



How Hiring Refugees Helps Brands

RESULTS FROM A RECENT SURVEY AMONG ADULTS IN MEXICO ABOUT COMPANIES TAKING ACTION TO SUPPORT REFUGEES



Methodology

Tent recently commissioned a survey to explore how the Mexican public responds when companies take action to support refugees. The survey was conducted online by GBAO among 811 adults aged 18 and over in Mexico. Fieldwork took place in September 2023.

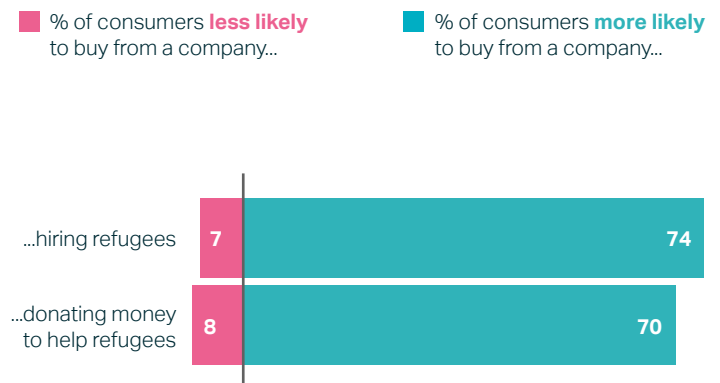
By the end of 2022, Mexico was hosting approximately 110,000 refugees – predominantly from Venezuela, Honduras, and El Salvador – as well as around 450,000 asylum seekers, the majority of whom are from Honduras, Haiti, Cuba, Venezuela, El Salvador, and Nicaragua.



Key Findings

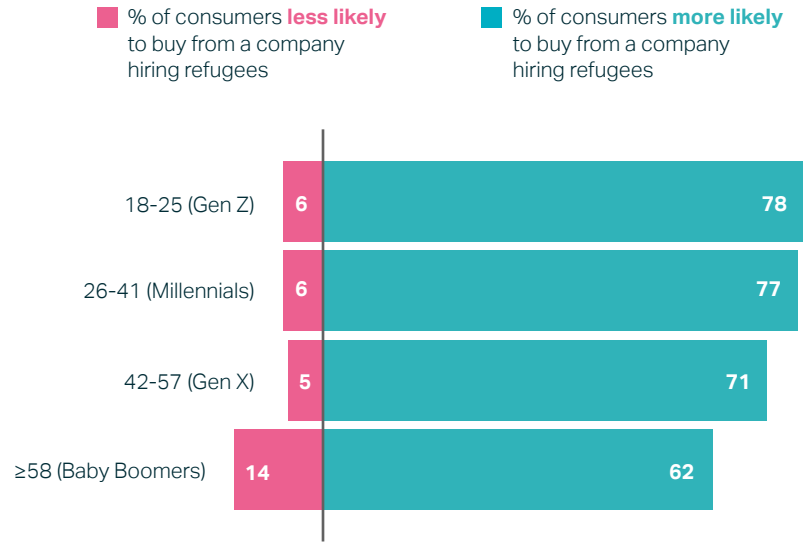
01

Mexican consumers expect brands to act responsibly and are very supportive of companies helping refugees (individuals who have been forced to flee their country of origin due to war, violence, conflict, or persecution). When asked about specific actions companies can take, Mexicans indicate by a very wide margin that they are more likely to buy from companies hiring refugees, with 74% supporting this action – higher than any other market where Tent has conducted similar research, including the U.S., Spain, and Germany. Consumer support was marginally weaker toward 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.



02

Mexicans of every age group indicate by a wide margin that they are more likely to buy from brands hiring refugees. Young consumers, in particular, are more likely to buy from companies hiring refugees, with vastly more Gen Z and millennial consumers likely to support, than oppose, this action.



03

Humanitarian and economic arguments in favor of hiring refugees resonate most with Mexican consumers. When presented with a series of reasons to hire refugees, consumers found most convincing the argument that refugees deserve help because they were forced to flee their home country, while also strongly agreeing that when refugees work, they boost the economy by spending money and paying taxes. Consumers also agree with the argument that refugees fill existing labor shortages rather than take jobs away from local workers, with 63% finding it very or somewhat convincing, and only 14% deeming it not convincing at all.



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

About the Tent Partnership for Refugees

With more and more refugees displaced around the world, 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 U.S. – to mobilize global businesses to fill this gap. Today, Tent is a network of over 350 major companies committed to helping hundreds of thousands of refugees access local labor markets by helping them to become job-ready and connecting them to work. Find out more at www.tent.org.