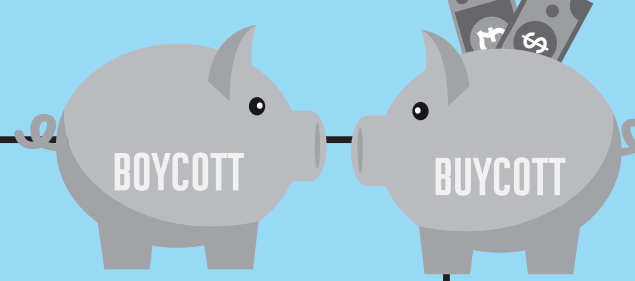


BATTLE OF THE WALLETS: THE CHANGING LANDSCAPE OF CONSUMER ACTIVISM



Battle of the Wallets: The Changing Landscape of Consumer Activism is Weber Shandwick's latest research on the activism wave sweeping the world. At a time when consumers appear to be more frequently boycotting companies and buying more from companies they support ("BUYcoting"), we were interested in what differentiates consumers who vote with their wallets one way or the other. We surveyed 2,000 consumer activists in the US (1,000) and UK (1,000), 18 years of age and older, to explore the motivations behind boycotters versus BUYcotters, as well as their perceptions about the impact of their actions and expectations for future purchase decision-making.

83% OF ALL CONSUMER ACTIVISTS AGREE IT IS MORE IMPORTANT NOW THAN EVER TO SHOW SUPPORT FOR COMPANIES THAT "DO THE RIGHT THING" BY BUYING FROM THEM

BOYCOTTERS

BUYCOTTERS

Consumer activists who have have boycotted **90%**
Average number of boycott actions taken in past 2 years **4.5**

Consumer activists who have have BUYcotted **65%**
Average number of BUYcotted actions taken in past 2 years **5.7**

EXPECT TO TAKE MORE BOYCOTT ACTIONS OVER NEXT 2 YEARS **28%**

EXPECT TO TAKE MORE BUYCOTT ACTIONS OVER NEXT 2 YEARS **37%**

#1 goal of last boycott was to change the way the company or brand does business **36%**

48% #1 goal of last BUYcott was to help the company or brand's reputation

#2 goal of last boycott was to harm the company or brand's reputation **35%**

27% #2 goal of last BUYcott was to help the company or brand's sales

Agree social media has made actions of consumer activism more effective **75%**

77% Agree social media has made consumer activism more effective

Used social media in most recent boycott **53%**

63% Used social media in most recent BUYcott

Shared information with others online about most recent boycott **32%**

39% Shared information with others online about most recent BUYcott

Have a more favourable opinion of CEOs who take a public position on hotly debated current issues **58%**

59% Have a more favourable opinion of CEOs who take a public position on hotly debated current issues

For more information about *Battle of the Wallets: The Changing Landscape of Consumer Activism*, please contact:
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