





## The Lesson of Trafalgar:

*Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.*

info@trf-grp.com  
thetrafalgargroup.org

 The Trafalgar Group  
 @trafalgar\_group

# Nationwide Issues Survey

February 2023

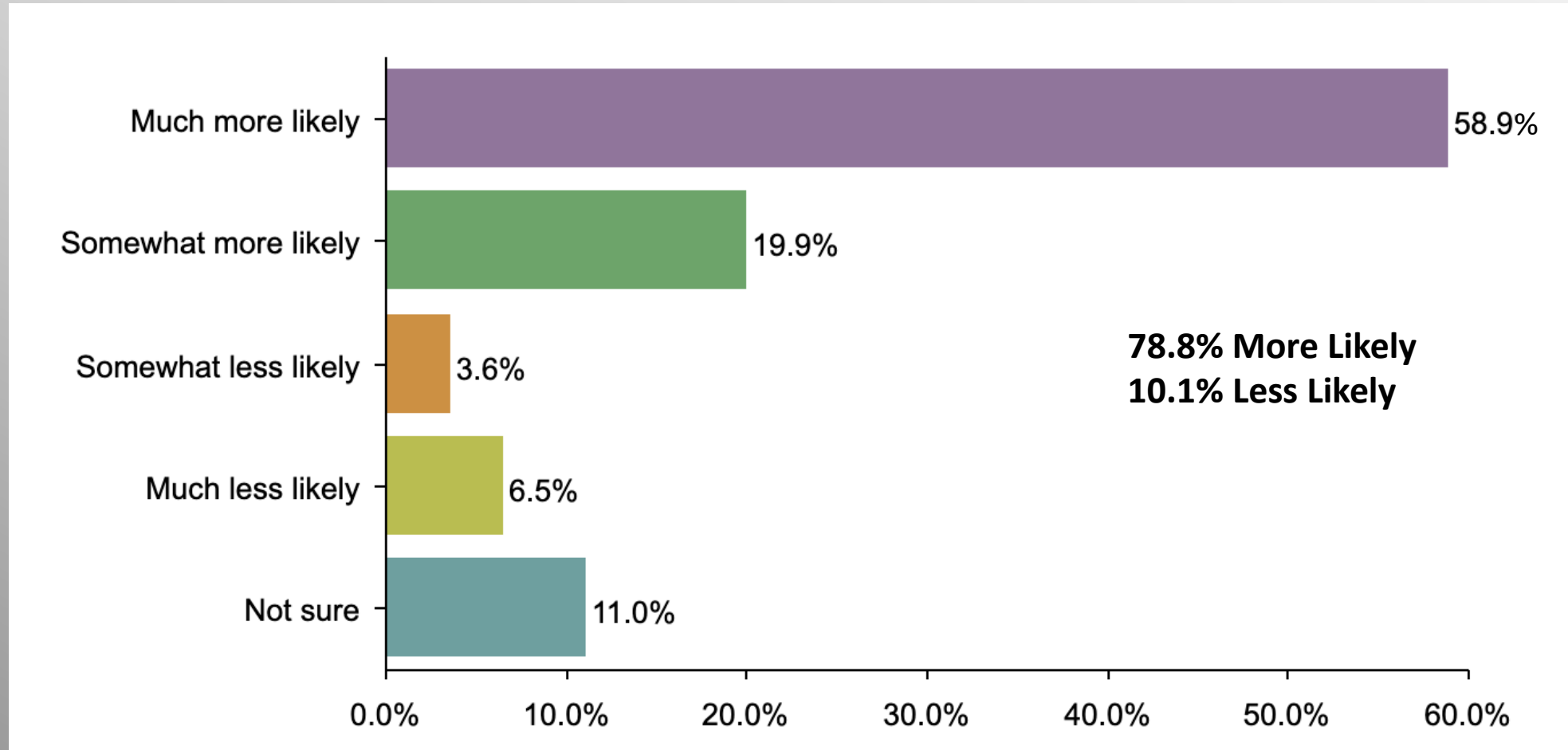
Partnered with:





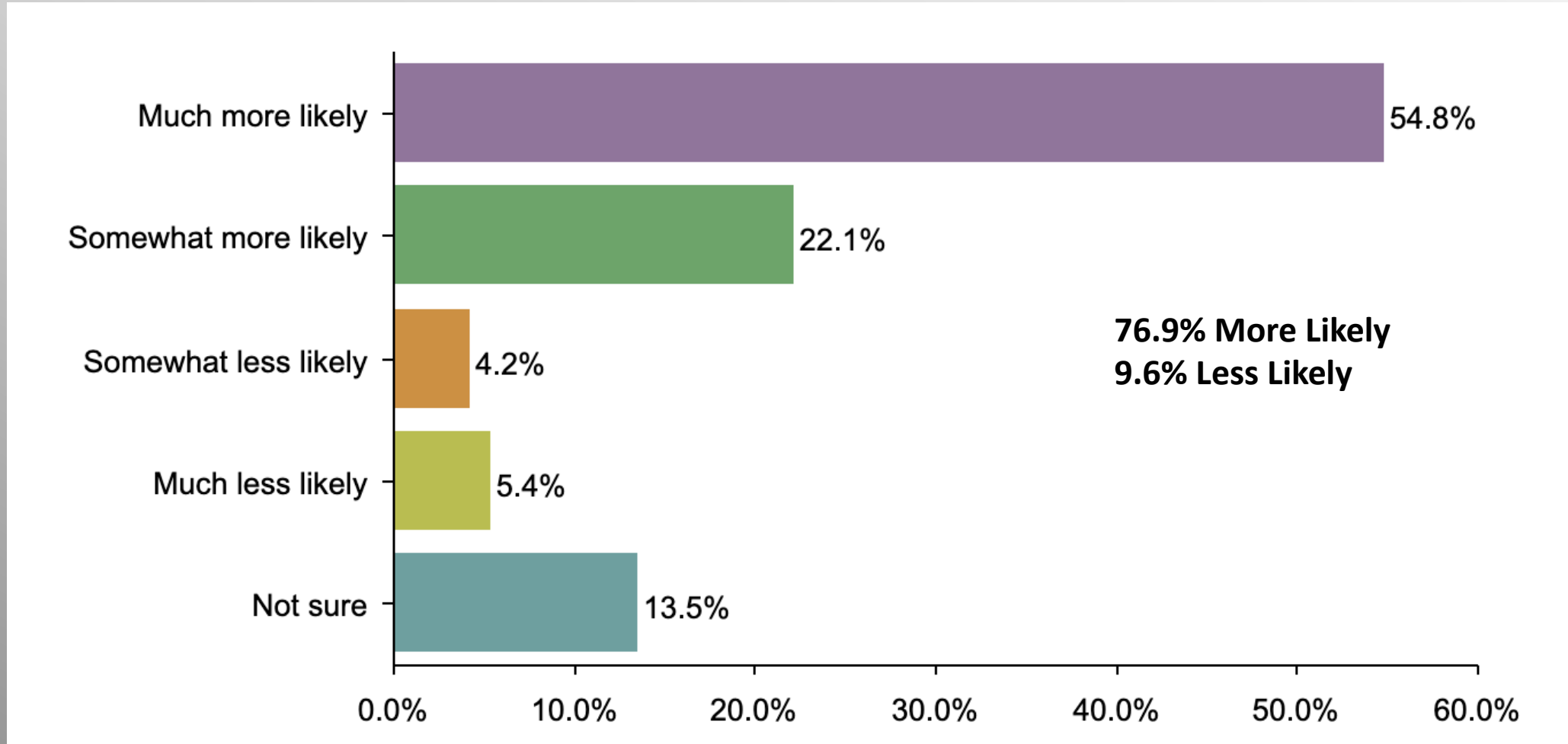
# Politics in Business

*Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?*



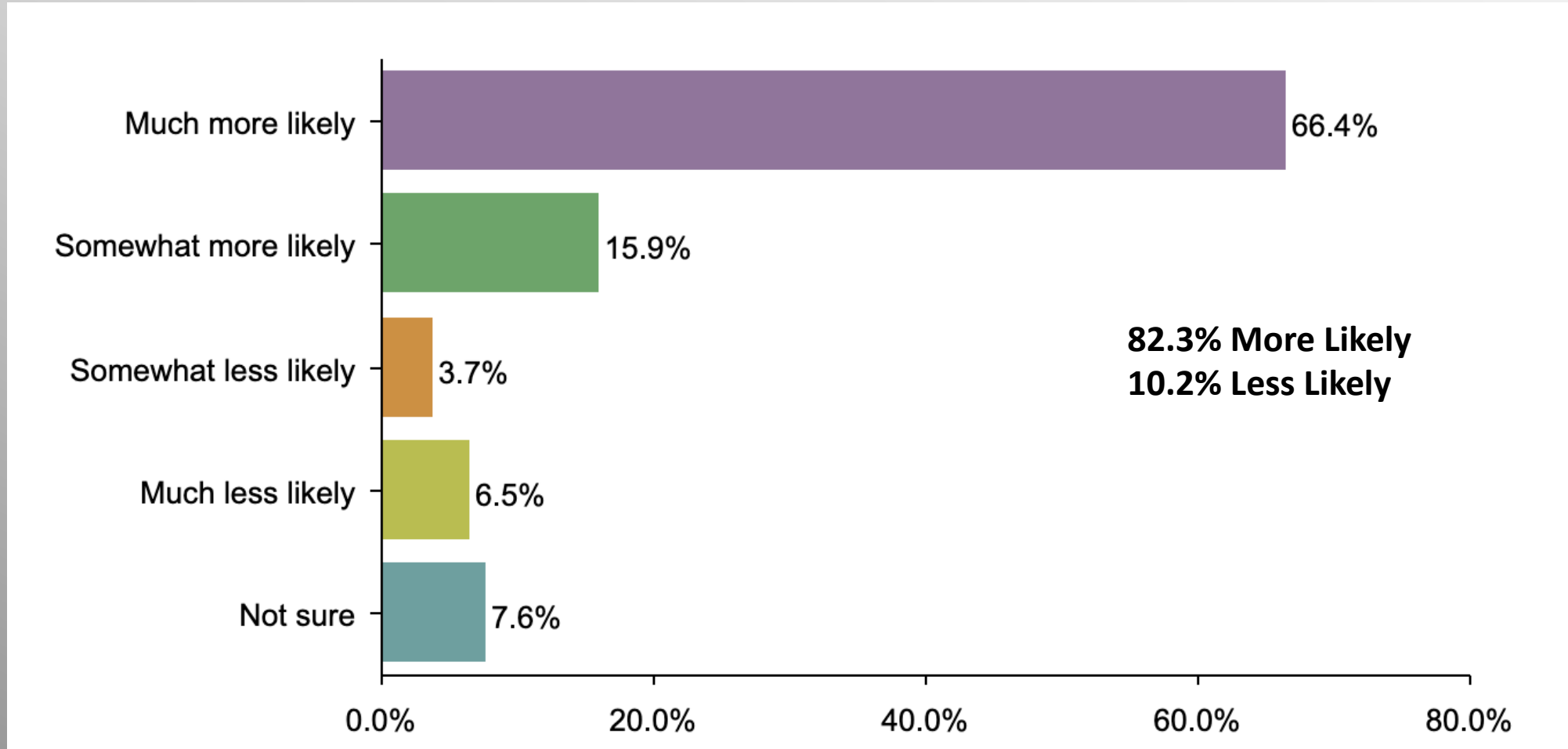
# Politics in Business (Democrat)

*Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?*



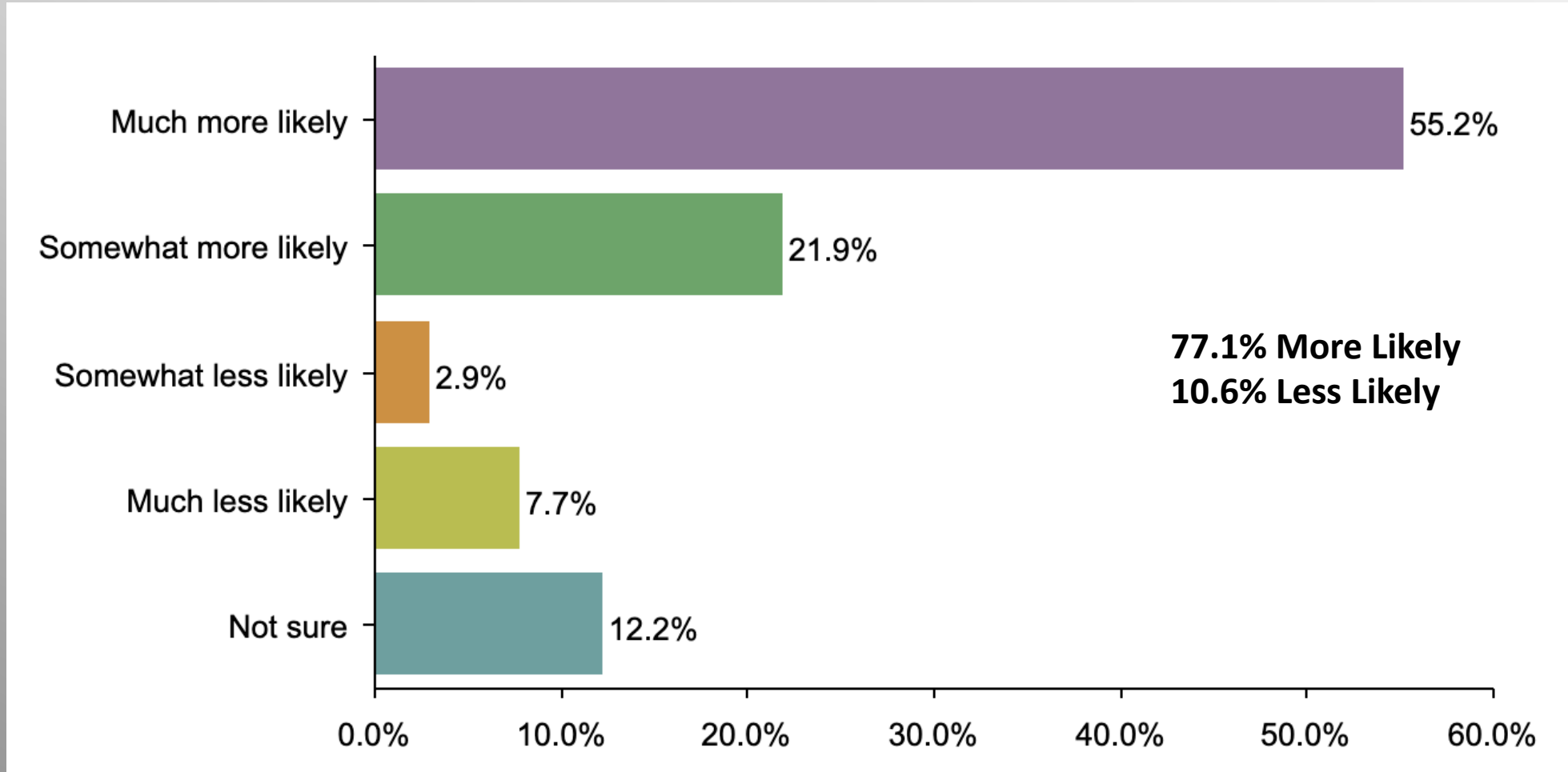
# Politics in Business (GOP)

*Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?*

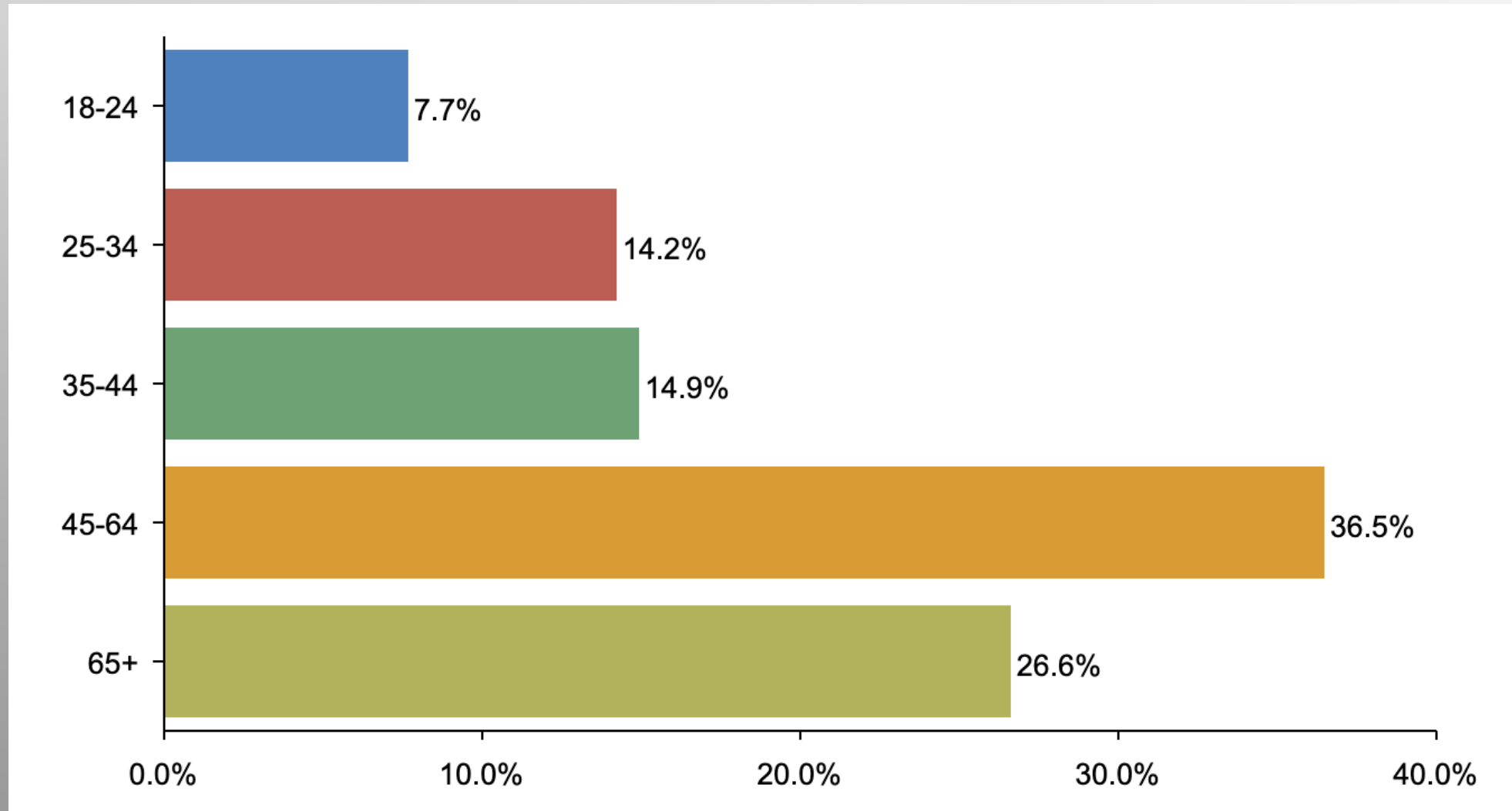


# Politics in Business (No Party/Other)

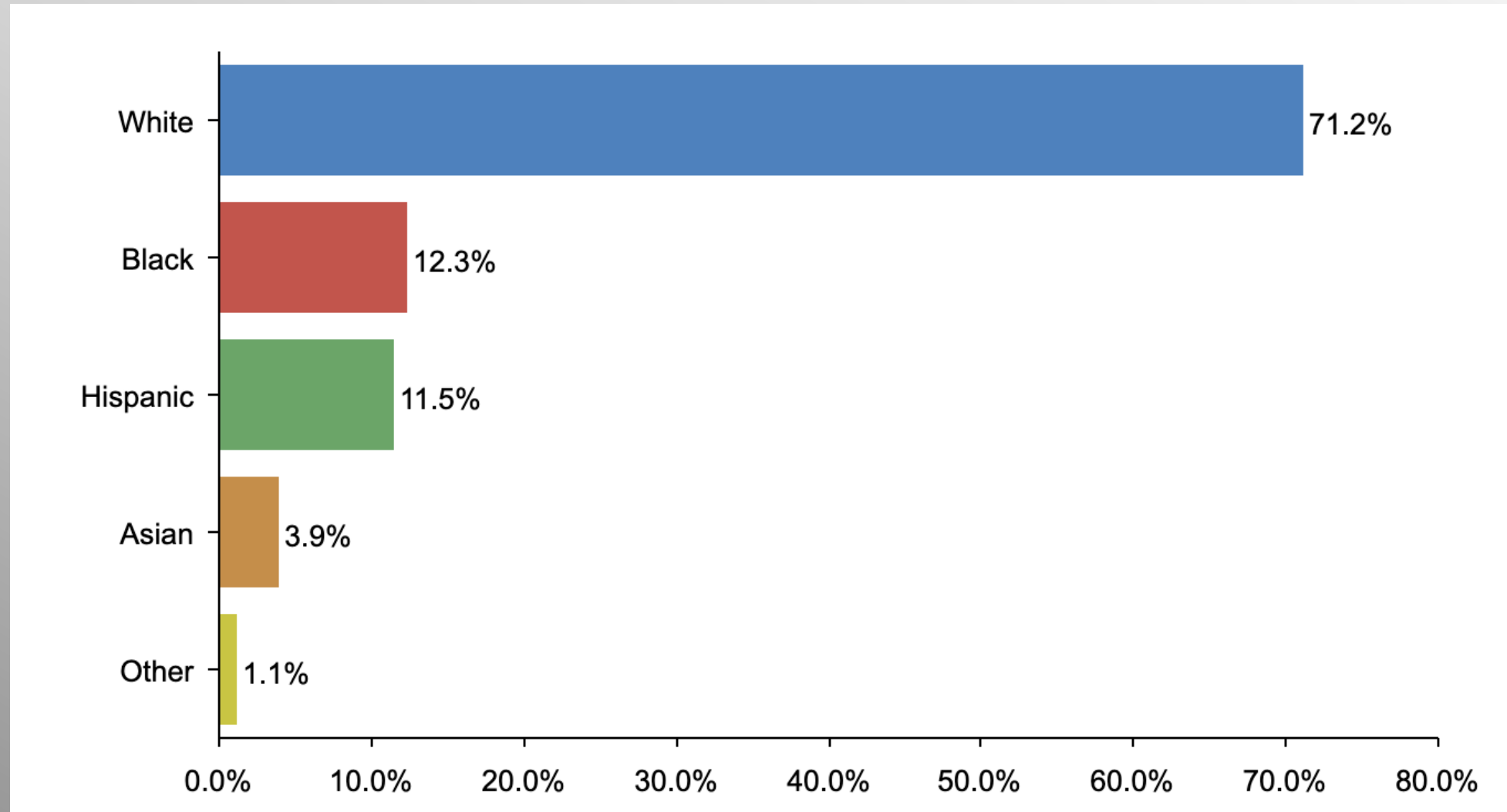
*Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?*



# Age Participation

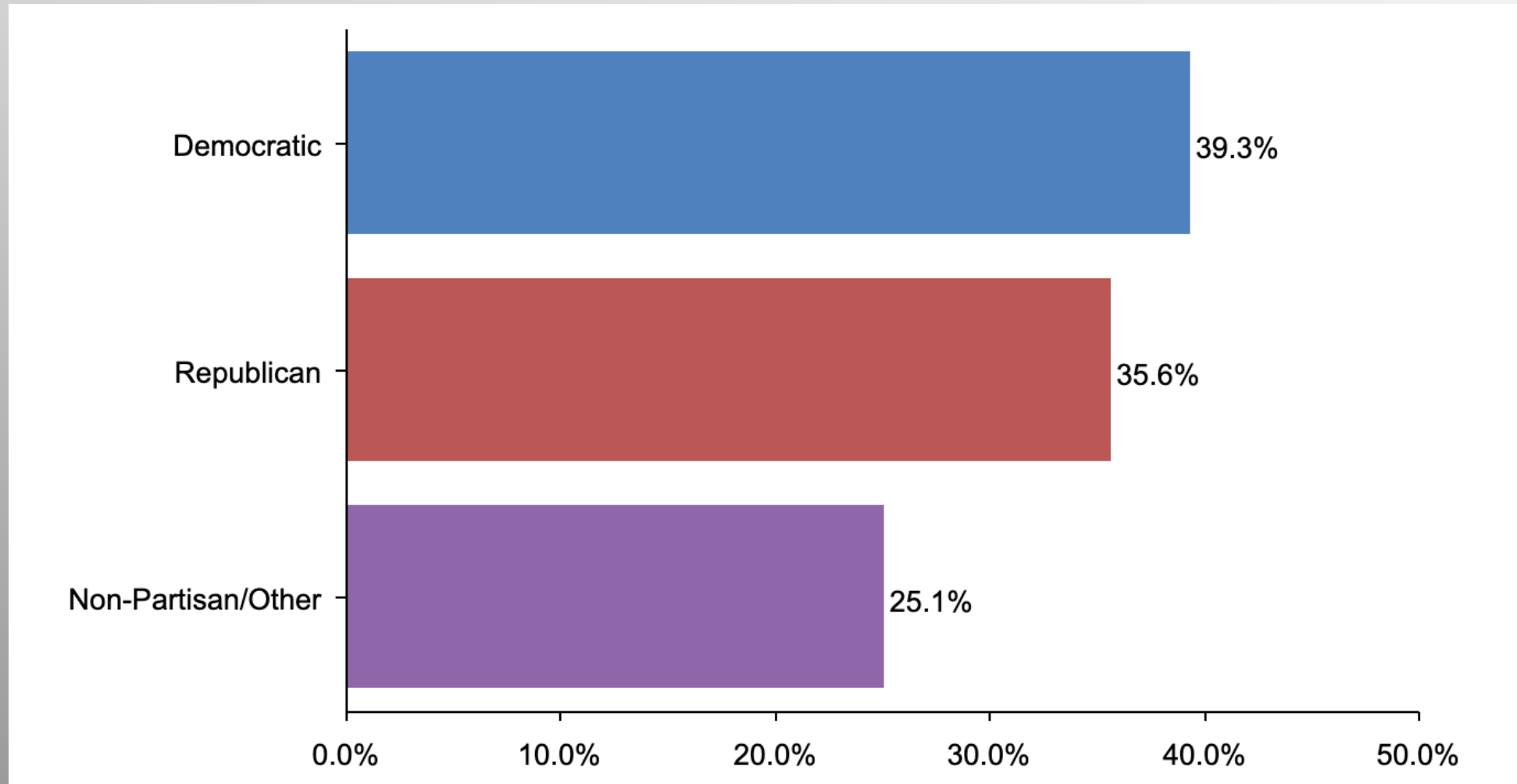


# Ethnicity Participation

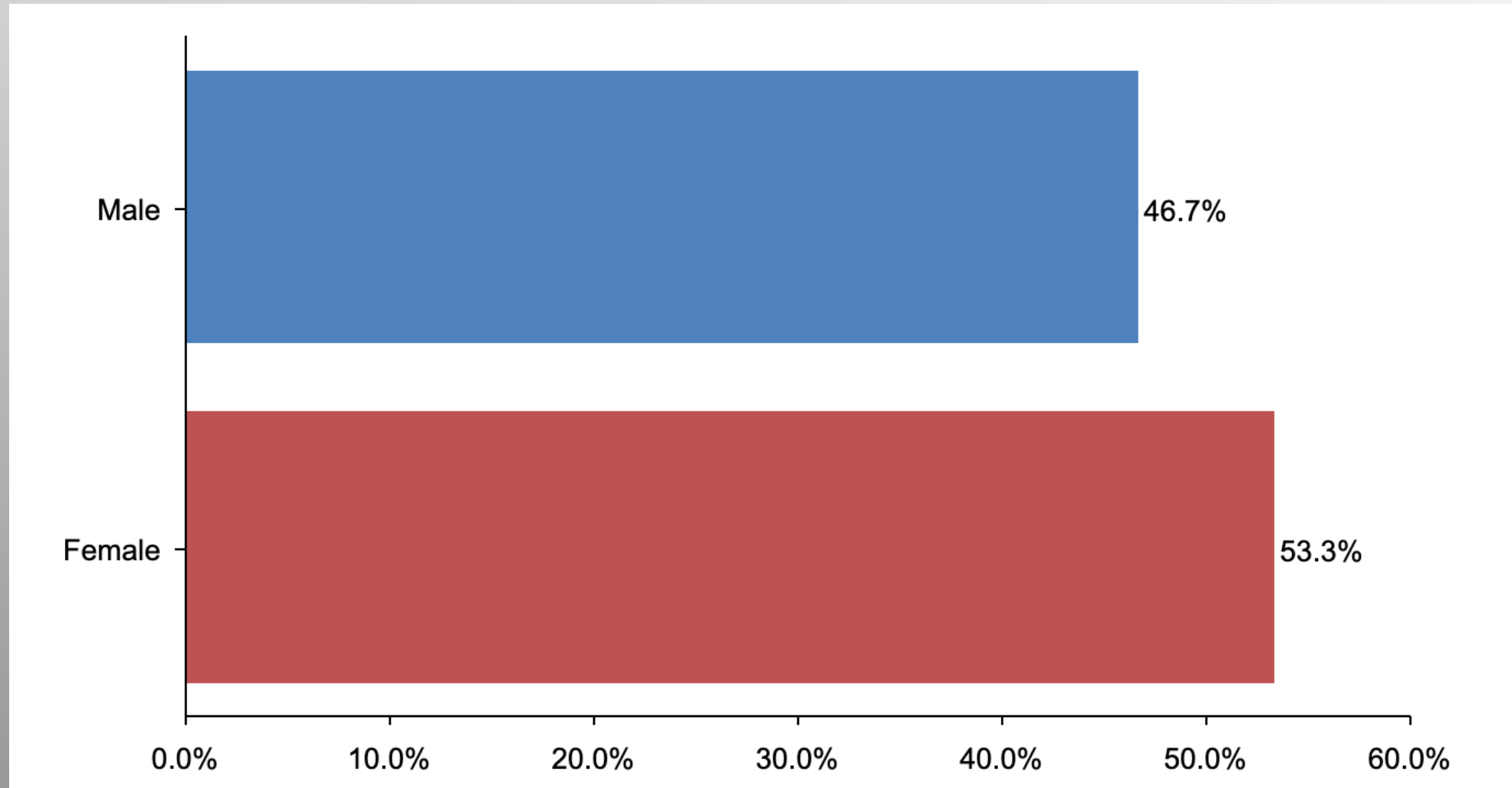




# Party Participation



# Gender Participation



Party Crosstabs

Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?

		Party			
		Total	Democrat	No Party/Other	Republican
<b>Much more likely</b>	Column %	58.9%	<b>54.8%</b>	<b>55.2%</b>	<b>66.4%</b>
<b>Somewhat more likely</b>	Column %	19.9%	22.1%	21.9%	15.9%
<b>Somewhat less likely</b>	Column %	3.6%	4.2%	2.9%	3.7%
<b>Much less likely</b>	Column %	6.5%	5.4%	7.7%	6.5%
<b>Not sure</b>	Column %	11.0%	13.5%	12.2%	7.6%

AgeGender Crosstabs

Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?

	Age						Gender		
	Total	18-24	25-34	35-44	45-64	65+	Total	Female	Male
<b>Much more likely</b> Column %	58.9%	51.8%	51.3%	<b>51.3%</b>	61.3%	<b>65.5%</b>	58.9%	58.9%	59.0%
<b>Somewhat more likely</b> Column %	19.9%	29.3%	19.0%	22.3%	16.6%	20.8%	19.9%	19.3%	20.5%
<b>Somewhat less likely</b> Column %	3.6%	0.0%	0.6%	<b>8.0%</b>	<b>2.7%</b>	4.7%	3.6%	4.4%	2.8%
<b>Much less likely</b> Column %	6.5%	7.0%	<b>14.5%</b>	3.8%	7.4%	<b>3.2%</b>	6.5%	6.0%	6.9%
<b>Not sure</b> Column %	11.0%	11.9%	<b>14.7%</b>	<b>14.6%</b>	12.0%	<b>5.7%</b>	11.0%	11.4%	10.7%

Ethnicity Crosstabs

Would you be more or less likely to do business with a company that stayed politically neutral and tolerated viewpoints of employees and customers across the board?

		Ethnicity					
		Total	Asian	Black	Hispanic	Other	White
<b>Much more likely</b>	Column %	58.9%	62.0%	<b>38.7%</b>	54.9%	43.7%	<b>62.6%</b>
<b>Somewhat more likely</b>	Column %	19.9%	22.1%	22.7%	21.3%	16.8%	19.2%
<b>Somewhat less likely</b>	Column %	3.6%	0.0%	8.7%	1.2%	13.2%	3.3%
<b>Much less likely</b>	Column %	6.5%	8.0%	9.8%	5.6%	11.8%	6.0%
<b>Not sure</b>	Column %	11.0%	8.0%	<b>20.1%</b>	17.1%	14.5%	<b>8.9%</b>