



How Hiring Refugees Helps Brands

RESULTS FROM A RECENT SURVEY AMONG CONSUMERS IN EUROPE ABOUT REFUGEE-RELATED BRAND ACTIVITIES

Methodology

Tent recently commissioned a survey to explore current consumer opinions about refugee-related brand activities. The survey was conducted online by Qualtrics among 5,622 adults aged 18 and over in France, Germany, the Netherlands, Poland, Spain, Sweden, and the UK. Fieldwork took place between November 2022 and January 2023.

Over the past 12 months, Europe has experienced one of the fastest forced displacement crises in history and the largest since the Second World War

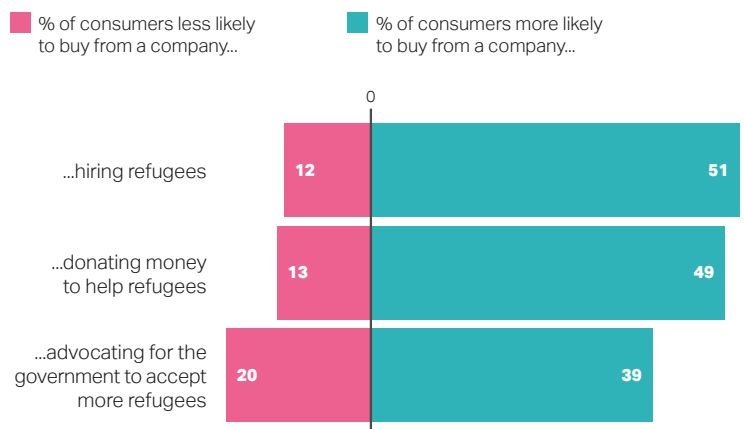
- ✓ Prior to Russia's invasion of Ukraine, Europe was hosting more than 3 million refugees – primarily from Syria, Afghanistan, Iraq, and Eritrea.
- ✓ Since February 2022, an additional 8 million refugees from Ukraine have been recorded across the continent, with the majority displaced in Poland and Germany, and millions more predicted to arrive throughout 2023.
- ✓ As the war in Ukraine enters its second year, and as with any refugee population, needs have shifted from immediate, shorter-term humanitarian aid to sustainable, longer-term economic integration in their new host countries – including employment.



Key Findings

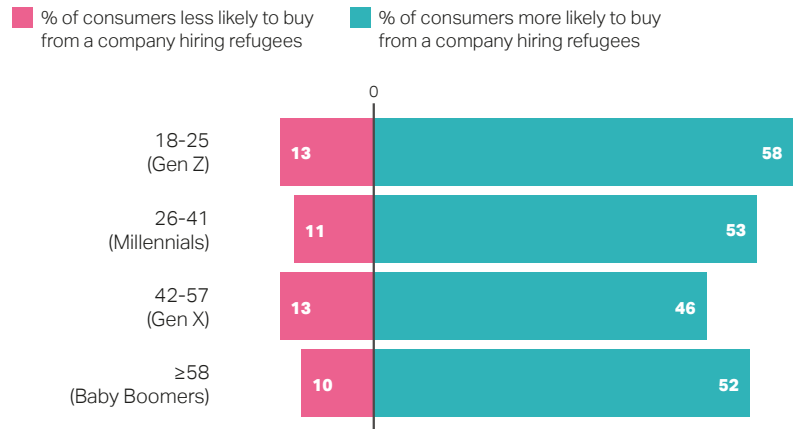
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European consumers expect brands to act responsibly and are broadly supportive of companies stepping-up for refugees. When asked about specific actions companies can take, consumers indicate by a very wide margin that they are more likely to buy from companies hiring refugees – even more so, in fact, than from companies donating money to support refugee causes, which the vast majority of companies have historically preferred to do, due to it being perceived as more humanitarian and less controversial. While still indicating support, consumers respond slightly less favourably to companies engaging in government advocacy to increase the number of refugees, as this is more politically polarising.



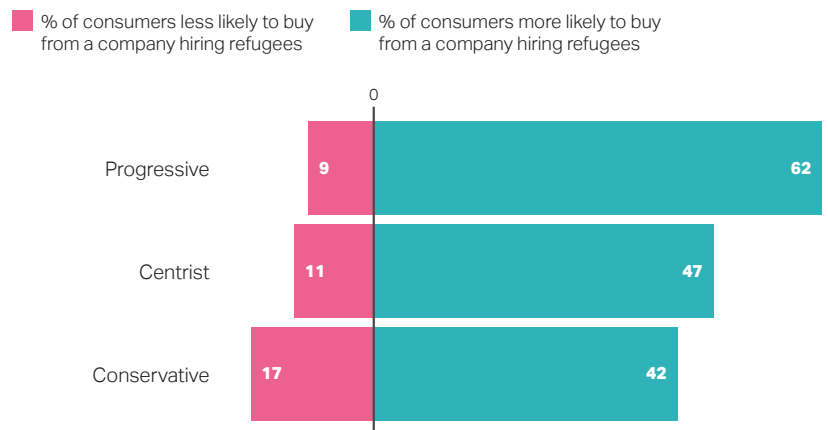
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Young consumers, in particular, are more likely to buy from brands hiring refugees, with 4-5 times as many Gen Z and millennial consumers likely to support than oppose this action. But it is not just young consumers who support companies hiring refugees – European consumers of every age group indicate by a wide margin that they are more likely to buy from brands hiring refugees.



03

Public opinion towards refugees can appear polarised, but European consumers of all political views support companies hiring refugees. Unsurprisingly, consumers who identify as progressive express very strong support for brands hiring refugees. But even consumers who identify as conservative indicate by a wide margin that they are more likely to buy from companies hiring refugees, agreeing, for example, that when refugees work, they pay taxes, instead of relying on government assistance.



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 to integrate economically in their new host communities. The Tent Partnership for Refugees mobilises 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 300 major companies committed to including refugees. Tent believes companies can most sustainably support refugees by leveraging their core business operations and hiring, training, and mentoring refugees. The full list of Tent members can be found [here](#). Find out more at www.tent.org.