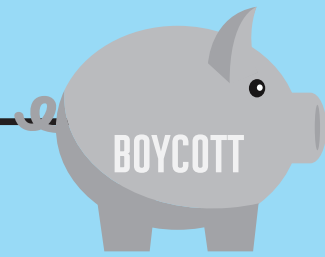


BATTLE OF THE WALLETS: THE CHANGING LANDSCAPE OF CONSUMER ACTIVISM



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 BUYcoters, as well as their perceptions about the impact of their actions and expectations for future purchase decision-making.

BOYCOTTERS

BUYCOTTERS