



# Methodology

This report was created using data collected through our Omnibus methodology.

A national representative sample of 1000 respondents aged 18+ was interviewed online.

This survey was conducted using YouGov proprietary panel in Italy, the interview took place in July 2018.



# Half of the sample interviewed claims to be willing to boycott a brand

One in two Italians claims to have boycotted a company at least once in the past by deciding not to purchase its products/services after a “scandal”.

*Thinking about your personal experience, have you ever boycotted a Company?*

Base (1000)



**50%** of  
Italians claim to  
have boycotted  
a company  
before

The main reasons why consumers would consider boycotting a brand/company



48% products that can harm people health



47% exploitation of labour



38% damage to the environment

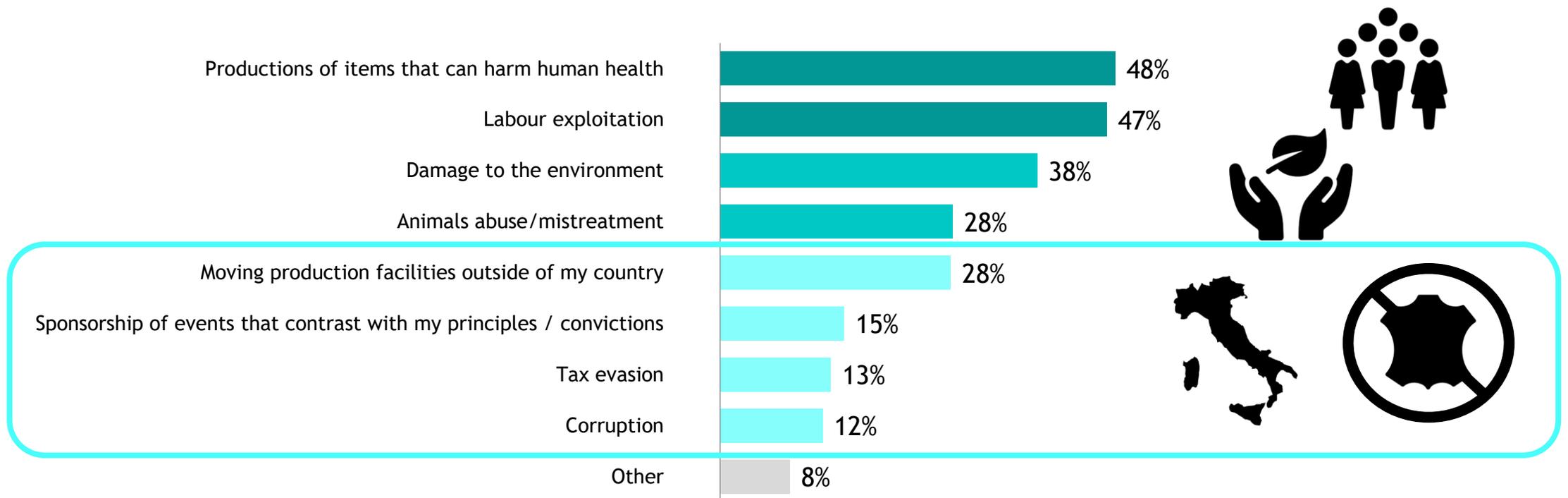
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*You said you have boycotted (or you are still boycotting) a company. What are the main reasons why you did it/ are doing it? Please choose three options max. Base (501)*

# People first, then environment/animals and finally National pride

A smaller portion of italians would boycott a company because of idelogical or legal matters in defense of its own Country.

*You said you have boycotted (or you still boycotting) a company. What are the main reasons why you did it/ are doing it? Please choose three options max. Base (501).*



# Protecting animals: females care the most



When it comes down to animal abuse and mistreatment as the key reason to boycott a brand (28% on total), women are significantly more concerned than men.



Photo by [Alvin Balemesa](#) on [Unsplash](#)

*You said you have boycotted (or you are still boycotting) a company. What are the main reasons why you did it/ are doing it? Please choose three options max. Base (501)*



Boycotting a brand is often a permanent decision!

# Only few «boycotters» change their minds with time

Almost 90% of Italians will hold on to the reasons why they have started boycotting a brand, while only a smaller percentage will go back to purchase that same brand.



**I started buying its products again, but not as much as before**



**I started buying its products again and as much as before**



Consumers can punish a brand but they can also reward it

74% of Italians claim they have bought a product to support a Company.

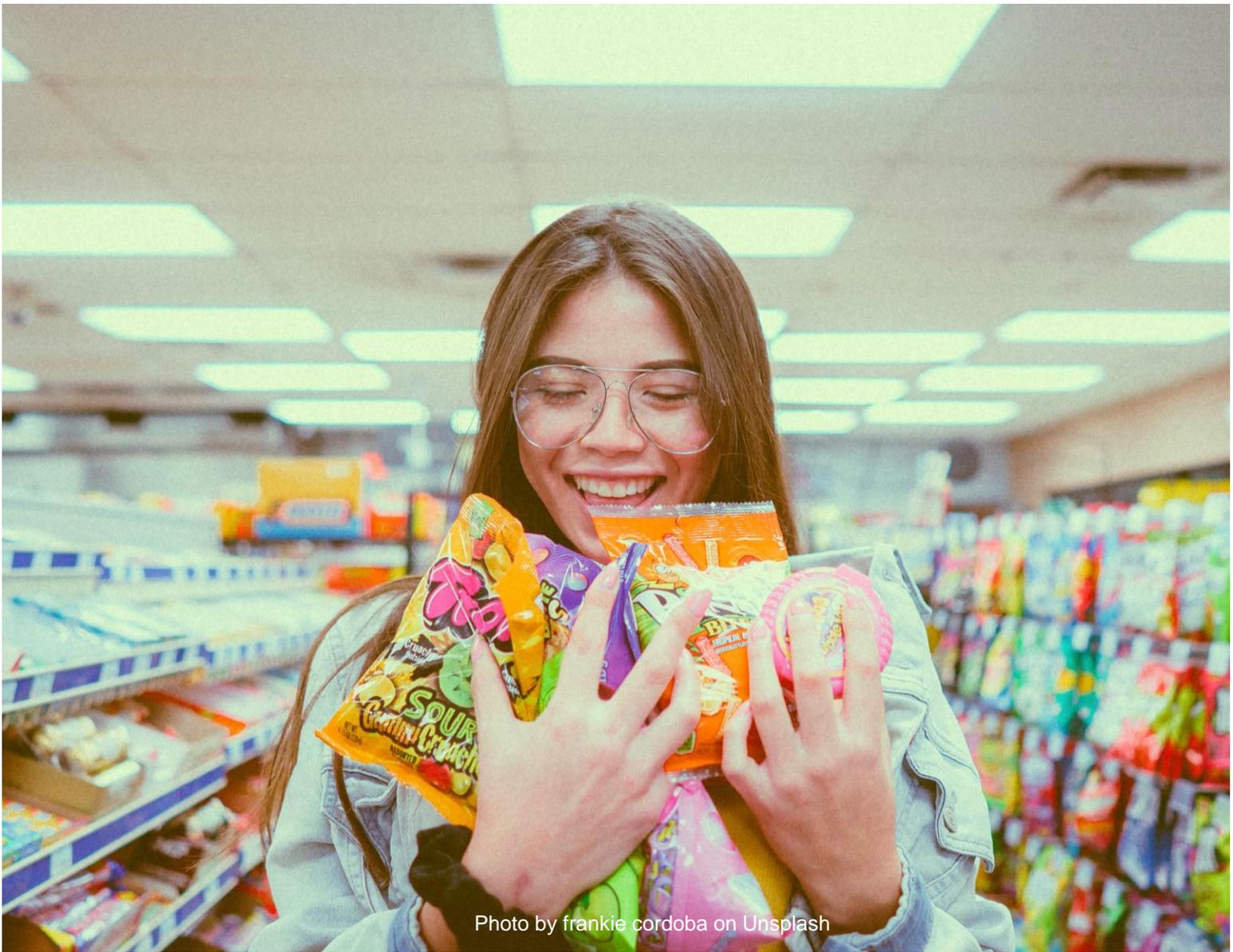


Photo by frankie cordoba on Unsplash

*On the contrary, have you ever decided to buy a product / service of a company because you "wanted to support" it somehow? Base (1000)*

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# Italians emphasize with companies that are going through a financial crisis or recovering from a natural disaster.

*You said you have bought products / services of a company with the purpose of "supporting" it. What are the main reasons that led you to do it? Please choose three options max.  
Base (741)*



**57%** to prevent its employees from being fired or being laid off



**28%** because it is the only company of that type that operates in my territory



**53%** to support it following a "natural catastrophe" that has damaged its business



**16%** to support it following an intentional sabotage

— Thank you!

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