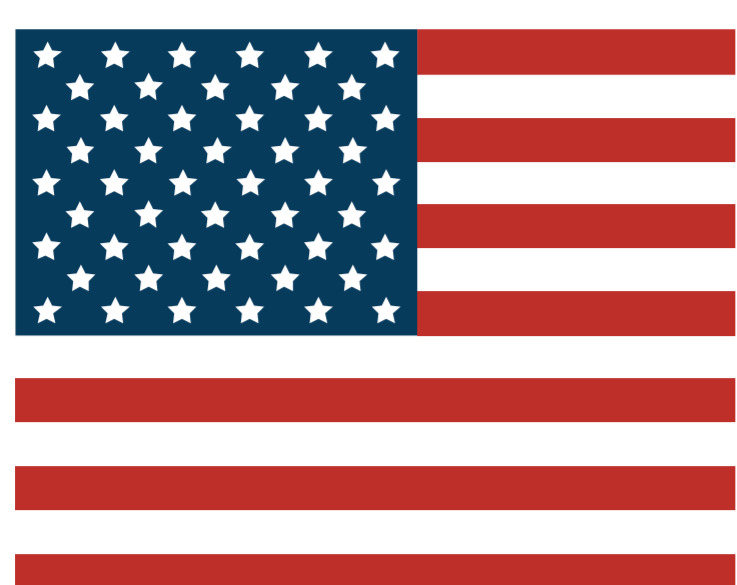


# Mr. Trump goes to Cleveland: Should companies follow?



In the leadup to this year's Republican National Convention, where Donald Trump is the presumptive nominee, a number of companies that have historically sponsored the Republican convention announced that they would not be sponsors this time around; including Wells Fargo, UPS, Motorola, JP Morgan Chase, Ford, and Walgreens. As businesses become more directly involved in political and social issues, we wanted to find out how the public perceives this trend.

## Americans support companies' decisions not to sponsor Trump's GOP convention.

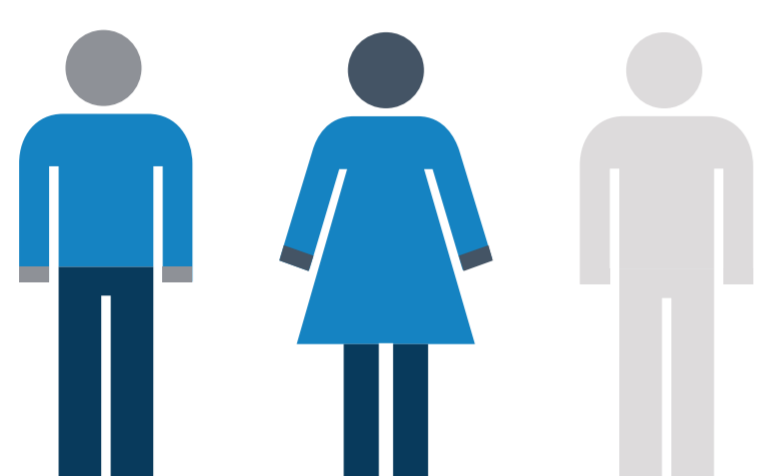
**Three in five Americans** (64%) approve of these companies' decisions not to sponsor the Republican convention.



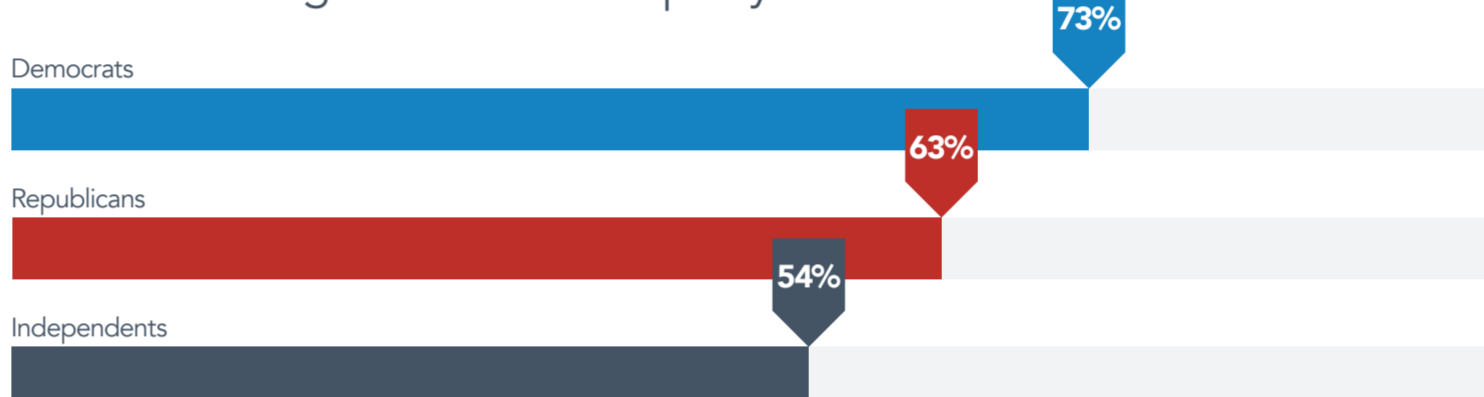
## Americans believe that sponsoring the Republican National Convention amounts to an endorsement of Donald Trump.

**Two-thirds**

(67%) agree that companies that sponsor the Republican National Convention are endorsing Donald Trump for President.



And there is agreement across party lines...



## Americans see the convention as an opportunity for companies to stand up to Trump.

**Three in five Americans**

(61%) agree that companies that feel Donald Trump does not represent their values, and want to make a political statement, should use the Republican National Convention as an opportunity to stand up to Donald Trump.



## Sponsoring the Republican convention, given that Trump is the nominee, can hurt companies with both customers and employees.

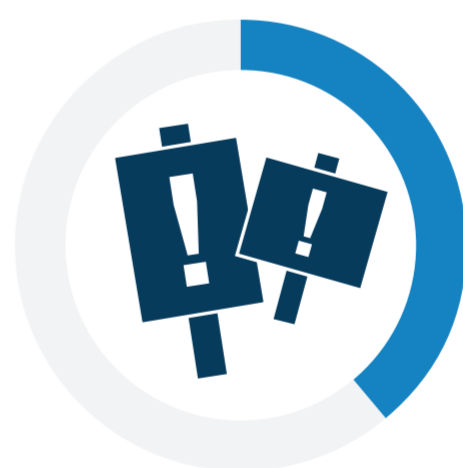
**44% of Americans** are less likely to "support or follow this company on social media."



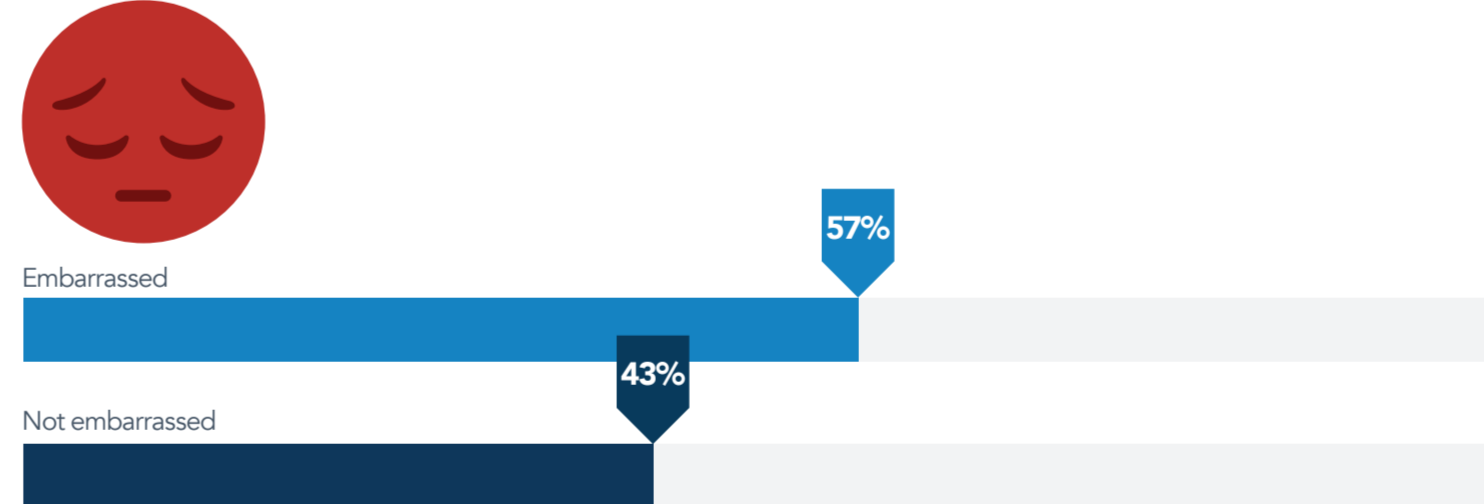
**42% of Americans** are less likely to "recommend this company to a friend or family member."



**39% of Americans** are less likely to "buy this company's products or services."



**A majority of Americans** (57%) would "be embarrassed to work for a company that sponsored the Republican National Convention given Donald Trump is the Presidential Nominee."



## These sentiments confirm Americans' appetite for corporations to engage politically.

**Americans want companies to engage with political issues, and believe that they have an impact when they do.**

GSG's third annual [Business & Politics Study](#) found that 78% of Americans believe that companies should take action to address the important issues facing society, and 88% say corporations have the power to influence social change. It should come as no surprise, then, that Americans want to see companies use the Republican National Convention as an opportunity to stand up to Trump.

