



How Helping Refugees Helps Brands



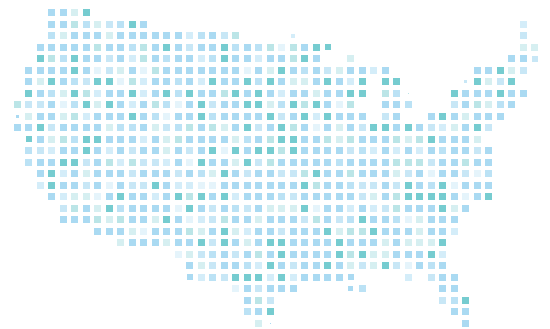
RESULTS FROM A RECENT SURVEY AMONG U.S. CONSUMERS ABOUT REFUGEE-RELATED BRAND COMMITMENTS

Methodology

Tent recently commissioned a survey to explore current consumer opinions about refugee-related brand commitments. The survey was conducted online by Qualtrics among 6,038 adults 18 and older. Fieldwork took place from March 1 to March 11, 2022.

The last 18 months have seen a resurgence in refugee admissions to the United States

- THE UNITED STATES HAS A LONGSTANDING, BIPARTISAN TRADITION OF ACCEPTING REFUGEES.**
Since 1980, the United States has admitted more than 3 million refugees.
- THE U.S. GOVERNMENT IS STRENGTHENING REFUGEE RESETTLEMENT.**
After significant reductions in refugee admissions during the Trump administration, the Biden administration committed to resettle at least 125,000 refugees per year.
- RECENT CRISES HAVE BROUGHT SIGNIFICANT NUMBERS OF NEW REFUGEES TO THE UNITED STATES.**
The U.S. government has admitted 75,000 Afghans fleeing the Taliban takeover of the country and has committed to welcome 100,000 Ukrainians fleeing Russia's invasion.

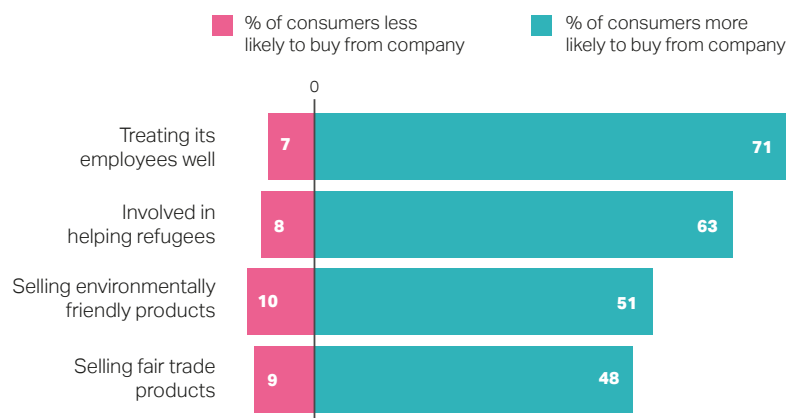


3 million +
refugees

Key findings

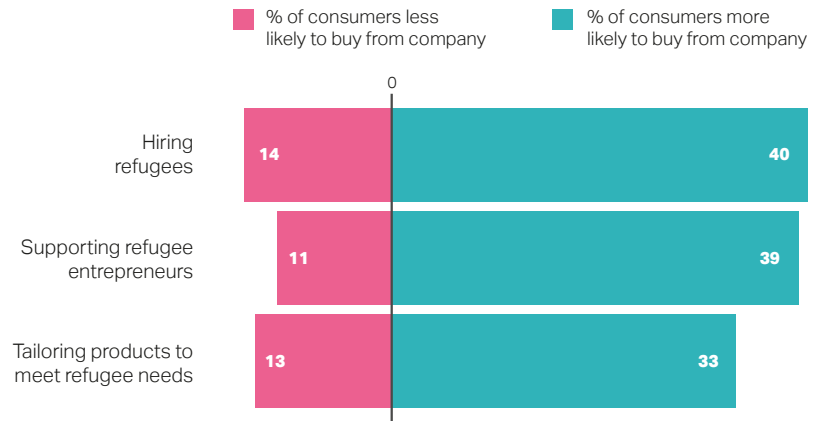
01

U.S. consumers are looking for brands to act responsibly and they are more likely to purchase from brands that show leadership on a range of workplace, social, and environmental issues. Consumers appear to respond at least as favorably to companies taking steps to support refugees as to other types of corporate citizenship.



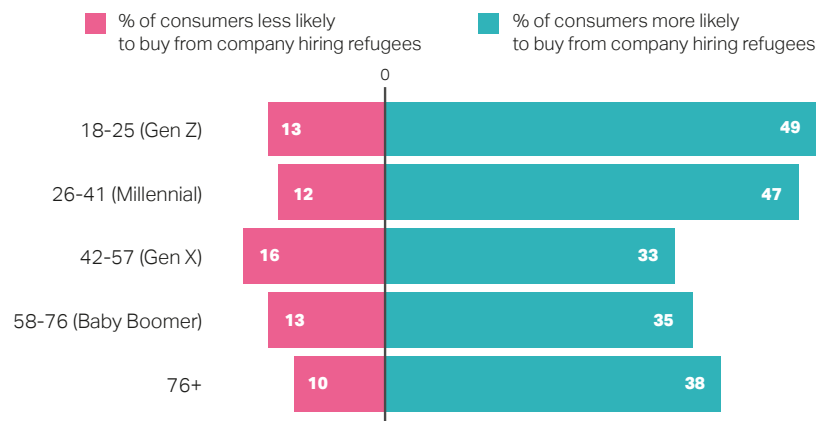
02

When asked about specific ways that companies support refugees, consumers are broadly supportive and indicate by a wide margin that they are more likely to purchase from brands taking these actions – whether hiring refugees, supporting refugee entrepreneurs, or integrating refugees into their supply chain.



03

Younger consumers, in particular, are more likely to purchase from brands supporting refugees. The chart below highlights consumer support for brands hiring refugees in the United States. Nearly half of these consumers, for example, say they would be more likely to purchase from a brand hiring refugees. However, even older consumers exhibit significant support for these brands.



For more information about the survey and its findings, please contact media@tent.org. To find out how your company can get involved with Tent, please contact info@tent.org.

About the Tent Partnership for Refugees

With more and more refugees displaced for longer periods of time, businesses have a critical role to play in helping refugees integrate economically in their new host communities. The Tent Partnership for Refugees mobilizes the global business community to improve the lives and livelihoods of more than 36 million refugees who have been forcibly displaced from their home countries. Founded by Chobani's founder and CEO Hamdi Ulukaya in 2016, we are a network of over 250 major companies committed to including refugees. Tent believes that companies can most sustainably support refugees by leveraging their core business operations – by engaging refugees as potential employees, entrepreneurs, and consumers. The full list of Tent members can be found [here](#). Find out more at www.tent.org.