

# YouGov Survey Results

Sample Size: 2009 adults in GB  
Fieldwork: 7th - 8th March 2022

	Total
Weighted Sample	2009
Unweighted Sample	2009
	%

How important is it to you, if at all, that brands publicly take a stance on the Russia-Ukraine conflict?

Very important	43
Fairly important	25
<b>TOTAL IMPORTANT</b>	<b>68</b>
Not very important	10
Not important at all	7
<b>TOTAL NOT IMPORTANT</b>	<b>17</b>
Not sure/prefer not to say	14

Thinking about brands that take a stance on international issues such as the Russia-Ukraine conflict, which of the following best reflects your view?

The company genuinely thinks it is the right thing to do	36
The company is using the issue as an opportunity to make it look good	24
Neither of these	3
Both of these	17
Not sure	14
Prefer not to say	6

Following Russia's invasion of Ukraine, do you think brands should or should not...?

Issue statements in support of Ukraine

They should	61
They should not	11
Don't know	24
Prefer not to say	4

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**Stop doing business in Russia**

They should	76
They should not	6
Don't know	15
Prefer not to say	4

**Donate money/supplies to the Ukrainian army**

They should	54
They should not	15
Don't know	27
Prefer not to say	4

**Donate money/supplies to aid humanitarian efforts in Ukraine**

They should	77
They should not	4
Don't know	16
Prefer not to say	4

**Following Russia's invasion of Ukraine, how, if at all, would your opinion of a brand change if...?**

**It does not make any statements about Russia's invasion of Ukraine**

It makes me have a better opinion of the brand	4
It makes me have a worse opinion of the brand	27
It makes no difference to my opinion of the brand	45
Don't know	21
Prefer not to say	3

**It makes statements about Russia's invasion of Ukraine**

It makes me have a better opinion of the brand	32
It makes me have a worse opinion of the brand	7
It makes no difference to my opinion of the brand	33
Don't know	24
Prefer not to say	3

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**It stopped doing business in Russia**

It makes me have a better opinion of the brand	62
It makes me have a worse opinion of the brand	4
It makes no difference to my opinion of the brand	17
Don't know	14
Prefer not to say	3

**It continued doing business in Russia**

It makes me have a better opinion of the brand	2
It makes me have a worse opinion of the brand	62
It makes no difference to my opinion of the brand	18
Don't know	14
Prefer not to say	3

**It pledged to donate money/supplies to the Ukrainian army**

It makes me have a better opinion of the brand	45
It makes me have a worse opinion of the brand	6
It makes no difference to my opinion of the brand	28
Don't know	18
Prefer not to say	3

**It has not pledged to donate money/supplies to the Ukrainian army**

It makes me have a better opinion of the brand	4
It makes me have a worse opinion of the brand	27
It makes no difference to my opinion of the brand	46
Don't know	20
Prefer not to say	3

**It pledged to donate money/supplies to aid humanitarian efforts in Ukraine**

It makes me have a better opinion of the brand	61
It makes me have a worse opinion of the brand	3
It makes no difference to my opinion of the brand	19
Don't know	14
Prefer not to say	3

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**It has not pledged to donate money/supplies to aid humanitarian efforts in Ukraine**

It makes me have a better opinion of the brand	2
It makes me have a worse opinion of the brand	36
It makes no difference to my opinion of the brand	40
Don't know	19
Prefer not to say	3

**Following Russia's invasion of Ukraine, have you considered boycotting brands that...?**

**Has not made any public statements about Russia's invasion of Ukraine**

I have already done this	5
I have considered doing this	15
I have not considered doing this	55
I am not sure	20
Prefer not to say	5

**Continued doing business in Russia**

I have already done this	13
I have considered doing this	28
I have not considered doing this	38
I am not sure	16
Prefer not to say	4

**Have not pledged to donate money/supplies to the Ukrainian army**

I have already done this	5
I have considered doing this	16
I have not considered doing this	56
I am not sure	19
Prefer not to say	5

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**Have not pledged to donate money/supplies to aid humanitarian efforts in Ukraine**

I have already done this	5
I have considered doing this	18
I have not considered doing this	53
I am not sure	19
Prefer not to say	5

**Following Russia's invasion of Ukraine, would you be more or less likely to buy from a brand that does each of the following, or would it make no difference?**

**Pledged to give a portion of its income to aid humanitarian efforts in Ukraine**

I would be much more likely to buy from it	26
I would be slightly more likely to buy from it	25
<b>TOTAL MORE LIKELY</b>	<b>51</b>
I would be slightly less likely to buy from it	2
I would be much less likely to buy from it	3
<b>TOTAL LESS LIKELY</b>	<b>5</b>
It would make no difference in my decision to buy from it	26
I am not sure	14
Prefer not to say	4

**Does not make any statements about Russia's invasion of Ukraine**

I would be much more likely to buy from it	1
I would be slightly more likely to buy from it	2
<b>TOTAL MORE LIKELY</b>	<b>3</b>
I would be slightly less likely to buy from it	12
I would be much less likely to buy from it	13
<b>TOTAL LESS LIKELY</b>	<b>25</b>
It would make no difference in my decision to buy from it	45
I am not sure	22
Prefer not to say	4

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**Makes statements about Russia's invasion of Ukraine**

I would be much more likely to buy from it	11
I would be slightly more likely to buy from it	16
<b>TOTAL MORE LIKELY</b>	<b>27</b>
I would be slightly less likely to buy from it	3
I would be much less likely to buy from it	4
<b>TOTAL LESS LIKELY</b>	<b>7</b>
It would make no difference in my decision to buy from it	38
I am not sure	24
Prefer not to say	5

**Stopped doing business in Russia**

I would be much more likely to buy from it	28
I would be slightly more likely to buy from it	23
<b>TOTAL MORE LIKELY</b>	<b>51</b>
I would be slightly less likely to buy from it	2
I would be much less likely to buy from it	4
<b>TOTAL LESS LIKELY</b>	<b>6</b>
It would make no difference in my decision to buy from it	23
I am not sure	15
Prefer not to say	4

**Continued doing business in Russia**

I would be much more likely to buy from it	1
I would be slightly more likely to buy from it	1
<b>TOTAL MORE LIKELY</b>	<b>2</b>
I would be slightly less likely to buy from it	12
I would be much less likely to buy from it	44
<b>TOTAL LESS LIKELY</b>	<b>56</b>
It would make no difference in my decision to buy from it	20
I am not sure	16
Prefer not to say	4

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**Pledged to donate money/supplies to the Ukrainian army**

I would be much more likely to buy from it	17
I would be slightly more likely to buy from it	21
<b>TOTAL MORE LIKELY</b>	<b>38</b>
I would be slightly less likely to buy from it	3
I would be much less likely to buy from it	4
<b>TOTAL LESS LIKELY</b>	<b>7</b>
It would make no difference in my decision to buy from it	31
I am not sure	19
Prefer not to say	4

**Has not pledged to donate money/supplies to the Ukrainian army**

I would be much more likely to buy from it	1
I would be slightly more likely to buy from it	2
<b>TOTAL MORE LIKELY</b>	<b>3</b>
I would be slightly less likely to buy from it	12
I would be much less likely to buy from it	16
<b>TOTAL LESS LIKELY</b>	<b>28</b>
It would make no difference in my decision to buy from it	43
I am not sure	21
Prefer not to say	4

**Pledged to donate money/supplies to aid humanitarian efforts in Ukraine**

I would be much more likely to buy from it	24
I would be slightly more likely to buy from it	26
<b>TOTAL MORE LIKELY</b>	<b>50</b>
I would be slightly less likely to buy from it	2
I would be much less likely to buy from it	3
<b>TOTAL LESS LIKELY</b>	<b>5</b>
It would make no difference in my decision to buy from it	27
I am not sure	15
Prefer not to say	4

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**Has not pledged to donate money/supplies to aid humanitarian efforts in Ukraine**

I would be much more likely to buy from it	1
I would be slightly more likely to buy from it	2
<b>TOTAL MORE LIKELY</b>	<b>3</b>
I would be slightly less likely to buy from it	14
I would be much less likely to buy from it	19
<b>TOTAL LESS LIKELY</b>	<b>33</b>
It would make no difference in my decision to buy from it	41
I am not sure	19
Prefer not to say	4