



The Lesson of Trafalgar:

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

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thetrafalgargroup.org

 The Trafalgar Group

 @trafalgar_group

Nationwide Issues Survey

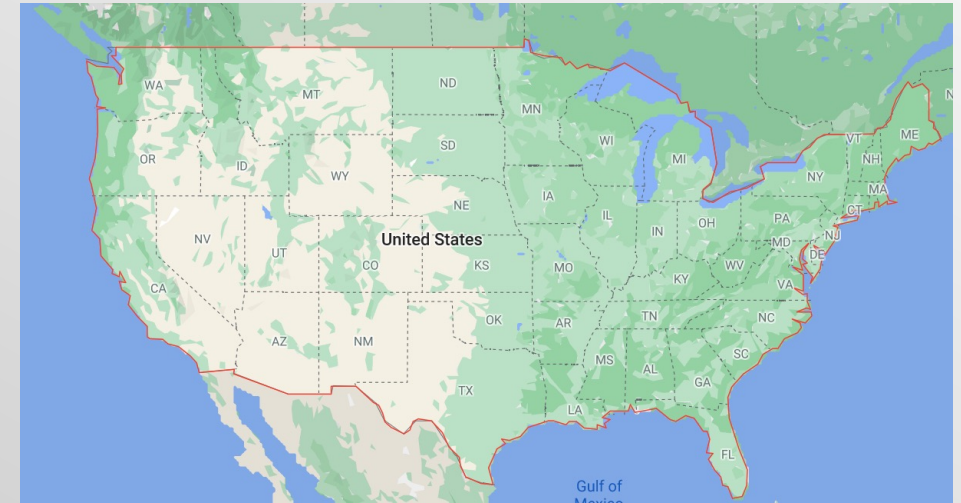
April 2022

Partnered with:



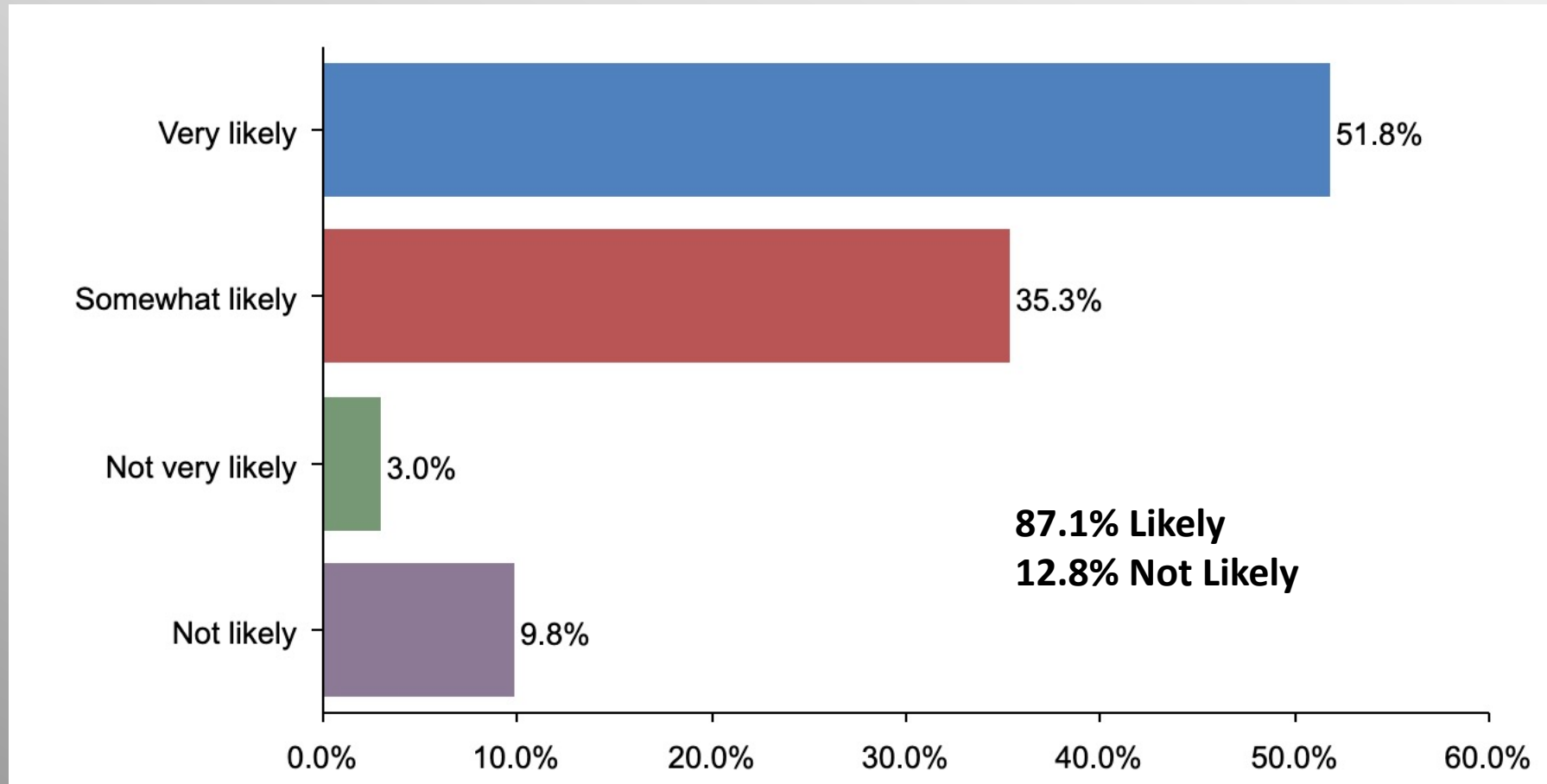
Nationwide Survey

- **Conducted 04/24/22 - 04/27/22**
- **1080 Respondents**
- **Likely General Election Voters**
- **Response Rate: 1.44%**
- **Margin of Error: 2.99%**
- **Confidence: 95%**
- **Response Distribution: 50%**
- **Methodology: TheTrafalgarGroup.org/Polling-Methodology**



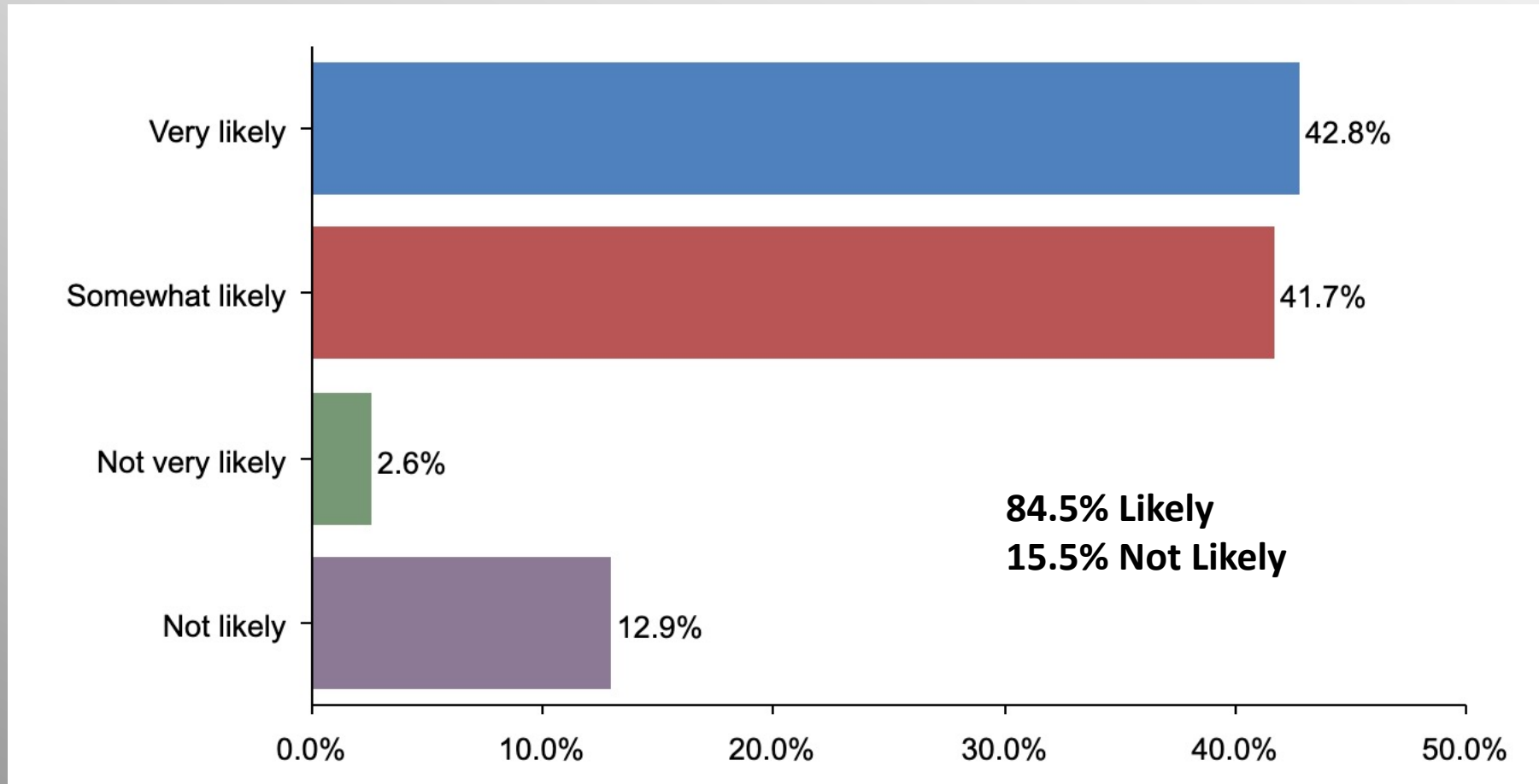
Company Advocacy

How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?



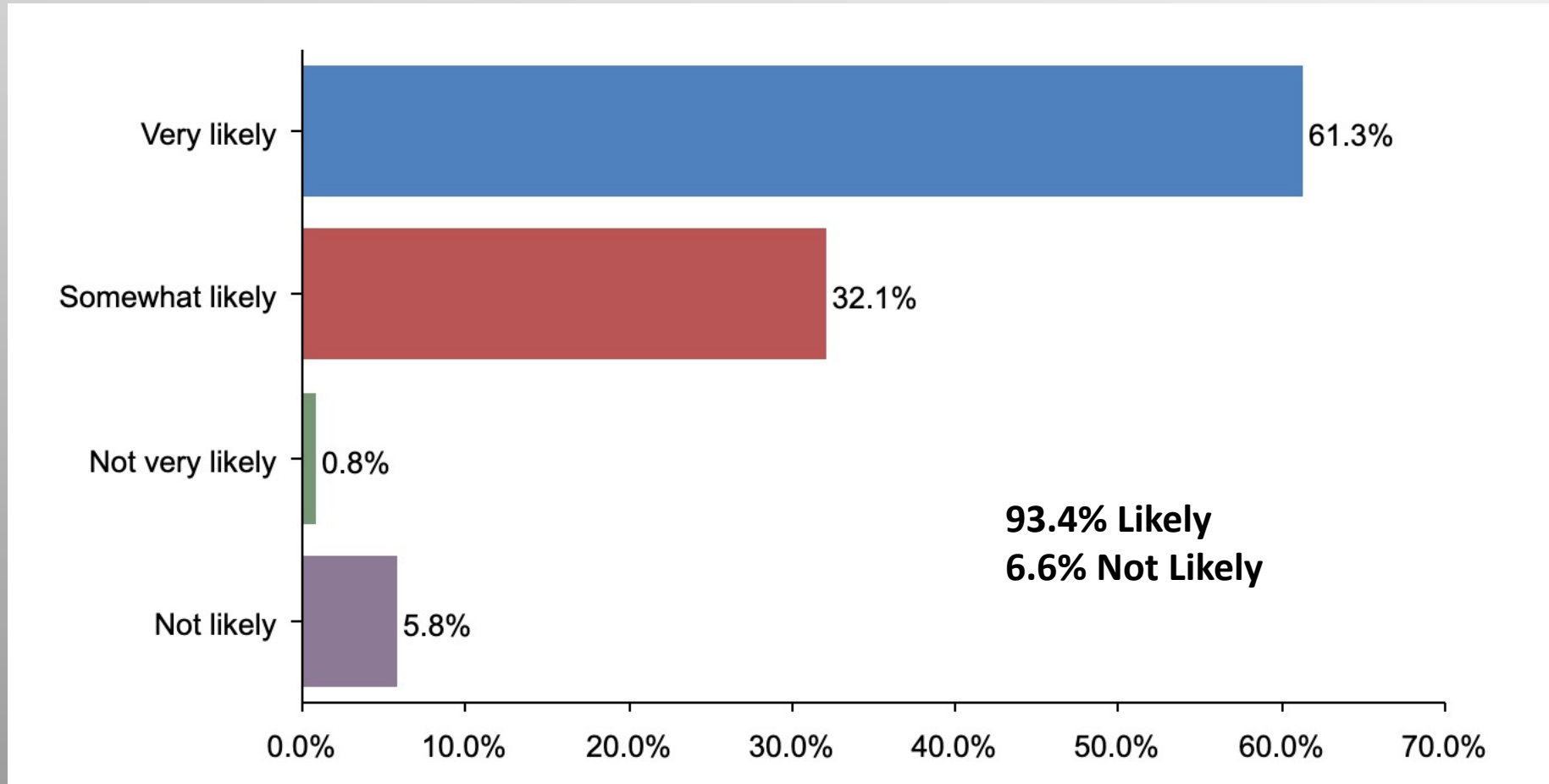
Company Advocacy (Democrats)

How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?



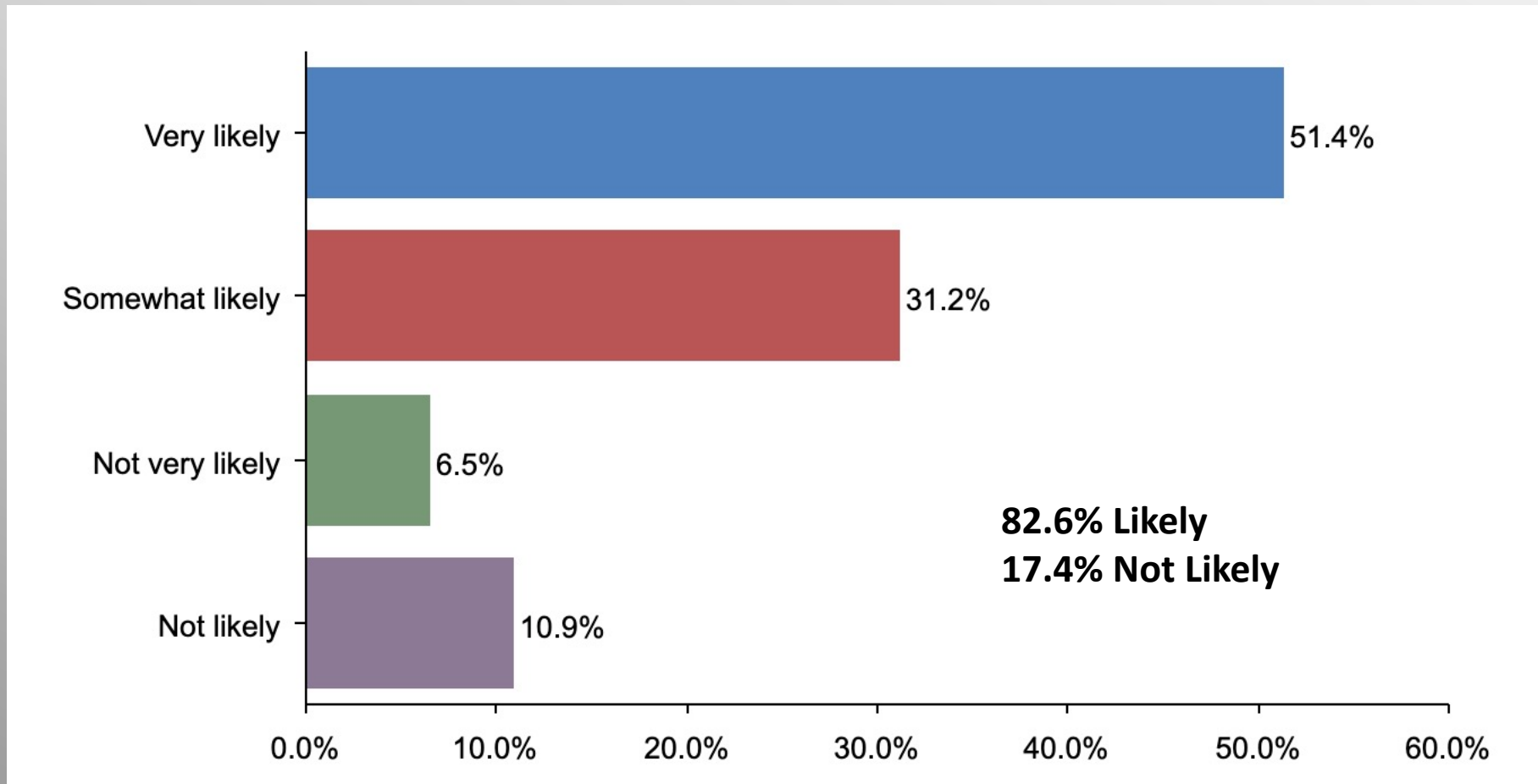
Company Advocacy (GOP)

How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?

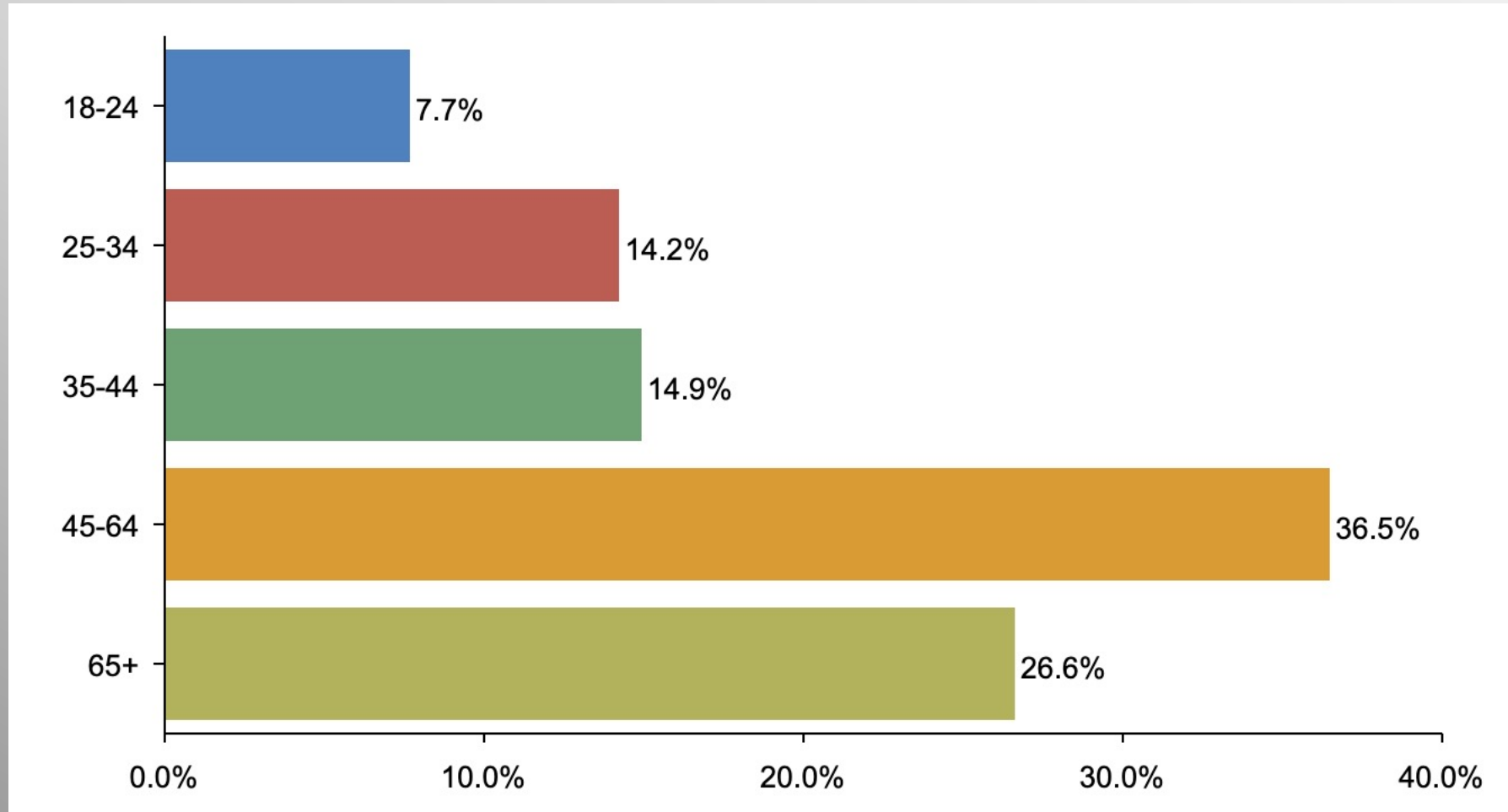


Company Advocacy (No Party/Other)

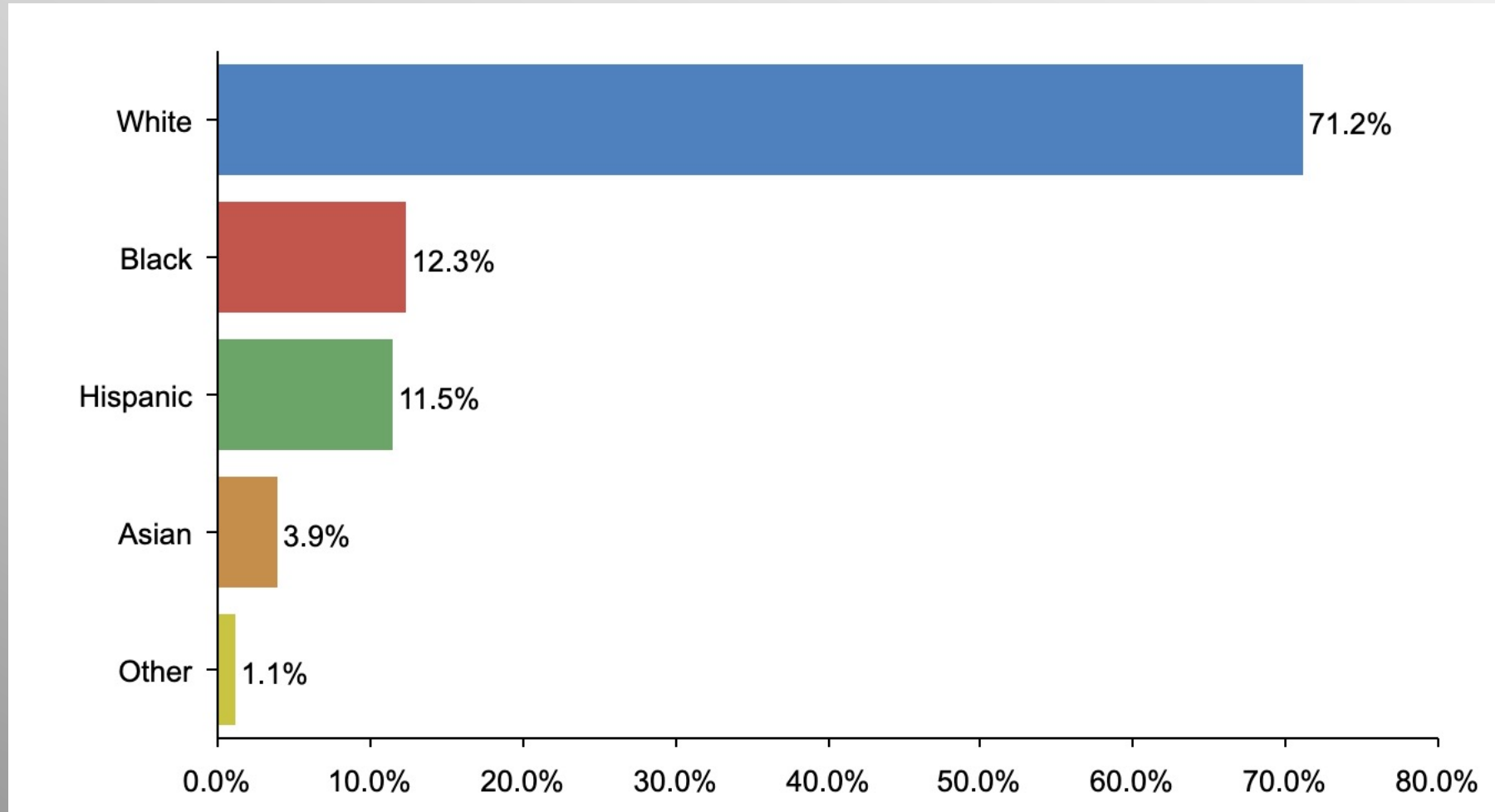
How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?



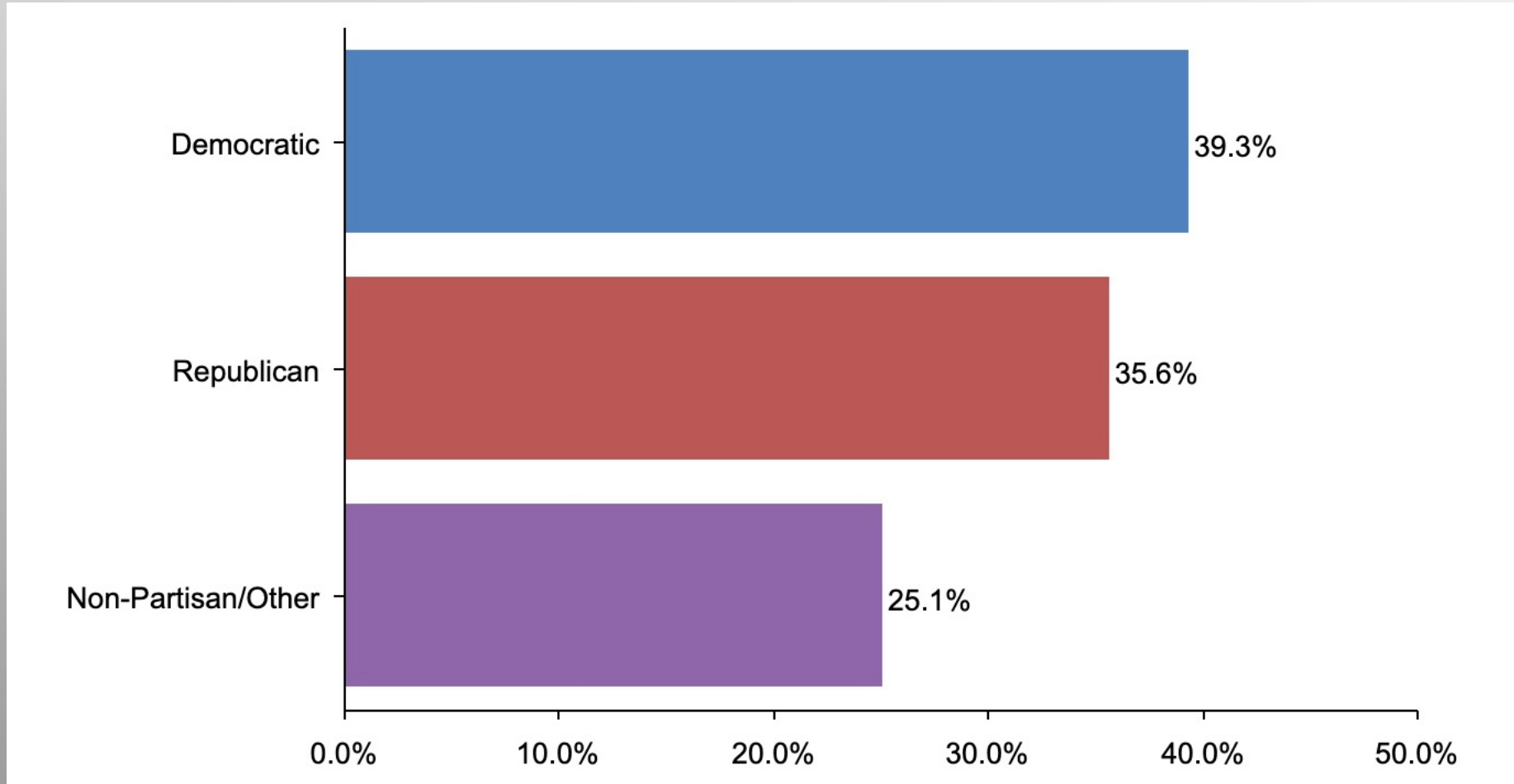
Age Participation



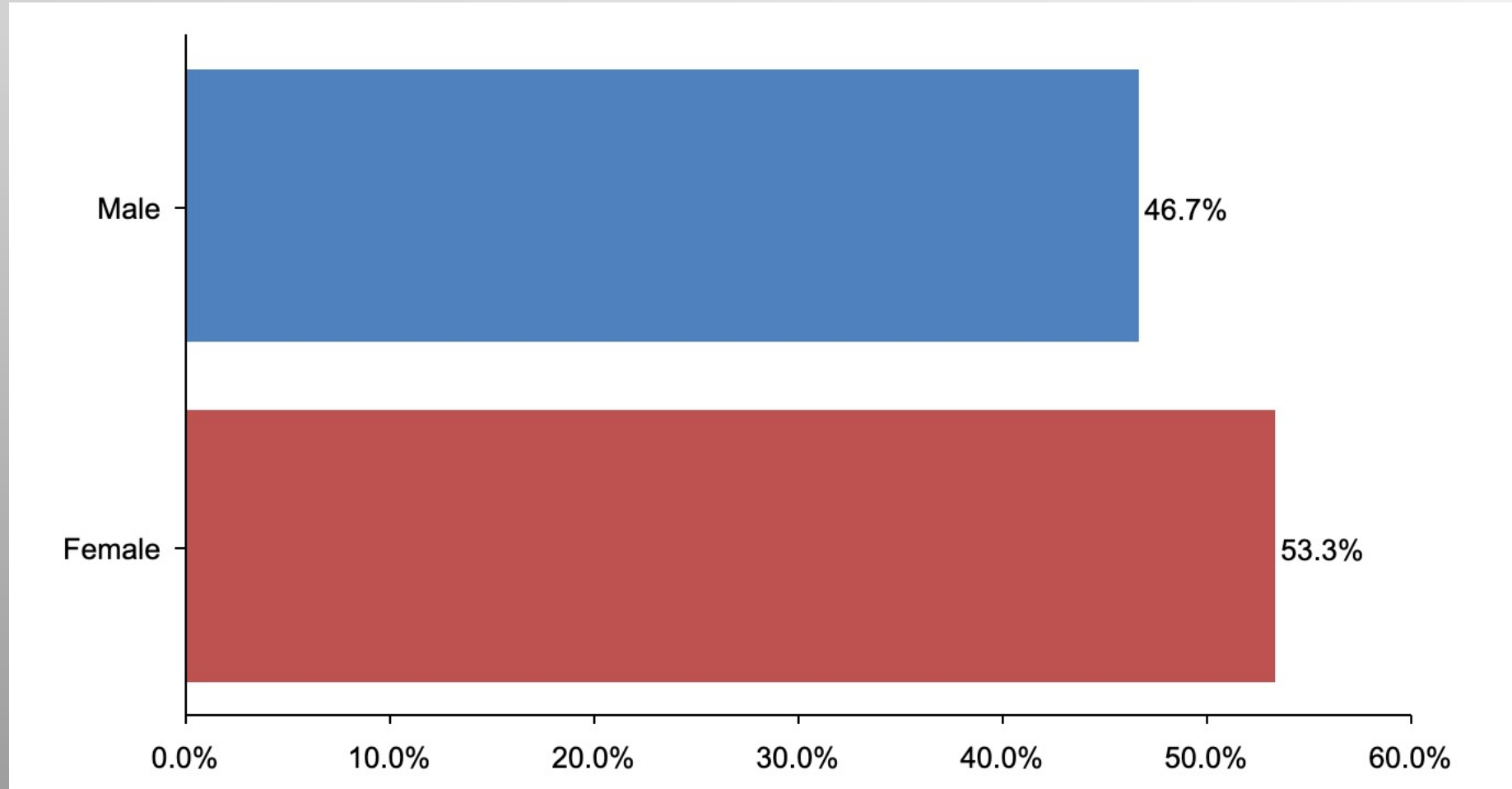
Ethnicity Participation



Party Participation



Gender Participation



How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?

		Party			
		Total	Democrat	Republican	No Party/Other
Very likely	Column %	51.8%	42.8%	61.3%	51.4%
Somewhat likely	Column %	35.3%	41.7%	32.1%	31.2%
Not very likely	Column %	3.0%	2.6%	0.8%	6.5%
Not likely	Column %	9.8%	12.9%	5.8%	10.9%

How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?

	Age Group						Gender		
	Total	18-24	25-34	35-44	45-64	65+	Total	Female	Male
Very likely									
Column %	51.8%	50.0%	40.1%	40.5%	55.4%	61.8%	51.8%	50.7%	53.1%
Somewhat likely									
Column %	35.3%	39.6%	45.5%	39.8%	33.3%	27.8%	35.3%	34.3%	36.4%
Not very likely									
Column %	3.0%	0.0%	0.0%	8.4%	3.4%	1.6%	3.0%	3.0%	3.1%
Not likely									
Column %	9.8%	10.4%	14.4%	11.3%	7.8%	8.8%	9.8%	12.0%	7.5%

How likely are you to stop using a product or service of a company that openly advocates for a political agenda you disagree with?

		Ethnicity					
		Total	Asian	Black	Hispanic	White	Other
Very likely	Column %	51.8%	49.5%	31.5%	49.5%	55.1%	75.1%
Somewhat likely	Column %	35.3%	50.5%	46.7%	32.2%	33.6%	17.9%
Not very likely	Column %	3.0%	0.0%	5.6%	4.1%	2.6%	0.0%
Not likely	Column %	9.8%	0.0%	16.2%	14.2%	8.6%	7.0%