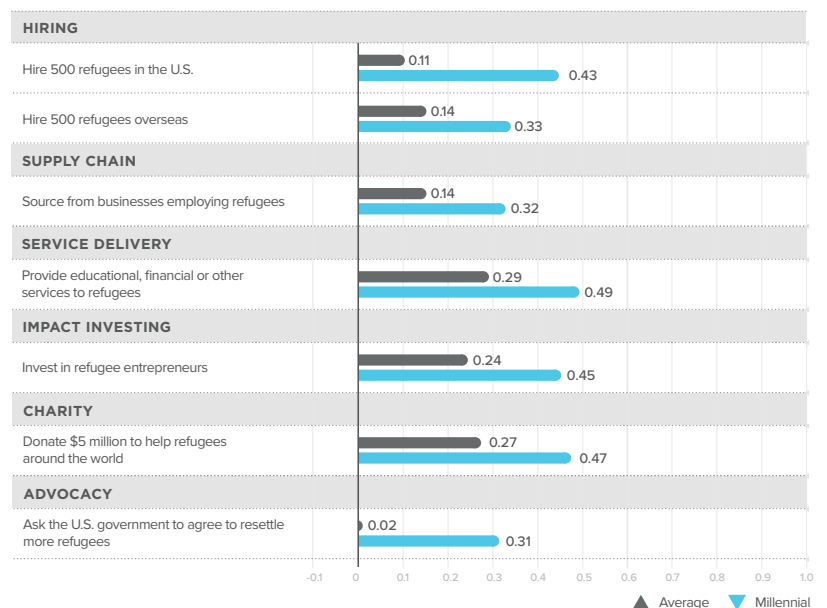
01.

On net, consumers in the U.S. are more likely to buy from brands that support refugees in a number of ways – from hiring refugees domestically through to hiring refugees abroad and supporting refugee entrepreneurs.

02.

U. S. consumers do not differentiate significantly among brand initiatives that support refugees. Therefore, brands can focus on projects that best align with their business operations and brand values and yield the greatest impact for refugees.

CONSUMER RESPONSE BY COMMITMENT TYPE



KEY FINDINGS

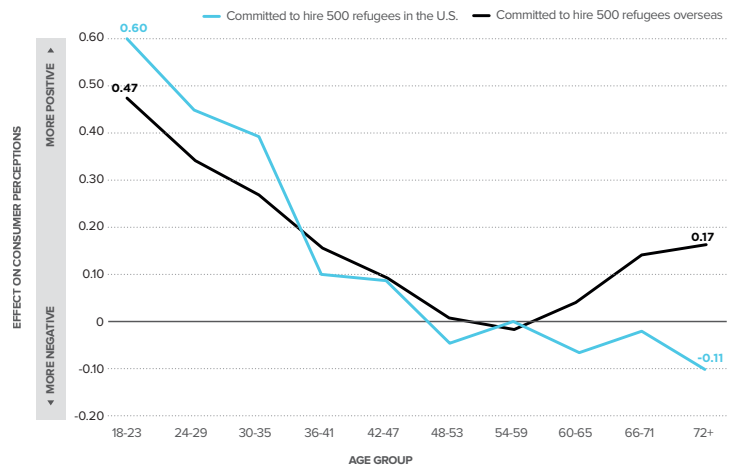
03.

Millennial consumers are more favorable towards companies that help refugees compared to the rest of the population, as are female consumers and consumers of color. The research also suggests that the younger the consumer, the more positive their stance – indicating that brands stepping up their support towards refugees stand much to gain with the next wave of consumers.

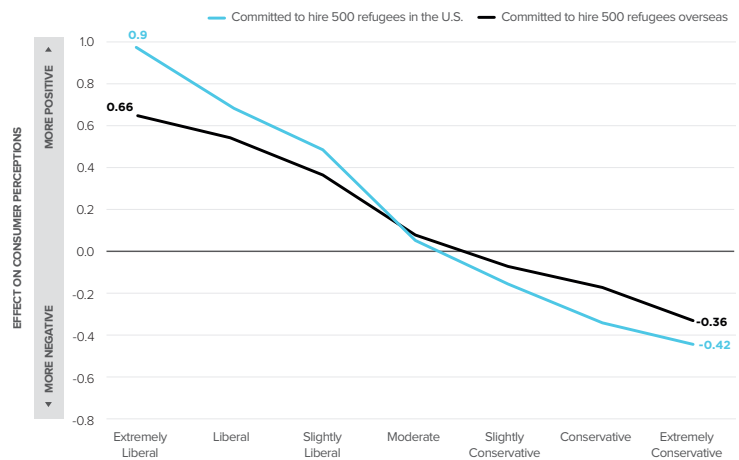
04.

Whilst the research found that political ideology and age are strong indicators of whether a consumer will be supportive of a brand that helps refugees – with younger people and people on the left showing more support than older people and those on the right – brands with a significant proportion of conservative consumers or consumers in their mid-fifties or older should still consider efforts to support refugees overseas, which are likely to trigger less opposition from these consumer demographics.

THE IMPACT OF AGE



THE IMPACT OF POLITICAL IDEOLOGY



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



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 25 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 130 members.