



How Hiring Refugees Helps Brands

RESULTS FROM A RECENT SURVEY AMONG CONSUMERS IN GERMANY 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 806 adults aged 18 and over in Germany. 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, Germany was hosting approximately 1.3 million refugees – primarily from Syria, Afghanistan, and Iraq.
- ✓ Since February 2022, an additional 1.1 million refugees from Ukraine have been recorded in the country.

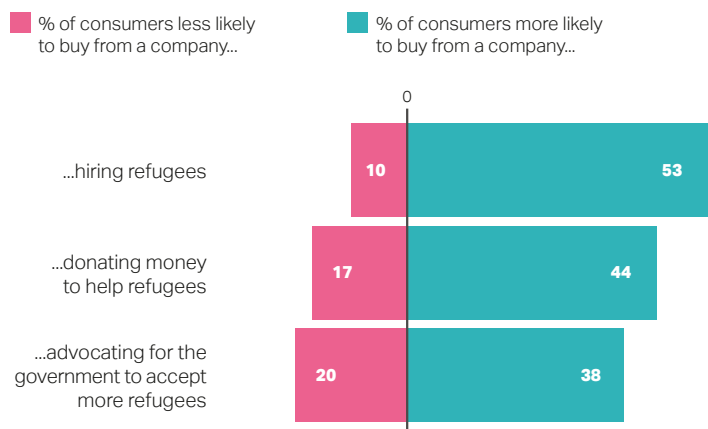


2.4 million
refugees

Key Findings

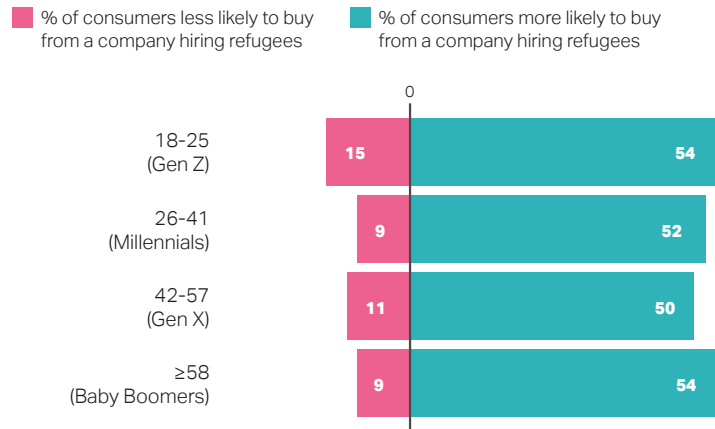
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German consumers expect brands to act responsibly and are broadly supportive of companies stepping-up for refugees. When asked about specific actions companies can take, consumers indicate by a very wide margin that they are more likely to buy from companies hiring refugees – significantly more so, in fact, than from companies donating money to support refugee causes, which many 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.



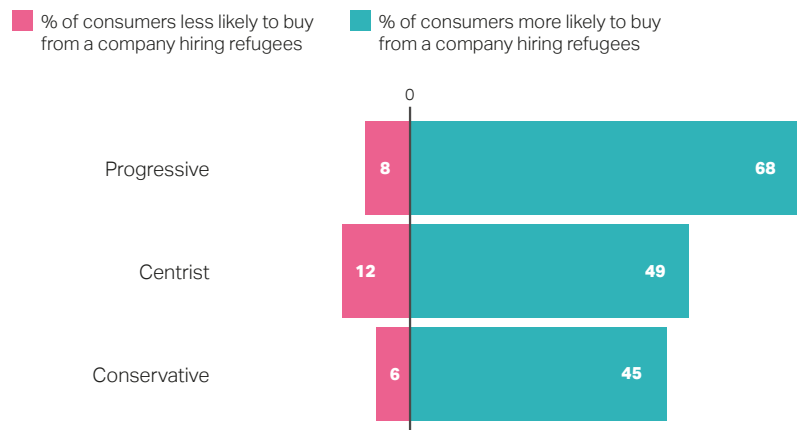
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When it comes to age, it is not just younger or older consumers who support companies hiring refugees – German consumers of every age group indicate by a wide margin, and with remarkable consistency, that they are more likely to buy from brands hiring refugees.



03

Public opinion towards refugees can appear polarised, but German 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 work 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 communities. Tent was launched in 2016 by Hamdi Ulukaya, the CEO and founder of Chobani – a multibillion dollar food company in the US – to mobilise global businesses to fill this gap by helping connect refugees to work. Today, Tent is a **network of over 300 major companies** committed to hiring, training, and mentoring refugees. Find out more at www.tent.org.