



The Lesson of Trafalgar:

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

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 The Trafalgar Group

 @trafalgar_group

Nationwide Issues Survey

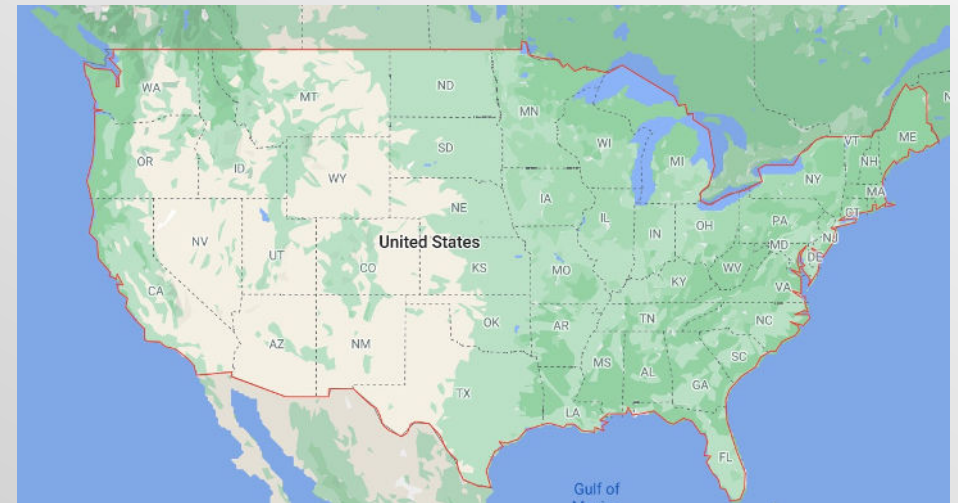
June 2023

Partnered with:



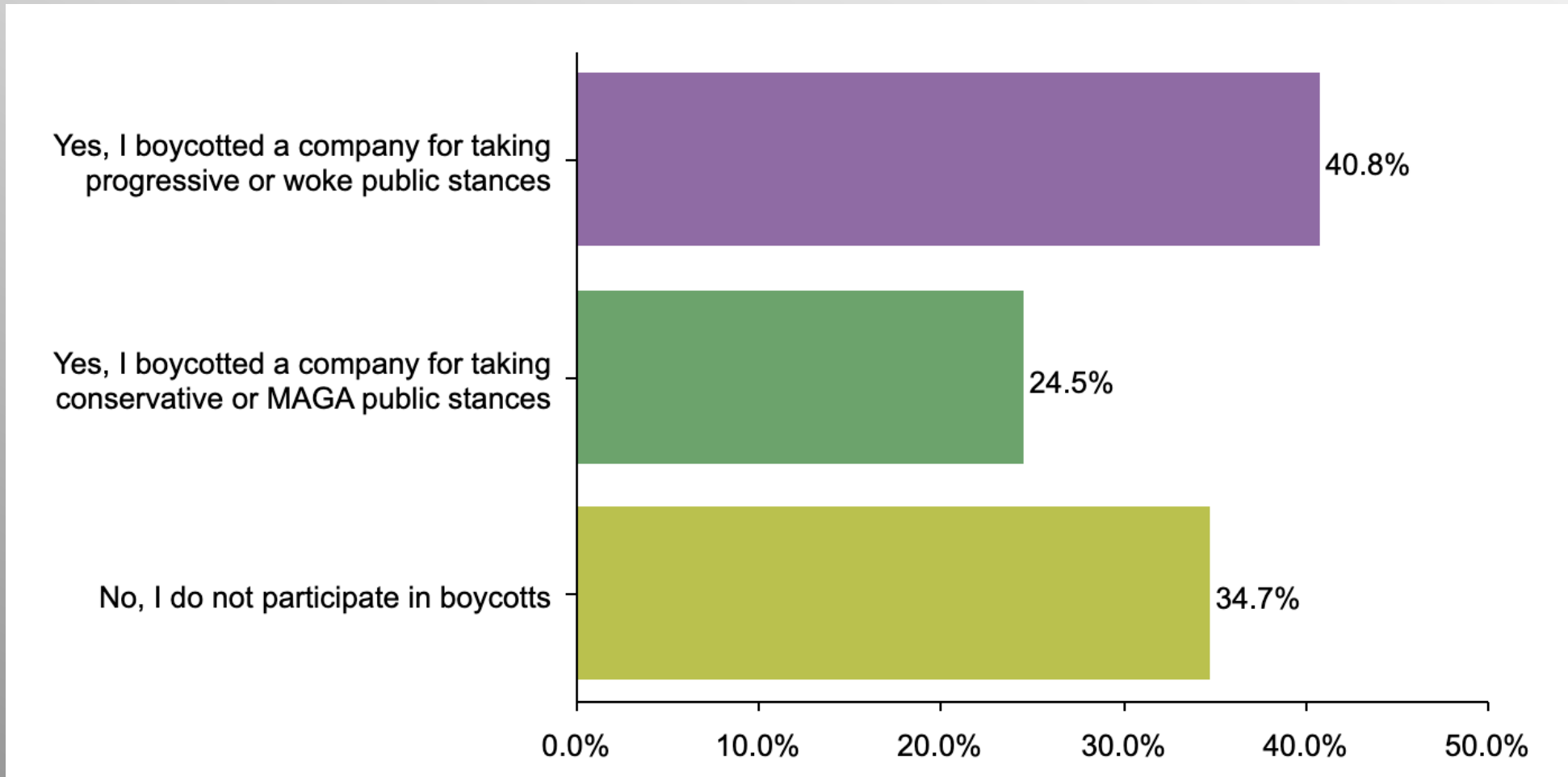
Nationwide Survey

- **Conducted 06/05/23 - 06/09/23**
- **1088 Respondents**
- **Likely General Election Voters**
- **Response Rate: 1.45%**
- **Margin of Error: 2.9%**
- **Confidence: 95%**
- **Response Distribution: 50%**
- **Methodology: TheTrafalgarGroup.org/Polling-Methodology**



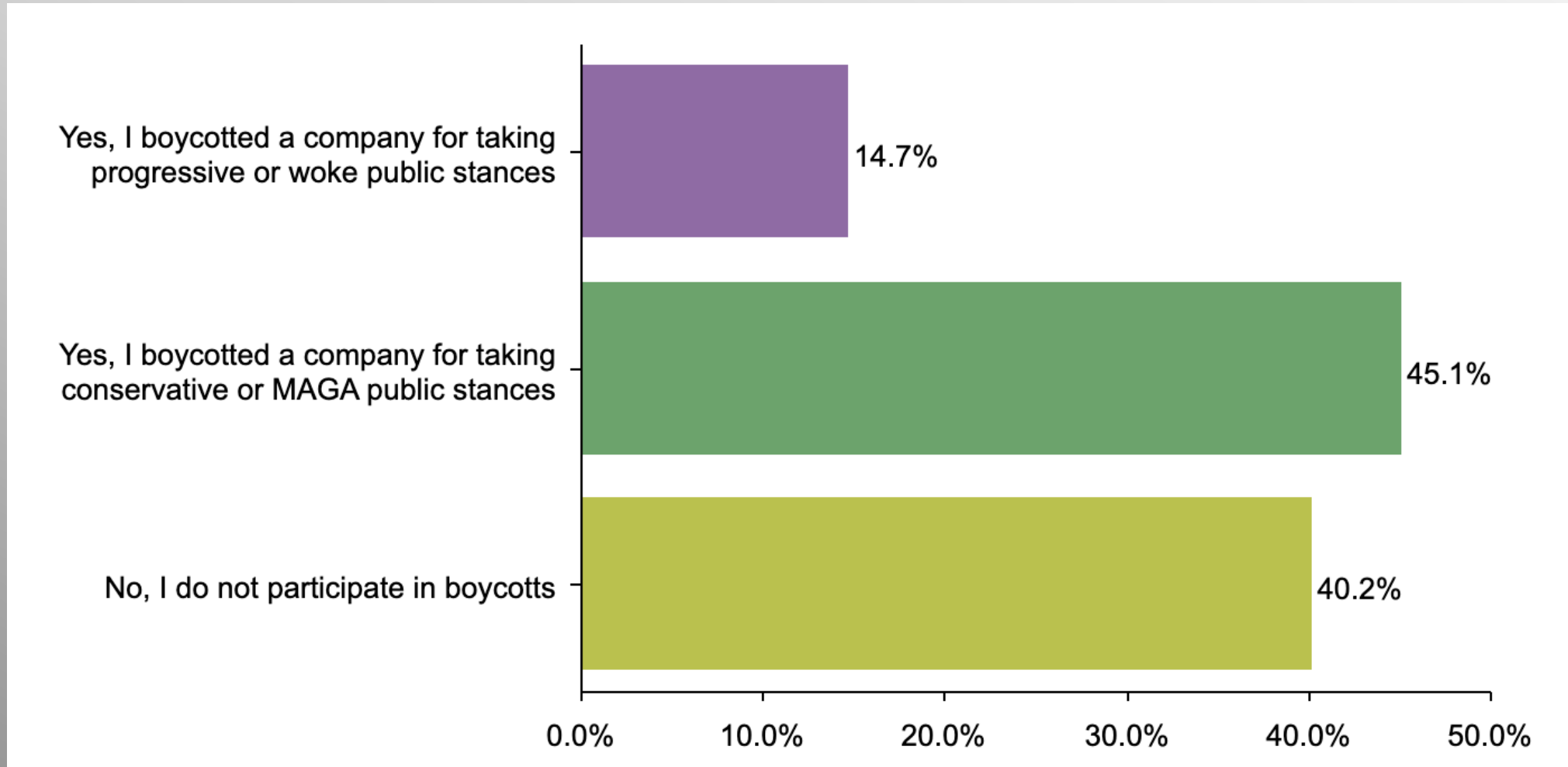
Boycotts

Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?



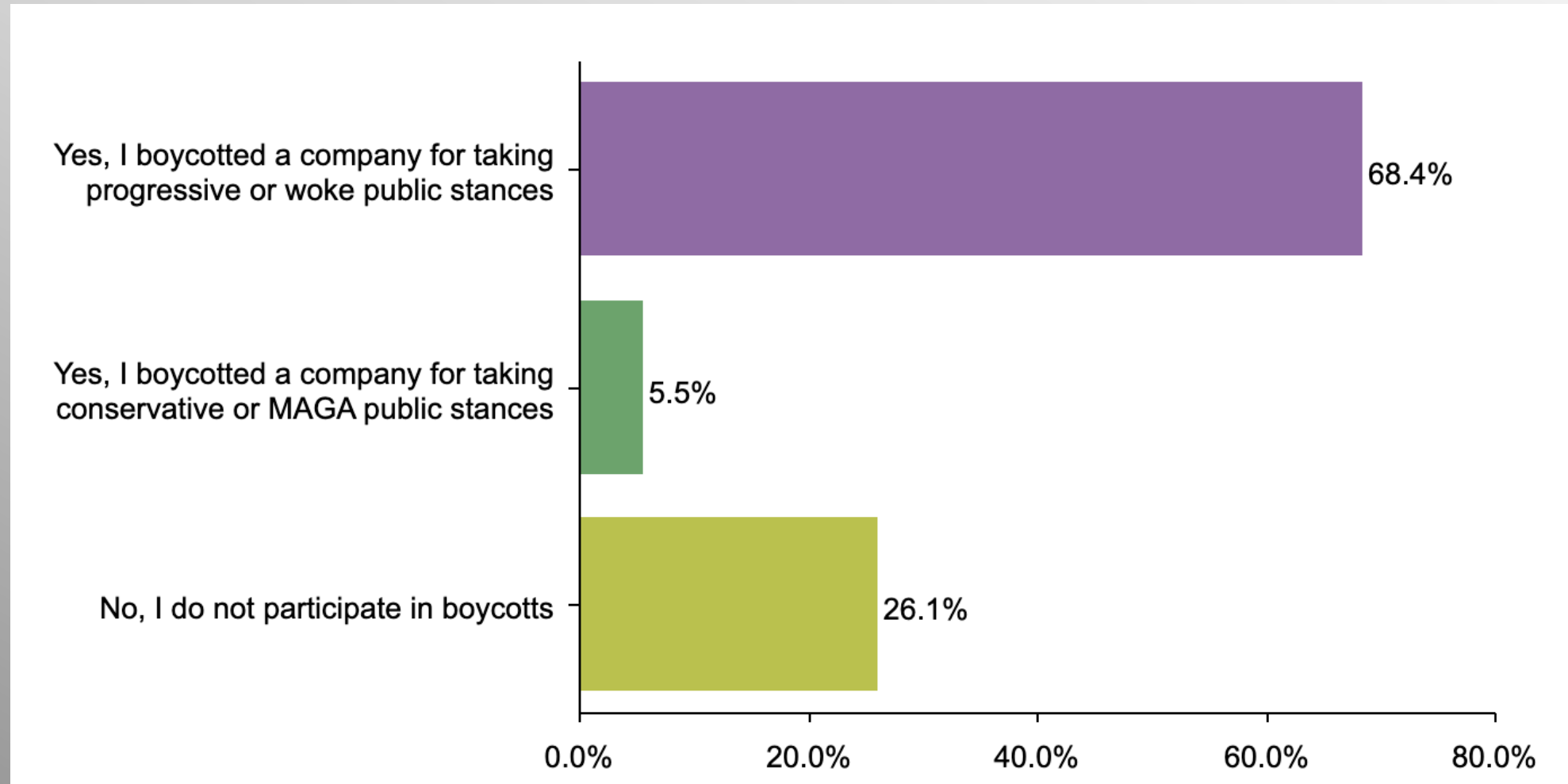
Boycotts (Democrat)

Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?



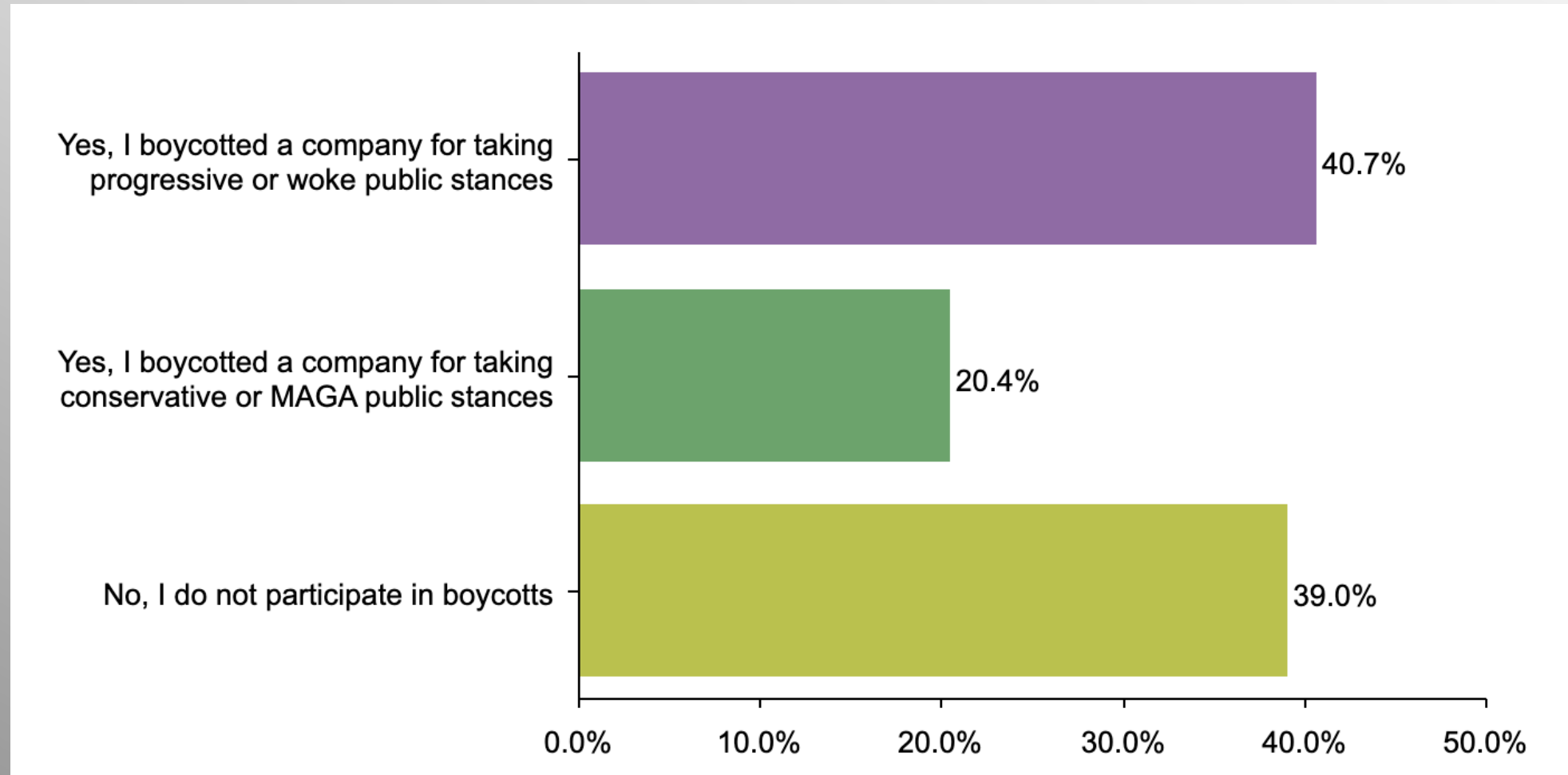
Boycotts (GOP)

Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?



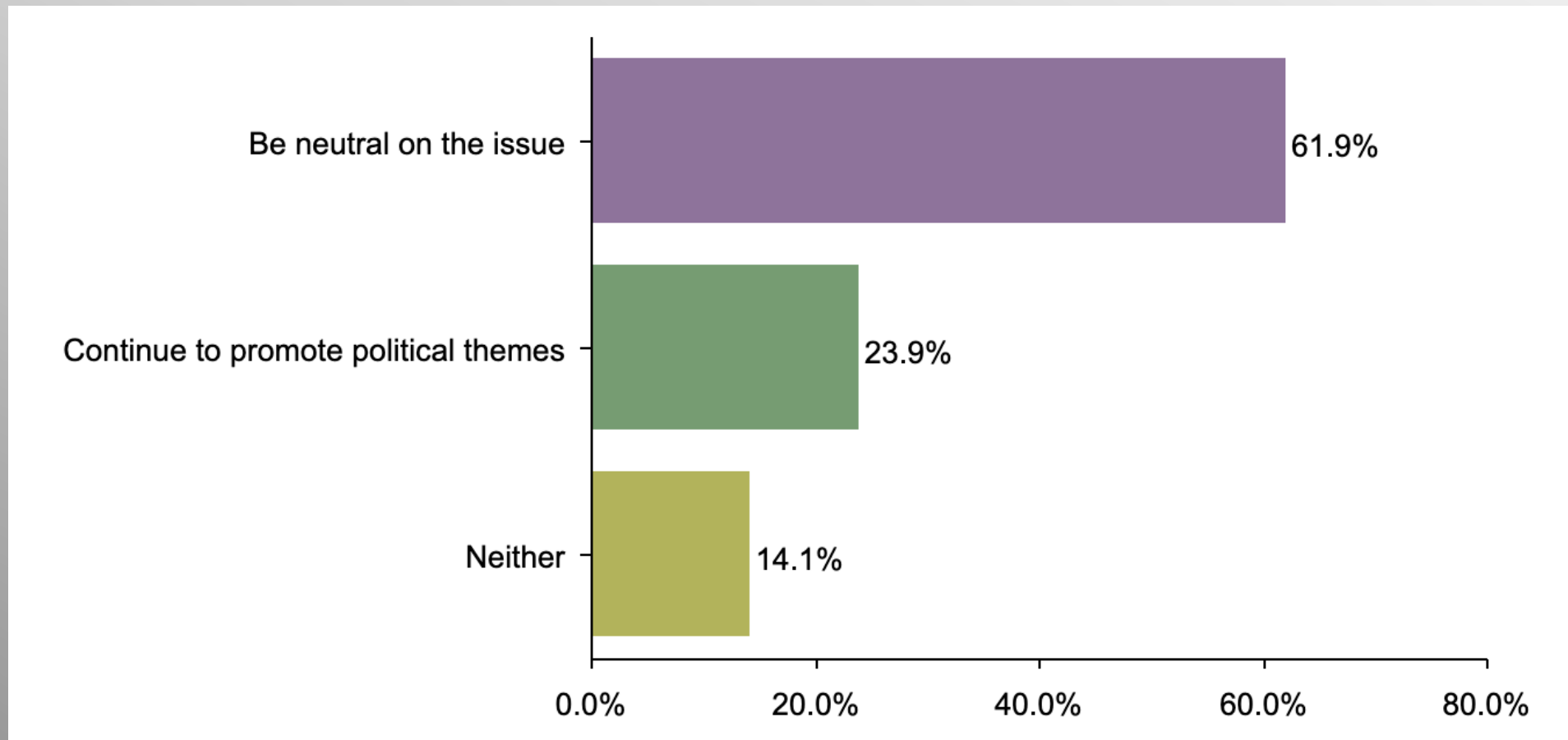
Boycotts (No Party/Other)

Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?



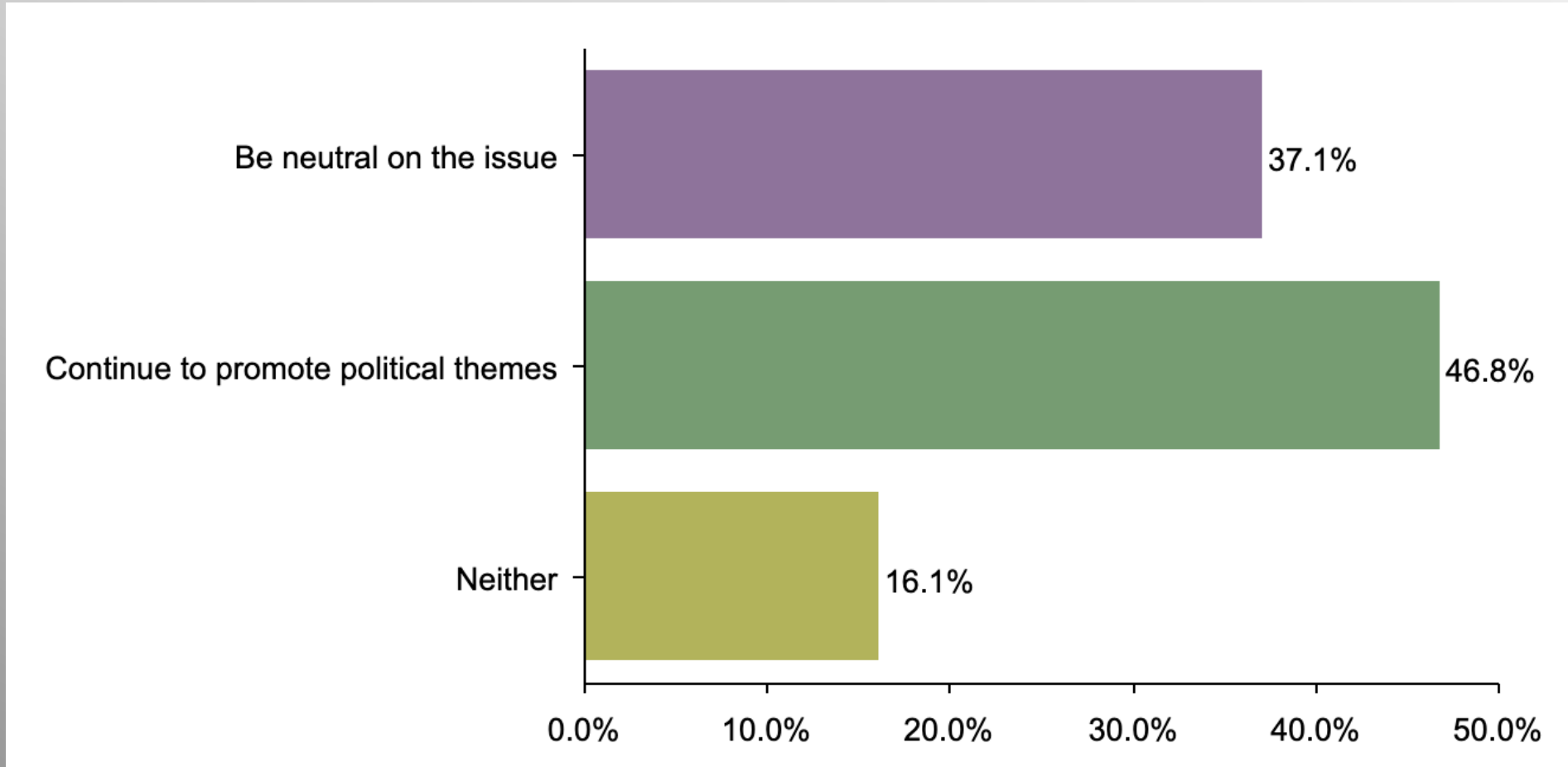
Politics in Business

With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?



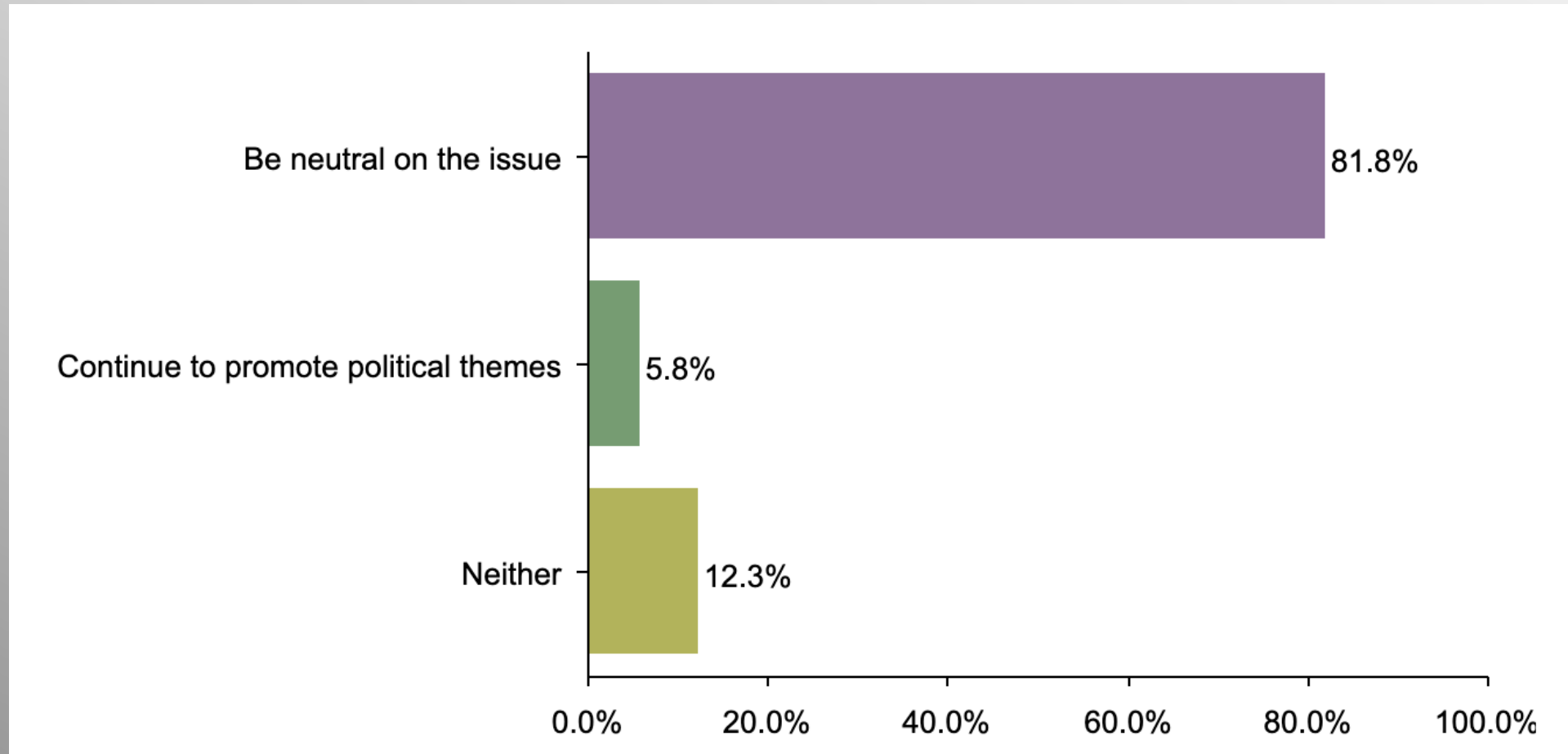
Politics in Business (Democrat)

With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?



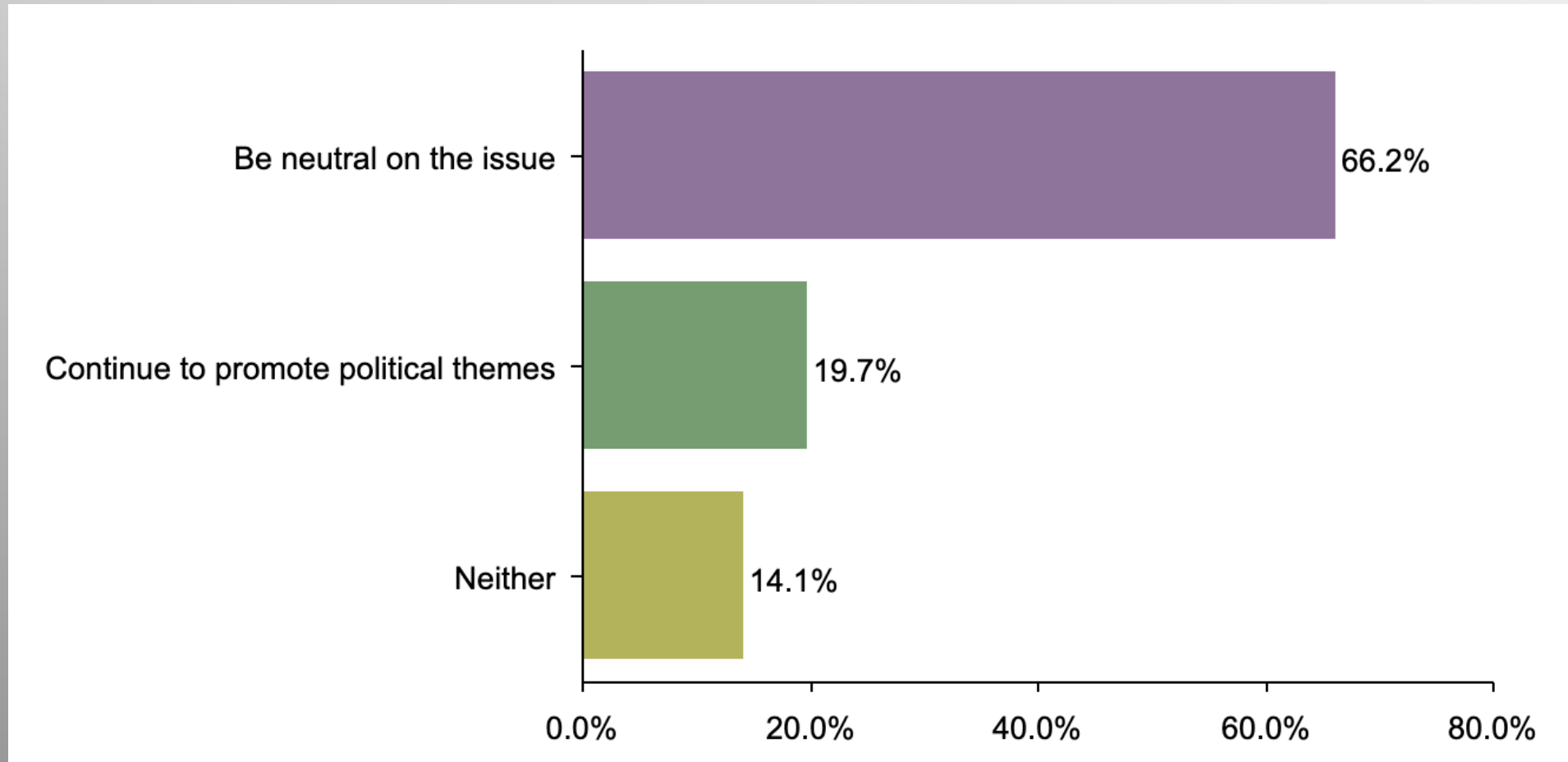
Politics in Business (GOP)

With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?

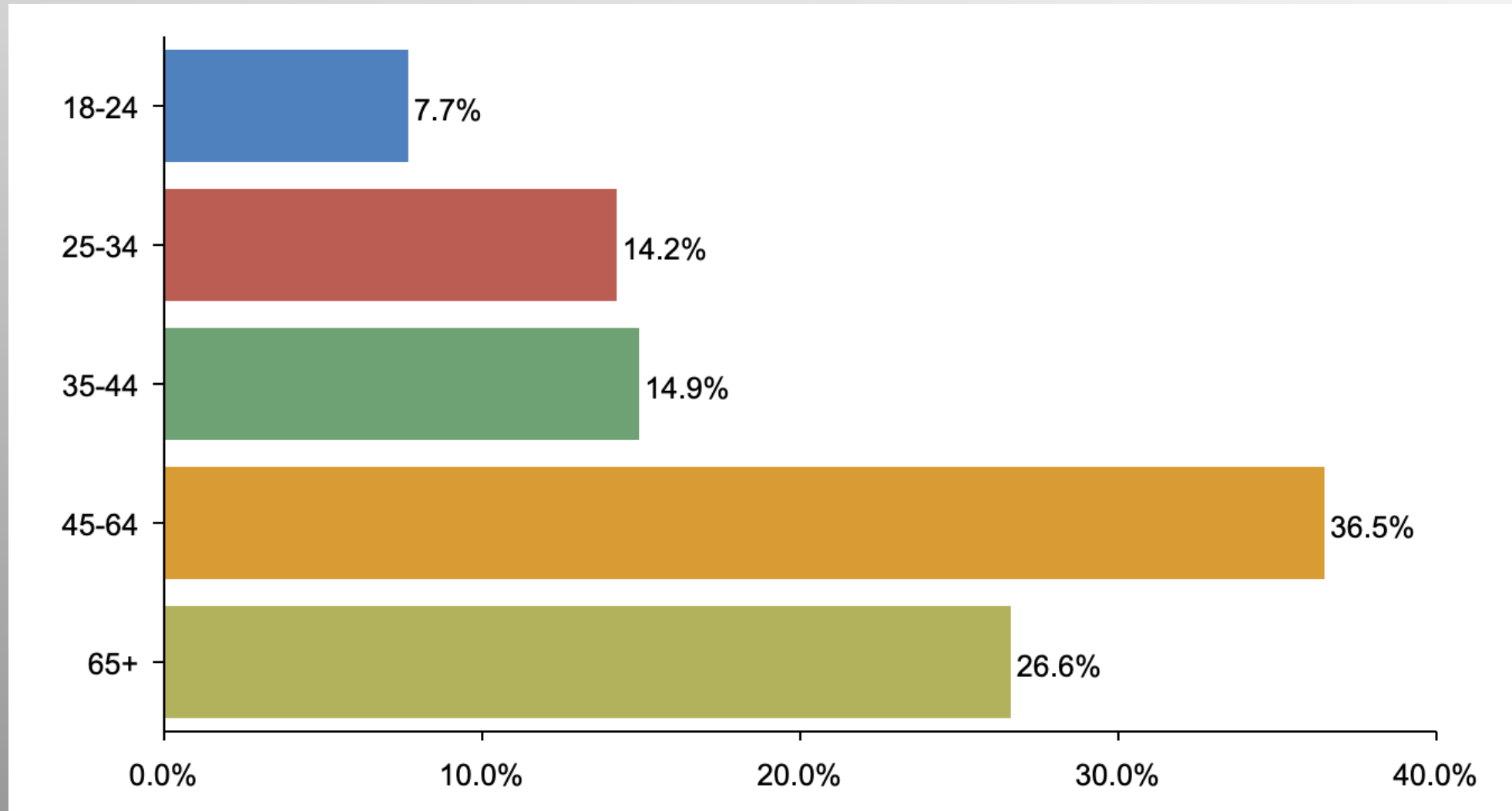


Politics in Business (No Party/Other)

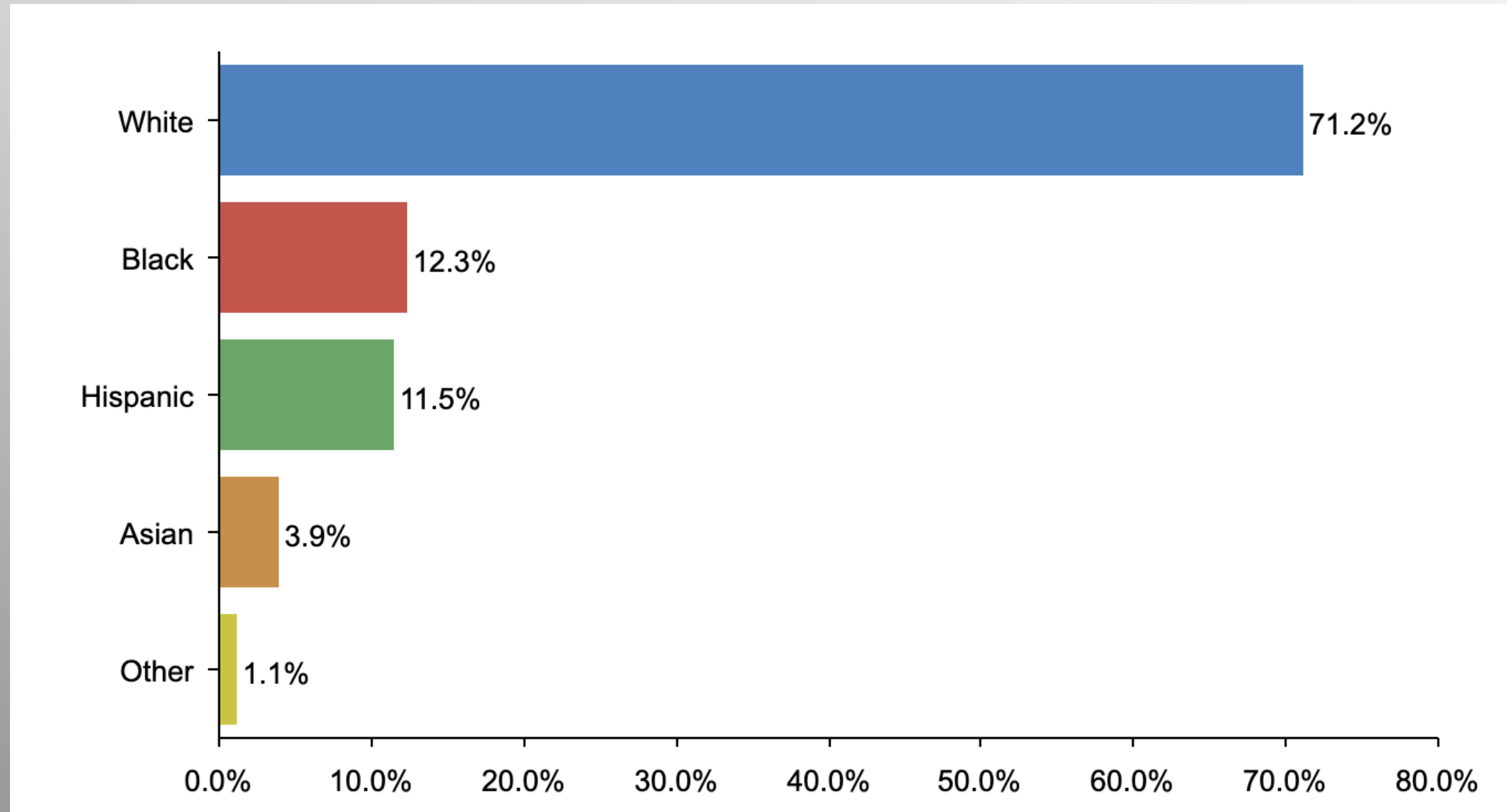
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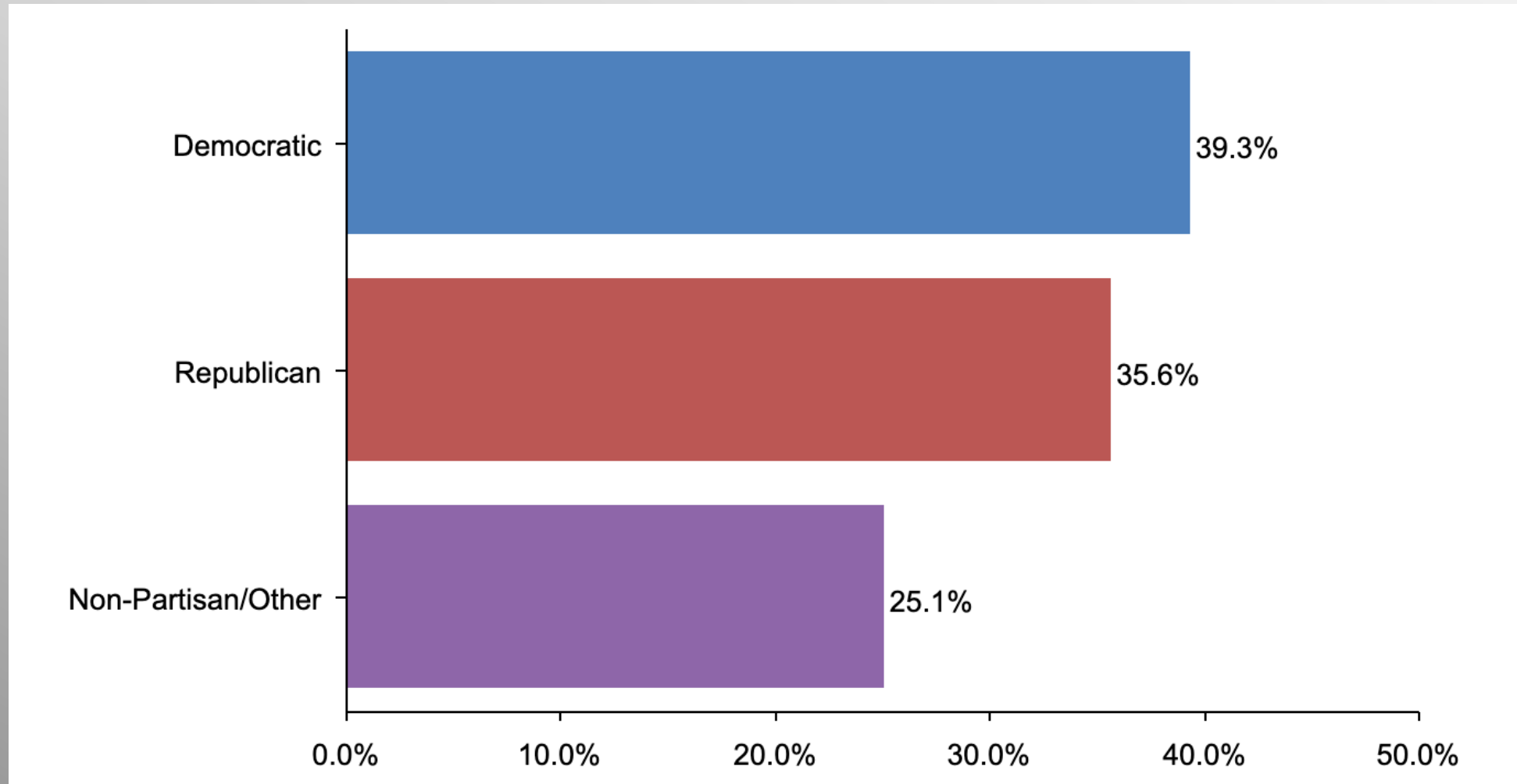
Age Participation



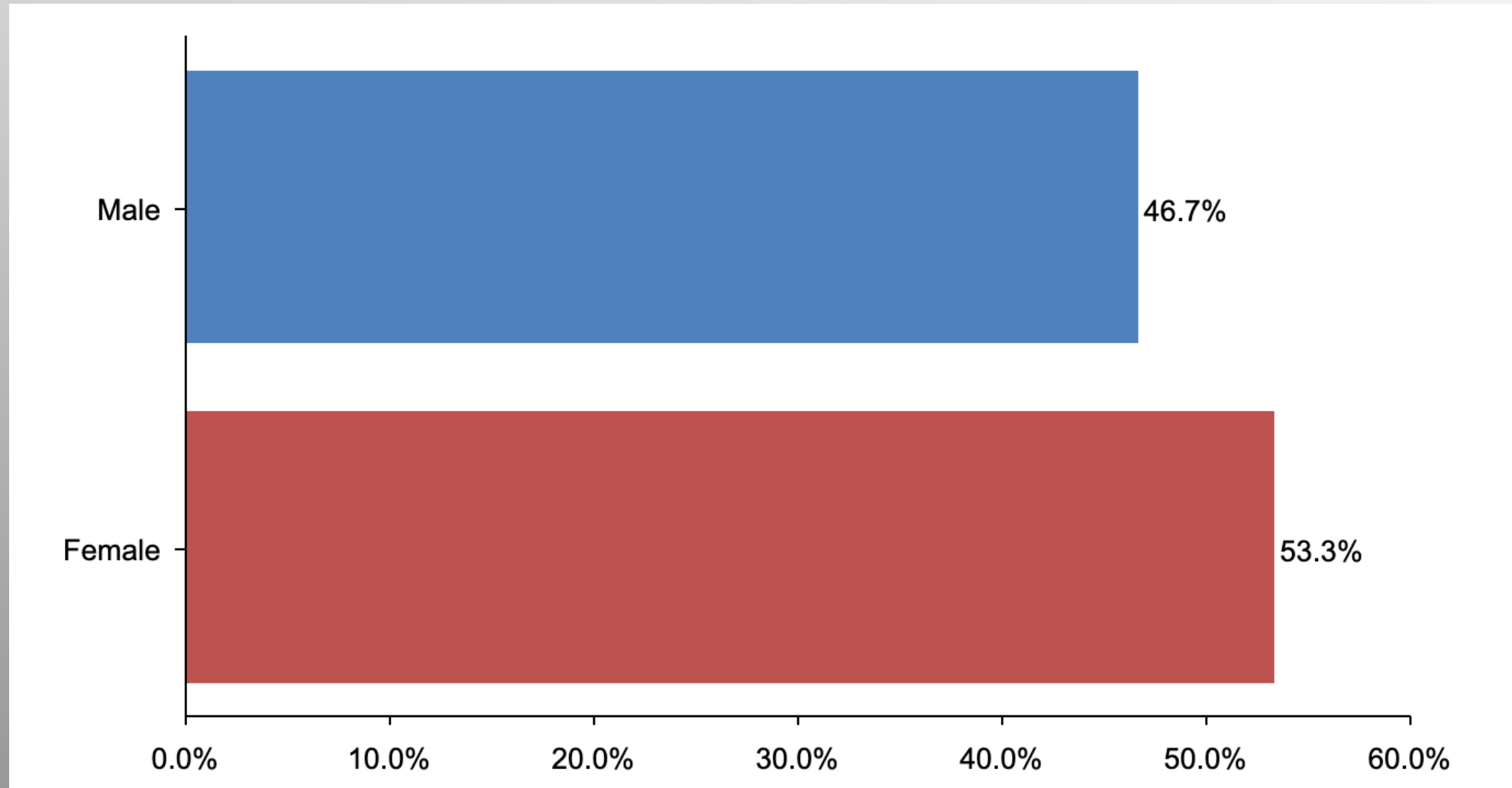
Ethnicity Participation



Party Participation



Gender Participation



Party Crosstabs

1. Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?

	Party			
	Total	Republican	Democrat	No Party/Other
Yes, I boycotted a company for taking progressive or woke public stances Column %	40.8%	68.4%	14.7%	40.7%
Yes, I boycotted a company for taking conservative or MAGA public stances Column %	24.5%	5.5%	45.1%	20.4%
No, I do not participate in boycotts Column %	34.7%	26.1%	40.2%	39.0%

Party Crosstabs

2. With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?

		Party			
		Total	Republican	Democrat	No Party/Other
Continue to promote political themes	Column %	23.9%	5.8%	46.8%	19.7%
Be neutral on the issue	Column %	61.9%	81.8%	37.1%	66.2%
Neither	Column %	14.1%	12.3%	16.1%	14.1%

AgeGender Crosstabs

1. Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?

	Age						Gender		
	Total	18-24	25-34	35-44	45-64	65+	Total	Female	Male
Yes, I boycotted a company for taking progressive or woke public stances Column %	40.8%	45.8%	28.2%	33.7%	48.6%	37.3%	40.8%	38.7%	43.2%
Yes, I boycotted a company for taking conservative or MAGA public stances Column %	24.5%	26.9%	32.0%	24.1%	19.0%	29.3%	24.5%	24.5%	24.5%
No, I do not participate in boycotts Column %	34.7%	27.3%	39.8%	42.2%	32.4%	33.5%	34.7%	36.7%	32.3%

AgeGender Crosstabs

2. With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?

	Age						Gender		
	Total	18-24	25-34	35-44	45-64	65+	Total	Female	Male
Continue to promote political themes									
Column %	23.9%	45.0%	30.2%	20.8%	21.5%	25.3%	23.9%	25.0%	22.9%
Be neutral on the issue									
Column %	61.9%	49.2%	45.2%	60.1%	68.4%	59.9%	61.9%	62.5%	61.3%
Neither									
Column %	14.1%	5.8%	24.6%	19.1%	10.1%	14.7%	14.1%	12.5%	15.8%

Ethnicity Crosstabs

1. Have you personally boycotted a company that took a public stance on a cultural or political issue you disagree with?

		Ethnicity					
		Total	Asian	Black	Hispanic	Other	White
Yes, I boycotted a company for taking progressive or woke public stances	Column %	40.8%	23.7%	26.4%	41.9%	46.5%	44.0%
Yes, I boycotted a company for taking conservative or MAGA public stances	Column %	24.5%	38.5%	22.9%	18.4%	27.2%	25.0%
No, I do not participate in boycotts	Column %	34.7%	37.8%	50.8%	39.7%	26.4%	31.0%

Ethnicity Crosstabs

2. With the public backlash against companies like Bud Light and Target, do you believe businesses should continue to promote political themes during pride month, or should businesses seek to be neutral on cultural issues?

		Ethnicity					
		Total	Asian	Black	Hispanic	Other	White
Continue to promote political themes	Column %	23.9%	25.4%	30.1%	20.3%	19.4%	23.5%
Be neutral on the issue	Column %	61.9%	65.9%	42.9%	61.6%	68.3%	64.7%
Neither	Column %	14.1%	8.7%	27.0%	18.1%	12.3%	11.9%