

DOING BUSINESS IN AN ACTIVIST WORLD

DC Elites Have Heightened Interest in Companies Driving Change



In today's activist world, Americans have a growing appetite to take action on issues and drive change. The individuals that drive the political and policy conversation in our nation's capital are particularly engaged.

DC Elites have outsized expectation that companies take action that drives change.

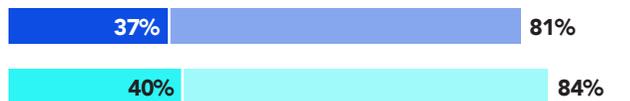
Consumers continue to believe that companies should take action...

...and that companies have the power to influence change.

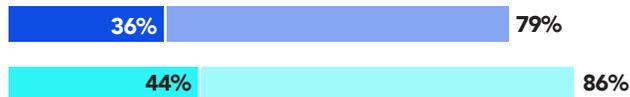
■ Adults overall ■ DC Elites

Strongly agree Total agree

2017

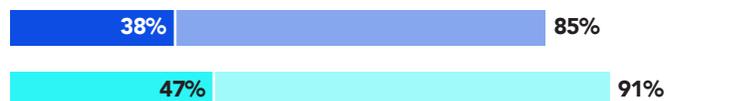


2018

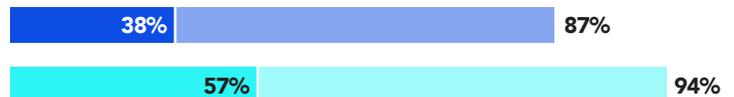


Strongly agree Total agree

2017

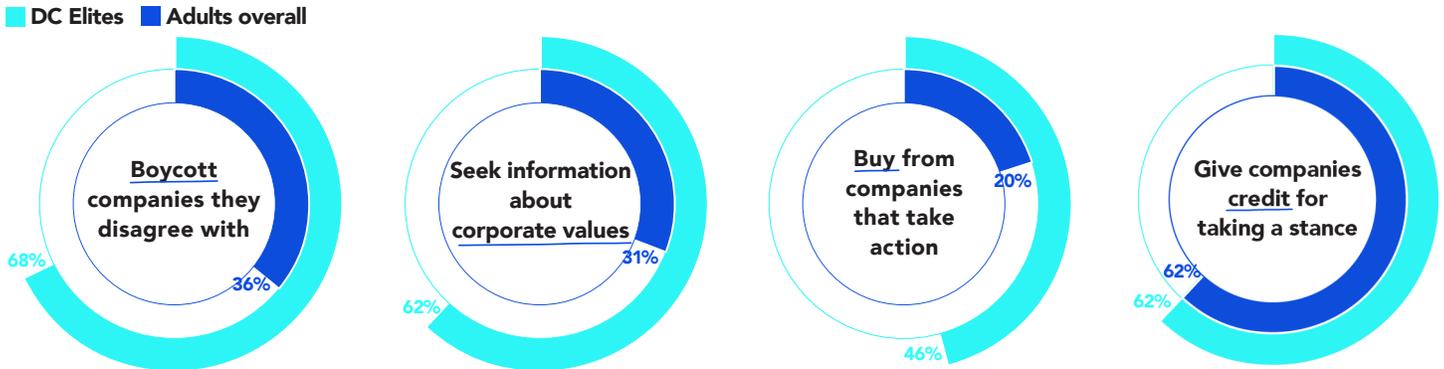


2018

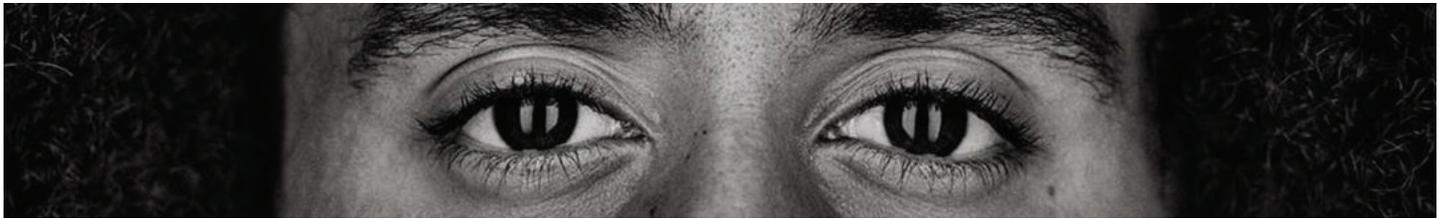


DC elites have a heightened and growing appetite for activism.

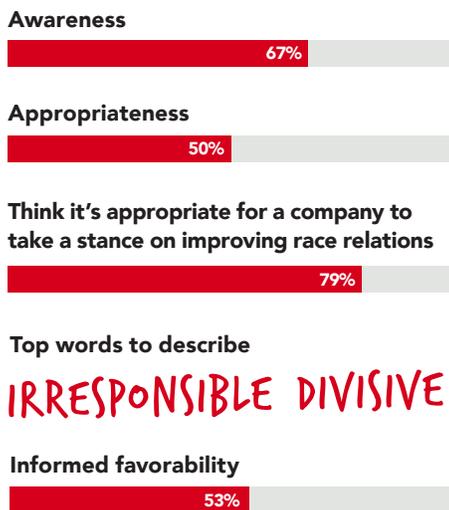
Relative to consumers overall, DC Elites are more likely to engage with corporate activism, boycott companies they disagree with, buy from companies that take actions they support, seek information about corporate values (up from 57% last year), and be more favorable to companies who take a stance on social and political issues.



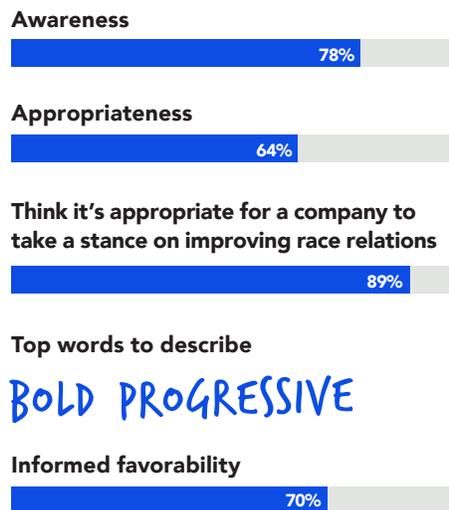
Nike's corporate activism, for example, is incredibly popular among Nike customers and DC Elites.



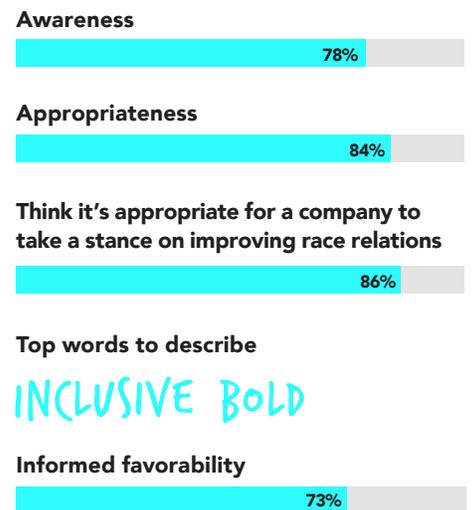
Non-customers



Customers



DC Elites



Now in its sixth year, Global Strategy Group's *Business & Politics* study has become the authoritative voice on the role that companies play in the political and social discourse and how this impacts brand perception. The study has been cited by leading media outlets such as the Washington Post, Axios, Politico, Wall Street Journal, Harvard Business Review, New York Times, USA Today, Money, and Business Insider, among others. The full study can be downloaded at globalstrategygroup.com.