

Sparo Omnibus

2022 “Purchase with a
Purpose” Public Poll

**Corporation Ukraine
Response
Research Summary**

METHODOLOGY

We sought to understand sentiments regarding corporate donations and actions (or lack thereof) in response to the crisis in Ukraine, today.

We surveyed 1,000 respondents across the United States who are 18+ years old. The margin of error is +/- 3.6%. The survey was fielded between April 22 and April 26, 2022.

- **Age:**
 - 18 - 29: **21%**
 - 30 - 44: **25%**
 - 45 - 64: **33%**
 - 65+: **21%**
- **Gender Identity:**
 - Woman: **47%**
 - Man: **50%**
 - Trans Woman: **1%**
 - Trans Man: **0%**
 - Genderqueer/Non-binary: **1%**
 - Another gender identity: **0%**
 - I prefer not to answer: **1%**
- **Region:**
 - Northeast: **17%**
 - Midwest: **21%**
 - South: **39%**
 - West: **22%**
- **Race/Ethnic Group:**
 - White: **63%**
 - Black or African American: **12%**
 - Hispanic or Latino: **16%**
 - Other: **9%**
- **Household Income:**
 - Under \$50K: **51%**
 - \$50K-\$100K: **30%**
 - \$100K or more: **18%**

Four caveats or points of acknowledgment

1. The audience is weighted to be nationally representative of the U.S. population.
2. It's a pulse taken between April 22nd- April 26th, 2022.
3. We're not exempt from response bias.
4. Filters were layered to present a synthesized view. It's the tip of the iceberg, and data can be cut further.

Poll Summary

Responsibility for taking positive steps to genuinely support Ukraine

- 43% of respondents think that both the U.S. government and companies should be more responsible for taking positive steps to genuinely support Ukraine. The generation that thinks this the most is the oldest generation, 65+, at 48% followed closely by ages 18-29 at 42%.

Current state of support from U.S. business community for Ukraine

- Around one third of respondents (34%) believe corporations and U.S. businesses have done an adequate job at showing their support for Ukraine, whether it be financial commitments, removing stores, restaurants and other conveniences, or speaking out on social channels.
- 31% of respondents believe corporations and U.S. businesses have been taking positive steps but could be doing more in this environment to support the crisis in Ukraine, whereas 9% think corporations and U.S. businesses have not been doing enough to demonstrate support for Ukraine.

Main criticism of U.S. corporate responses to Ukraine

- Of the 40% who believe corporations could be doing more or haven't been doing enough to demonstrate support for Ukraine, 43% of their main criticism thus far would be that the actions from corporations and U.S. businesses feels more "have to" versus "want to," meaning they are too performative and episode-driven versus being authentic. The generation that thinks this the most are those ages 18-29 at 51%.

Looking for ways to give back/support nonprofits

- As a result of current events, 47% of respondents are at least somewhat looking for more ways to give back/support nonprofits around the world. The generation that thinks this the most is the youngest generation ages 18-29 at 52% who are at least somewhat looking for more ways to give back/support nonprofits around the world.

Aware of steps a company or brand took to support Ukraine

- More than half of respondents (52%) are at least somewhat aware of steps a company or brand took to support Ukraine and said it would make them more likely to engage with that company and/or consider buying their products. The generation that thinks this the most is the oldest generation, 65+, at 62% compared to the youngest generation, 18-29, at 50%.

Part I: Measuring the Sentiments of Support - How Consumers Feel about Businesses' Support of Ukraine

Current state of support from U.S. business community for Ukraine

Based on what survey respondents have seen or read, 34% of survey respondents would say corporations and U.S. businesses have done an adequate job at showing their support for Ukraine, whether it be financial commitments, removing stores, restaurants and other conveniences, or speaking out on social channels.

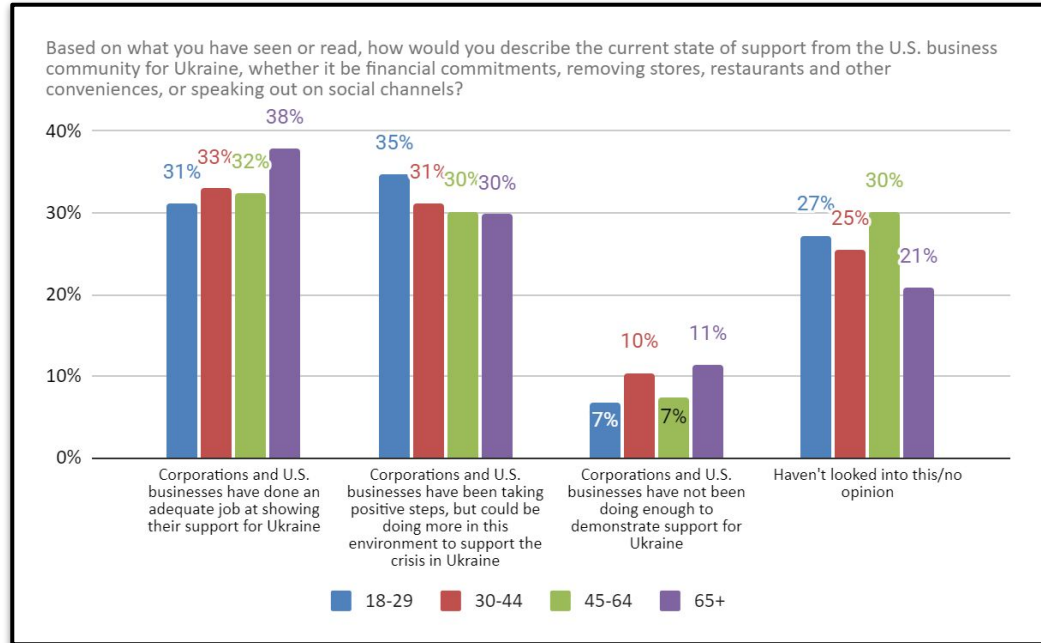
The generation that thinks this the most is the older age group, 65+ where 38% of respondents feel this way followed by 33% of those ages 30-44.

31% of respondents believe corporations and U.S. businesses have been taking positive steps but could be doing more in this environment to support the crisis in Ukraine whereas 9% think corporations and U.S. businesses have not been doing enough to demonstrate support for Ukraine.

35% of those 18-29 years old say that corporations and U.S. businesses have been taking positive steps but could be doing more.

11% of those 65+ years old say that corporations and U.S. businesses have not been doing enough to demonstrate support for Ukraine.

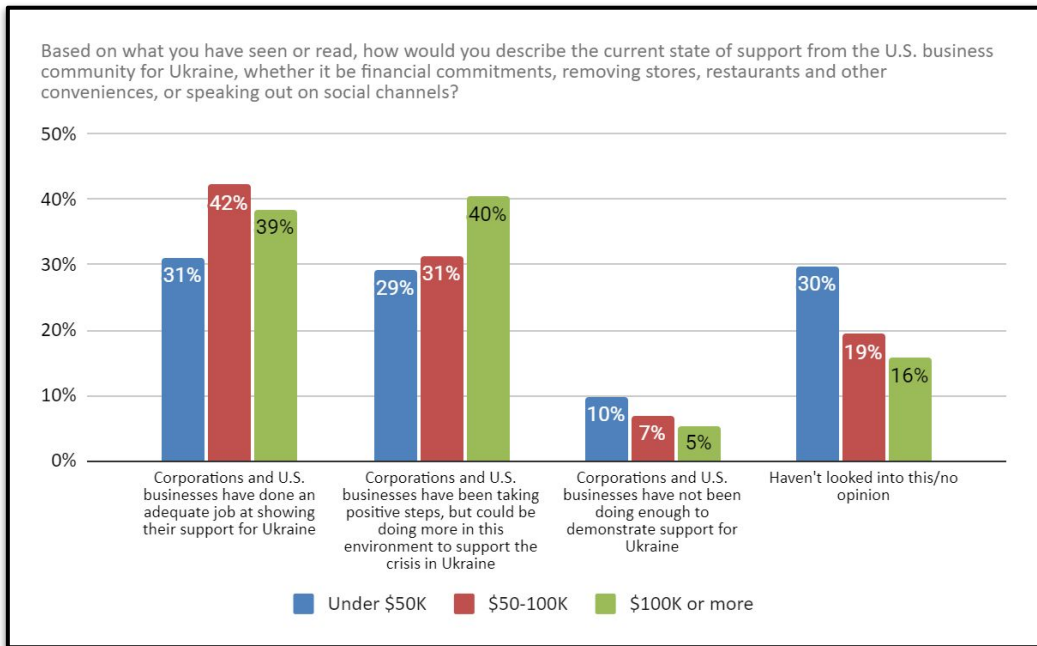
Current state of support from U.S. business community for Ukraine by age.



Current state of support from U.S. business community for Ukraine

Those in the lowest income range are less likely to say corporations and U.S. businesses have done an adequate job at showing their support for Ukraine and just generally more likely to say that they don't have an opinion.

Current state of support from U.S. business community for Ukraine by income.

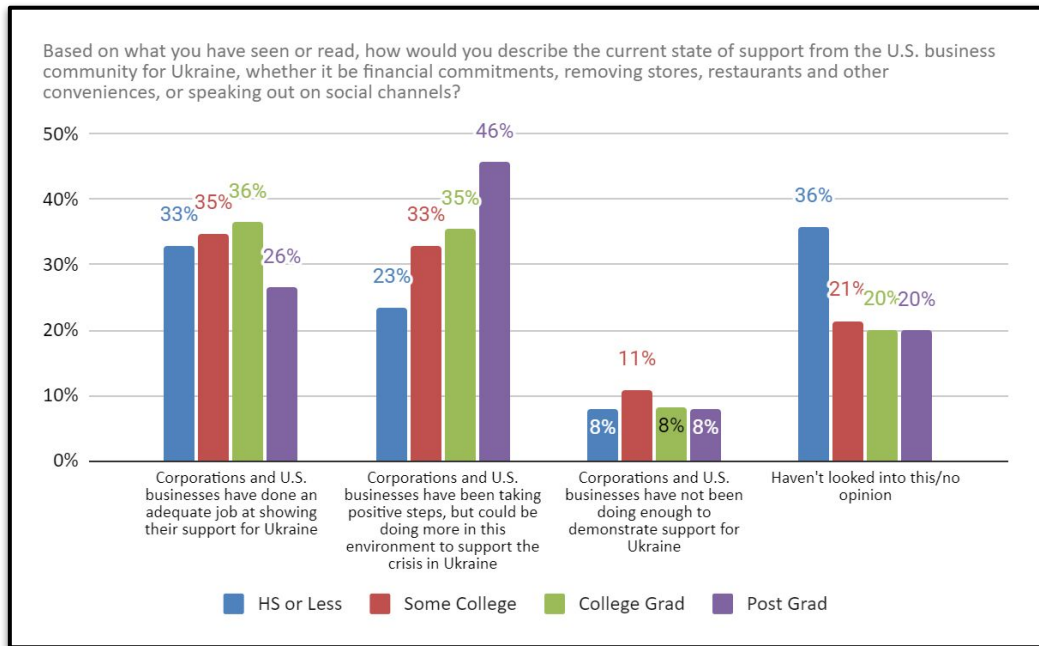


Current state of support from U.S. business community for Ukraine

More educated respondents are more likely to say that corporations and U.S. businesses have been taking positive steps, but could be doing more in this environment to support the crisis in Ukraine. And specifically, those with under a high school degree are not really having opinions on this.

Similar to age, there is a strong relationship between education and what they believe of the current state of support from the U.S. business community for Ukraine.

Current state of support from U.S. business community for Ukraine by education.



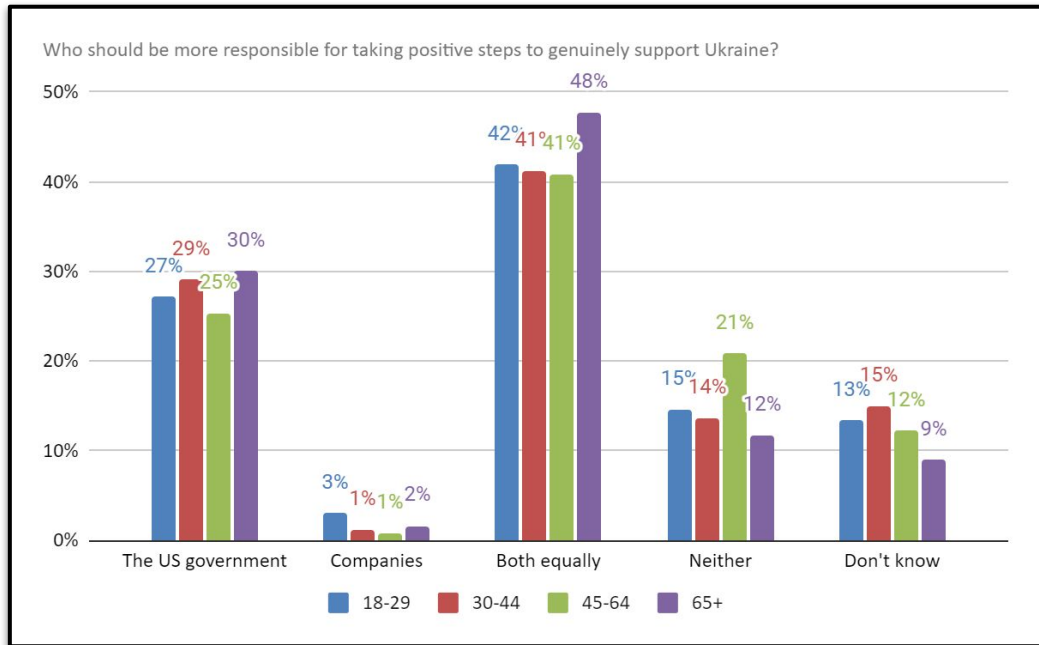
Part II: The Changing Roles of Businesses and Governments for Supporting Ukraine

Responsibility for taking positive steps to genuinely support Ukraine

43% of respondents think that both the U.S. government and companies should be more responsible for taking positive steps to genuinely support Ukraine.

The generation that thinks this the most is the oldest generation, 65+, at 48% followed closely by ages 18-29 at 42%.

Responsibility for taking positive steps to genuinely support Ukraine by age.



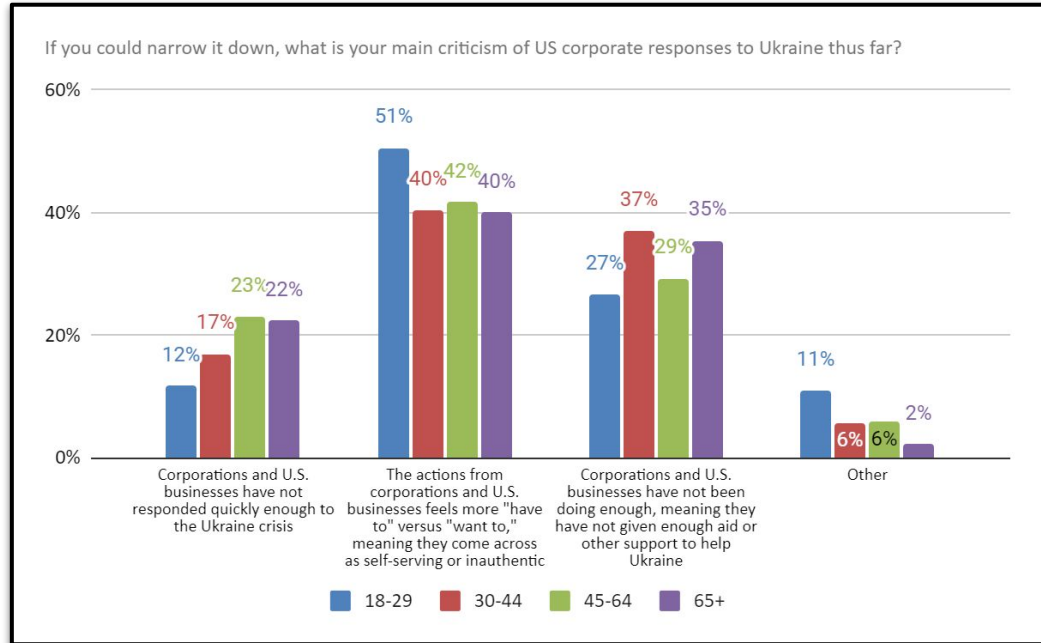
Part III: Criticisms of Corporate Support for Ukraine

Main criticism of U.S. corporate responses to Ukraine

Of the 40% who believe corporations could be doing more or haven't been doing enough to demonstrate support for Ukraine, 43% of their main criticism thus far would be that the actions from corporations and U.S. businesses feels more "have to" versus "want to," meaning they are too performative and episode-driven versus being authentic.

The generation that thinks this the most are those ages 18-29 at 51%.

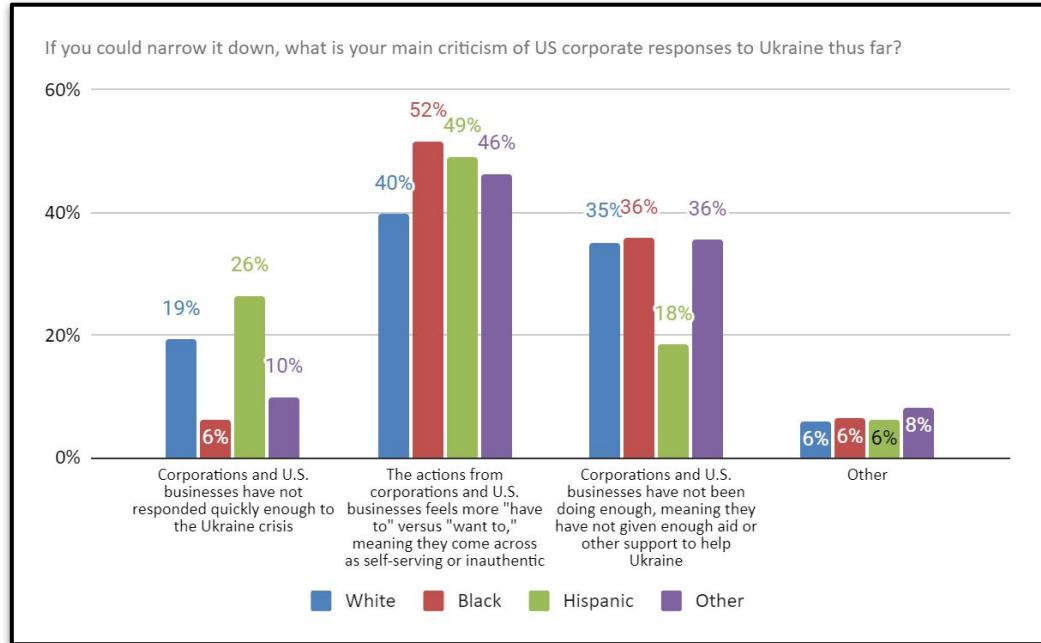
Main criticism of U.S. corporate responses to Ukraine by age.



Main criticism of U.S. corporate responses to Ukraine

Of the 40% who believe corporations could be doing more or haven't been doing enough to demonstrate support for Ukraine, both Black Americans (52%) and Hispanic (49%) respondents think the actions from corporations and U.S. businesses feels more "have to" versus "want to," meaning they are too performative and episode-driven versus being authentic.

Main criticism of U.S. corporate responses to Ukraine by race.



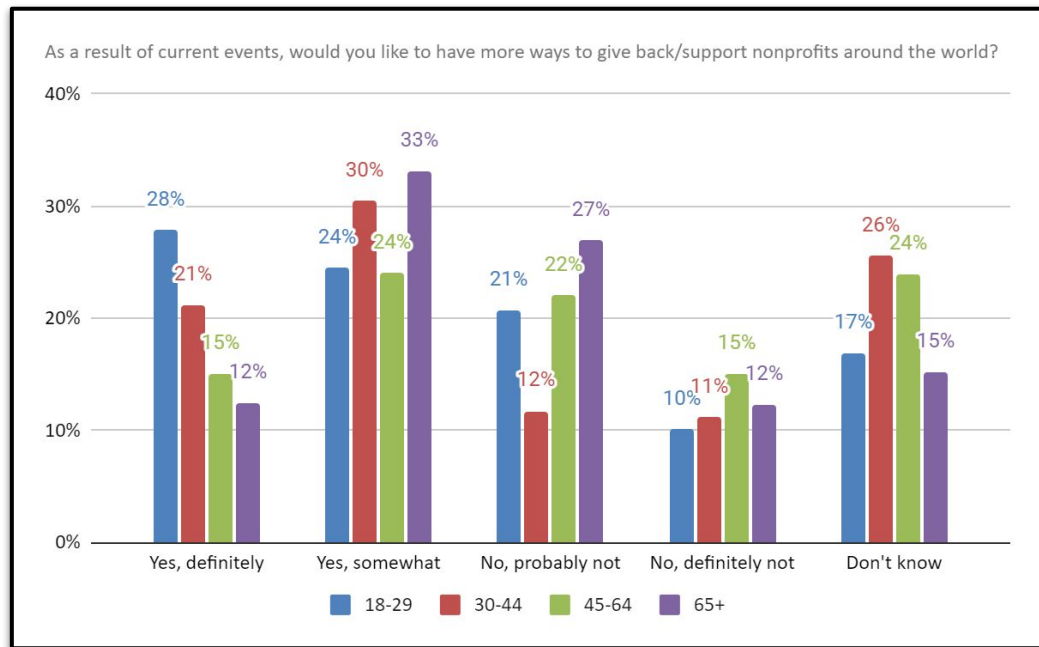
Part IV: Moving Forward -- How Consumers Want to Help

Looking for ways to give back/support nonprofits

As a result of current events, 47% of all respondents are at least somewhat looking for more ways to give back/support nonprofits around the world.

The generation that thinks this the most is the youngest generation ages 18-29 at 52% who are at least somewhat looking for more ways to give back/support nonprofits around the world. They are also more likely to select 'yes, definitely' here compared with the other generations.

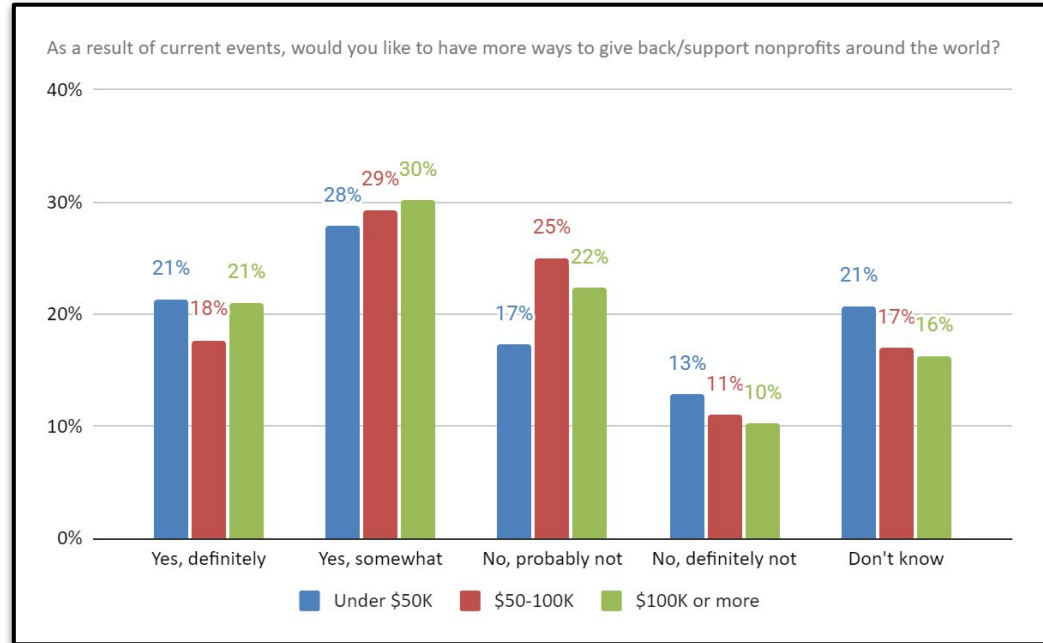
Looking for ways to give back/support nonprofits by age.



Looking for ways to give back/support nonprofits

Those respondents in the highest and lowest income brackets are equally likely to say yes as a result of current events.

Looking for ways to give back/support nonprofits by income.



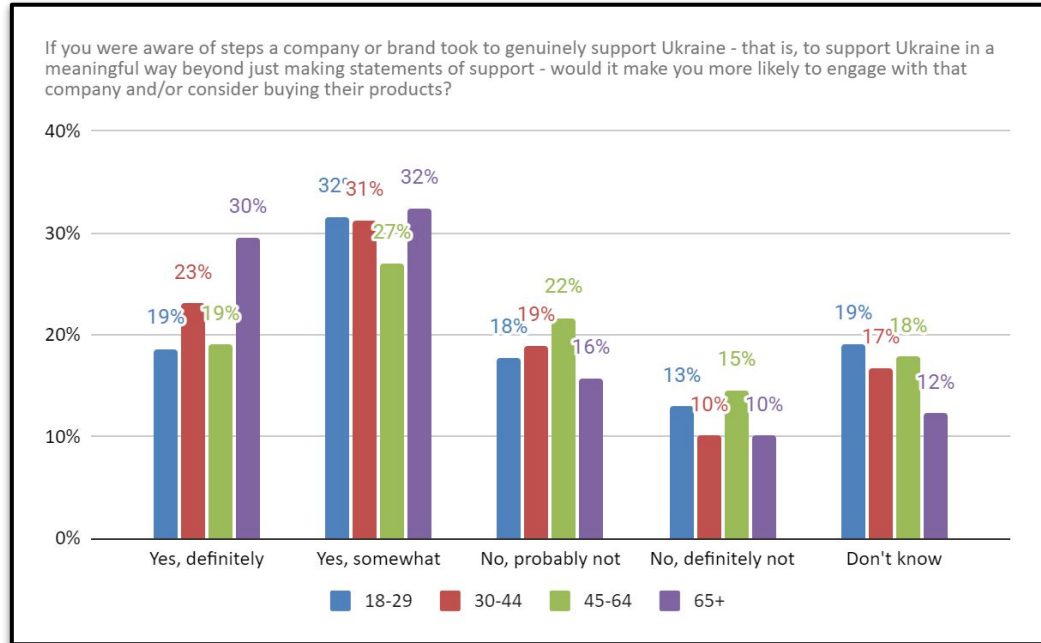
Part V: Likelihood to engage based off business support Ukraine

Aware of steps a company or brand took to support Ukraine

More than half of respondents (52%) are at least somewhat aware of steps a company or brand took to support Ukraine and would make them more likely to engage with that company and/or consider buying their products.

The generation that thinks this the most is the oldest generation, 65+, at 62% who are at least somewhat aware of steps a company or brand took to support Ukraine and would make them more likely to engage with that company and/or consider buying their products compared to the youngest generation, 18-29, at 50%.

Aware of steps a company or brand took to support Ukraine by age.



Aware of steps a company or brand took to support Ukraine

Respondents with incomes of \$100K or more are more likely to be aware of steps a company or brand took to support Ukraine and would make them more likely to engage with that company and/or consider buying their products.

Aware of steps a company or brand took to support Ukraine by income.

If you were aware of steps a company or brand took to genuinely support Ukraine - that is, to support Ukraine in a meaningful way beyond just making statements of support - would it make you more likely to engage with that company and/or consider buying their products?

