



Sweden: The Brand Boycotter

Method

Overview

This report has been created using in-depth data and analytics collated using YouGov Profiles, YouGov BrandIndex and additional research using the YouGov re-contact service. To create hypotheses to test with the large YouGov datasets and validate findings, YouGov interviewed a total of 1,981 Swedish adults aged 18+ between 2nd June 2017 – 4th June 2017.

About these data sources

YouGov Profiles is the YouGov connected data vault which collects information about media consumption, mobile behaviour and social media engagement. Attitudes and opinions. Demographics and lifestyle.

- Profiles holds 18,000 variables collected from our most active 30,000 panellists in Sweden.

YouGov BrandIndex involves tracking the public perception of brands across the world. It is the authoritative measure of brand perception, monitoring thousands of brands across dozens of sectors.

- 160 Interviews are carried out daily among men and women 18+ from YouGov's panels.
- The sample corresponds to a representative sample of the population (gender, age and geography).

Method continued

The sheer quantity of data that was analysed for this report makes it impossible to show all of the demographic, attitudinal and behaviour splits that were data mined or the large number of brand metrics analysed. To explore the data further we recommend that you use one of the research tools outlined below.

Further research opportunities.

- In addition, YouGov can provide in-depth Profiles data of adopters of your products or a cohort Profiles analysis of your consumers against your competitive set.
- You can buy a Profiles subscription to conduct segmentation and media planning. It allows you to get the profile of your target audience with cross multi-channel data sets with great granularity and accuracy.
- In addition, also available is a full BrandIndex subscription which allows you to continuously track brand awareness and perception.

Let YouGov show you the power of connected data and solutions. For a free, no obligation demonstration, contact:

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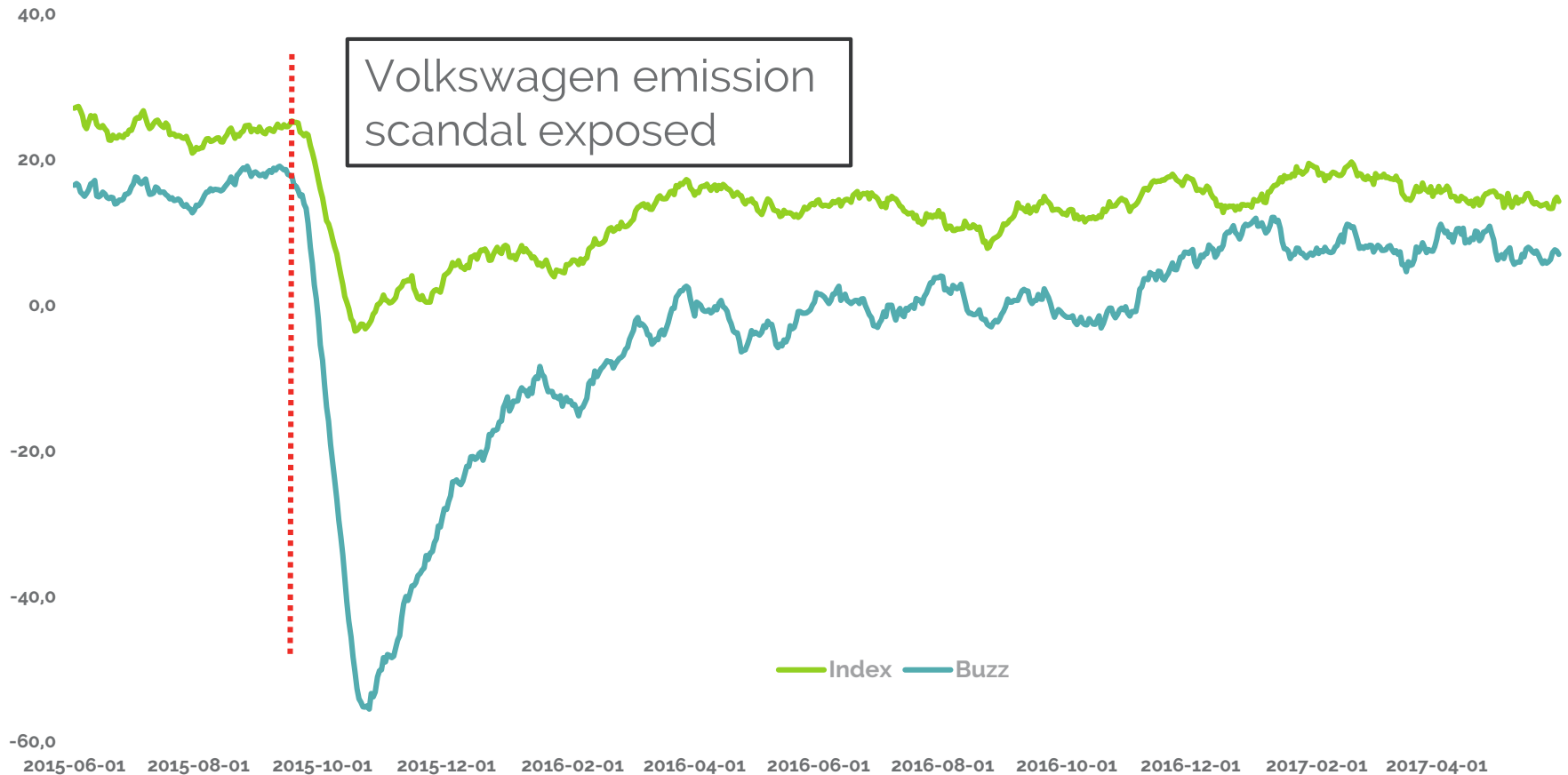
email: charlotte.wahlberg@yougov.com

Part 1.

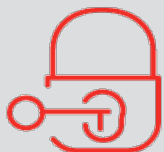
Lots of people are prepared to boycott



A crisis can effect your brand greatly



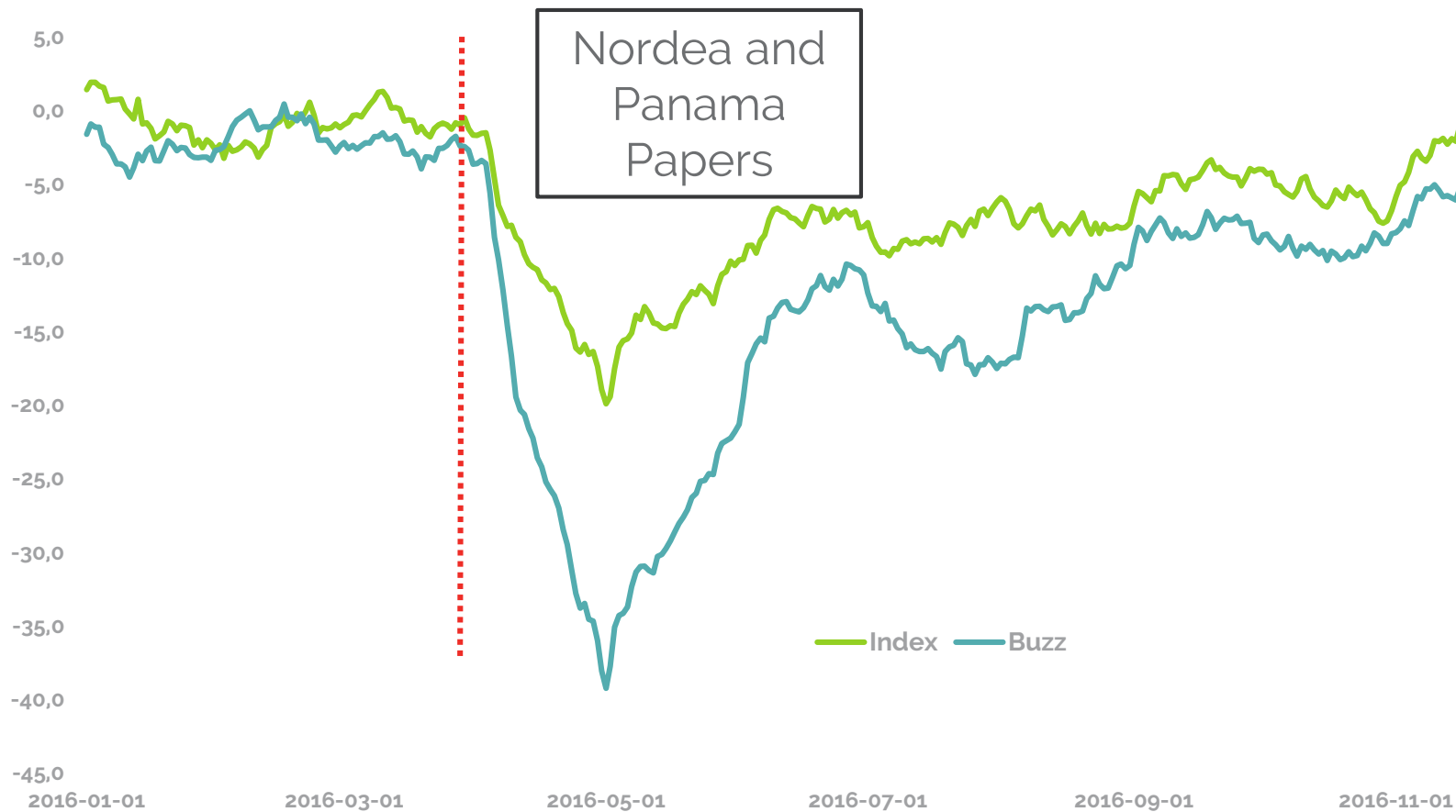
Source: YouGov BrandIndex



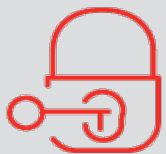
You can analyse your own brand's performance against competitors, and by various filtering including age, gender, family life cycle etc.

For information see <http://www.brandindex.com/>

And for a very long time ...



Source: YouGov BrandIndex



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For information see <http://www.brandindex.com/>

Boycotting is not for the majority...

51%

Have not stopped using a brand due to a scandal

...but plenty will

28%

Have boycotted a brand

Source: YouGov Sweden Brand Boycotters Recontact survey 2017



The YouGov Omnibus is the perfect vehicle to quickly and cost-effectively find out people's opinions, attitudes and behaviours.

For information see <https://yougov.se/find-solutions/omnibus/>

Boycotters are likely to be ...



- Male
- Capital city area
- Children in household
- Long/higher education
- Decision makers at work

So if your brand is heavily exposed to this demographic, make sure you don't upset them

Source: YouGov Profiles



YouGov profiles enables you to understand the attitudes and beliefs of the general population in greater detail. You can also explore this across a wide range of topics and sectors including advertising, finance, travel and retail.

For information see <https://yougov.se/find-solutions/profiles/>

The boycotters are well-considered buyers



Source: YouGov Profiles



YouGov Profiles also allows you to explore attitudinal statements on specific topics for your chosen target group.

For information see <https://yougov.se/find-solutions/profiles/>

But with too little time for everyday shopping



Part 2.

Losing customers can be permanent



Behave or they won't stay

Top reasons
for boycotting are ...

40%

Mistreatment of animals

39%

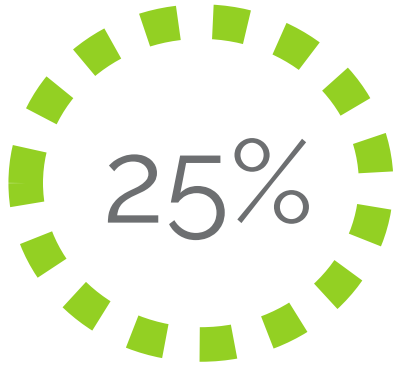
**Product(s) having negative
impact on consumers' health**

37%

Staff treated unfairly
(i.e. unfair working hours,
bad/dangerous conditions,
underpaid etc.)

Some that do boycott, will come back

Q) Thinking about the LAST time you stopped using a brand as a result of a scandal, which of the following BEST describes what happened?



"I went back to it, but
don't use it as much as
before"

But only 5% went
back after and use it as
much as before

But many won't

62%



Of those who stopped using a
brand – still do not use it

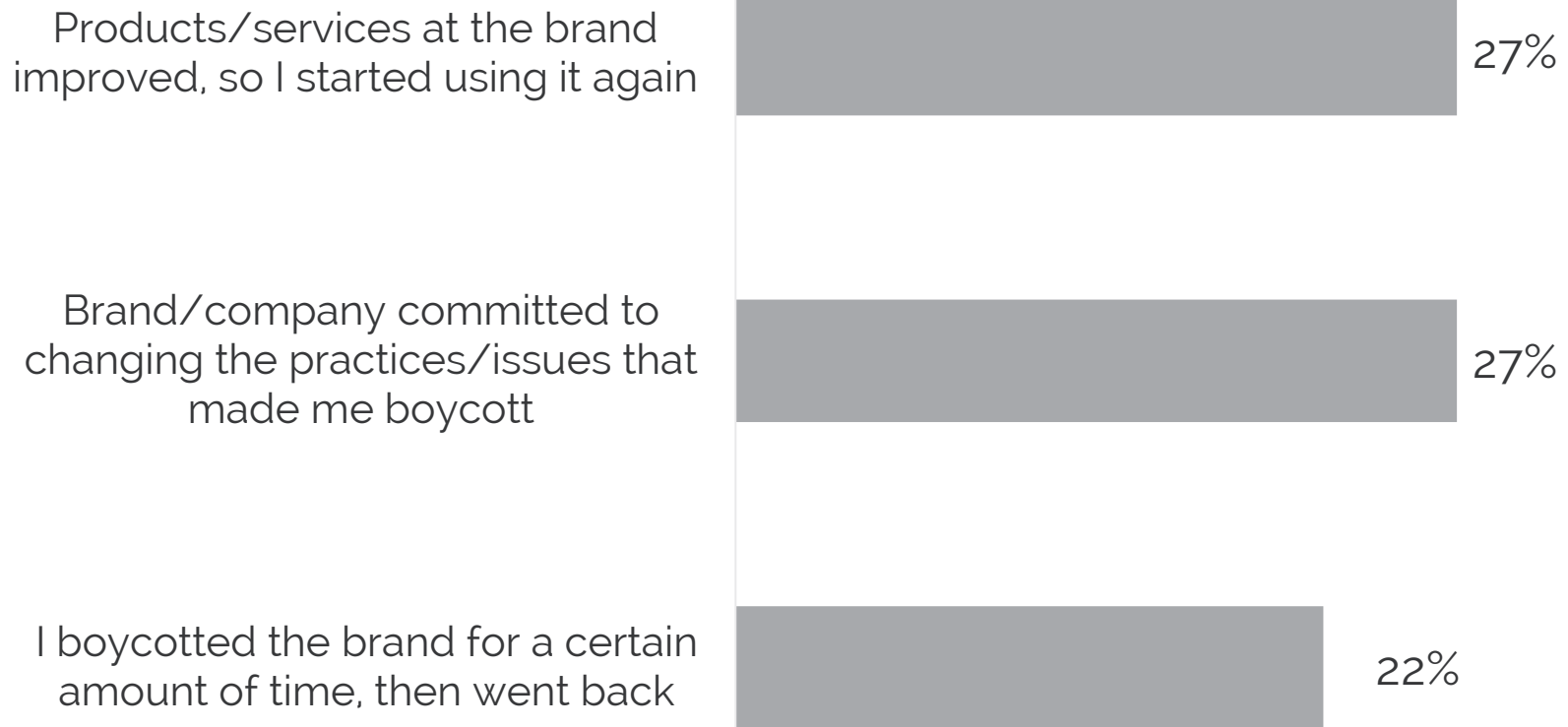
Part 3.

Be liked and reap the reward



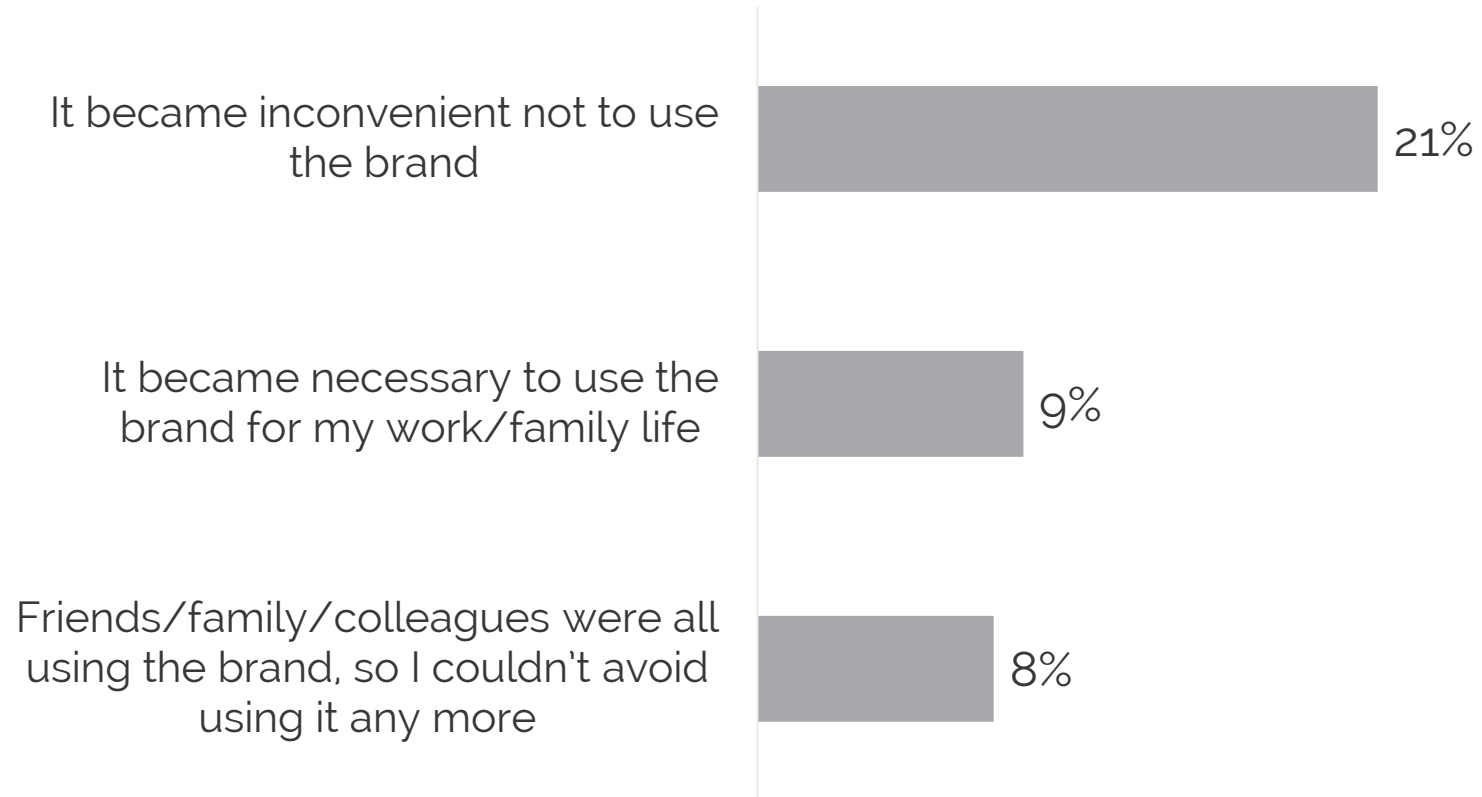
Fix the problem to win boycotters back

Q) Thinking about when you went back to a brand following a scandal, what did it take for you to start using the brand again?



Alternatively, become indispensable

Q) Thinking about when you went back to a brand following a scandal, what did it take for you to start using the brand again?



If you get it right – you can enjoy their loyalty

82%

"I stick to brands that I like"



You can analyse specific group of respondents using YouGov Profiles. Understanding the attitudes, beliefs and perceptions of niche samples, allows you to better focus your marketing campaign.

For information see <https://yougov.se/find-solutions/profiles/>

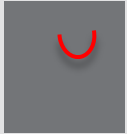
Summary

1. Swedes punish companies that don't behave according to their ethics and values. **Mistreat of animals**, product(s) having **negative impact on consumers' health** and **unfair treatment of staff** are top reasons for boycotting a brand.
2. Boycotters are **well educated** and will **research your brand** so if they think your brand is not worth it – they will not put their money down.
3. Some will come back when they see an effort to fix the scandal or they will go back because of inconvenience, so **make your brand a necessity**.
4. Brand boycotters stick to brands they like. So turn things around and **benefit from their loyalty**.

About YouGov BrandIndex

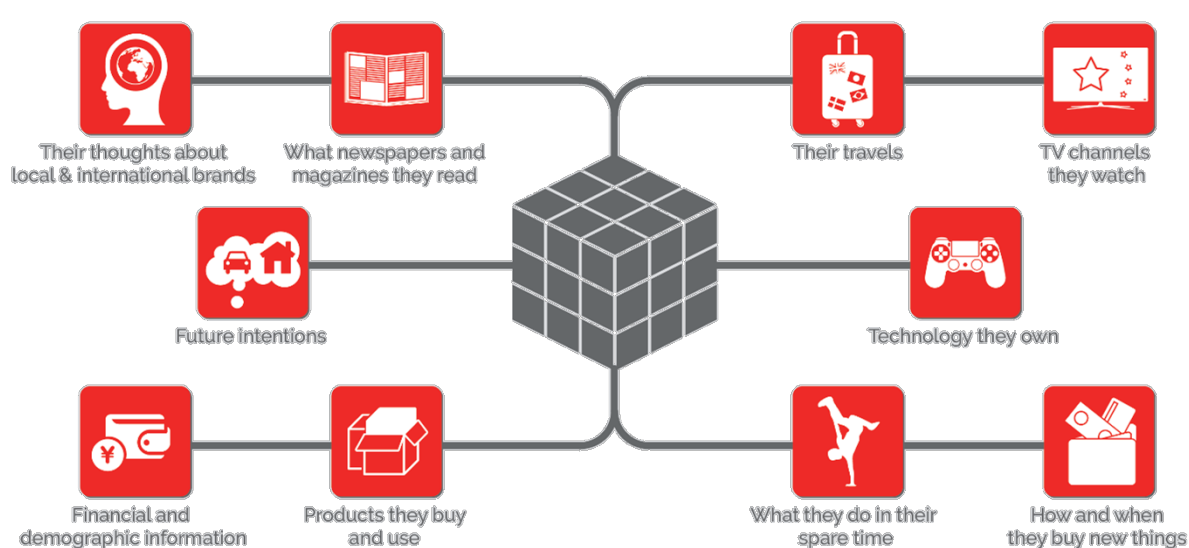


- **Track** your brand's perception in one country, compare across countries or monitor a global picture.
- BrandIndex is **the authoritative measure** of brand perception, monitoring thousands of brands across dozens of sectors.
- Data is **updated daily** and **instantly available** to you.
- This makes it easy for you to keep an eye on your **brand's health** and immediately act on any changes in perception.



About YouGov Profiles

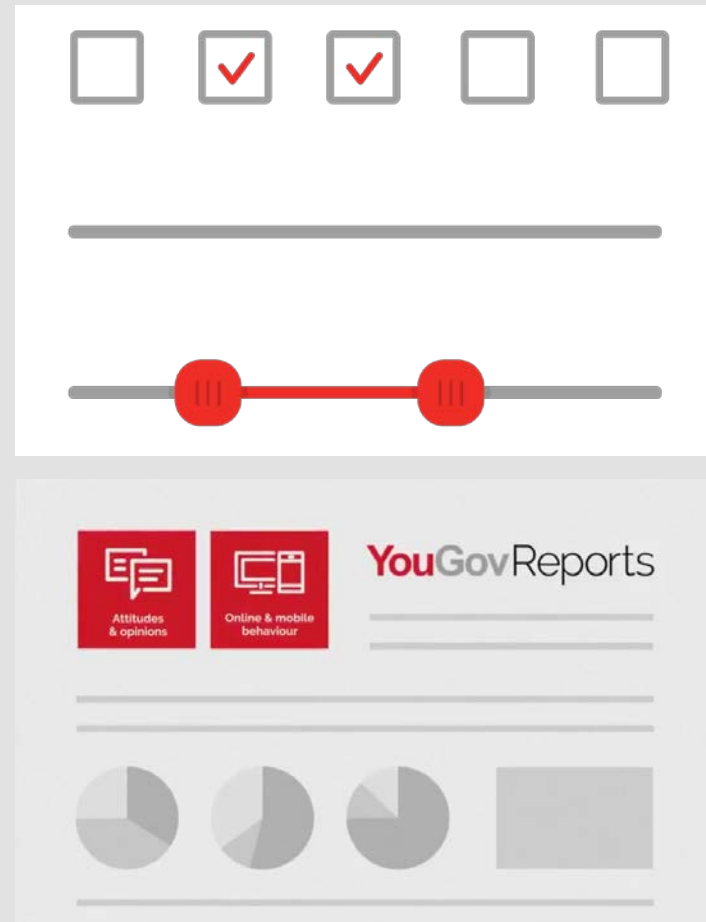
- Identify and profile key consumer segments, and refine and develop target groups for customer retention and acquisition strategies.
- Create target groups with profiles and re-contact those key groups with customized questions for a campaign-specific focus.
- Profiles connects data on **brand usage** and **perception**. **Media consumption, mobile behaviour** and **social media engagement**. **Attitudes**. **Opinions**. **Demographics**. **Lifestyle**.



About YouGov Reports

"Understand the big trends and the granular details of a sector or subject."

- These reports are built using YouGov Profiles and YouGov BrandIndex data. Each report analyses data from the YouGov cube by examining a central hypothesis, exploring the data in-depth.
- Results are presented in a simple and engaging way and always answer "How to?" "Why?" or "What?" and challenge clients' assumptions. Further analysis is always possible for clients by using the YouGov Profiles and BrandIndex tools.



About YouGov Omnibus

- YouGov runs Omnibus services worldwide.
- The YouGov Omnibus is the perfect vehicle to quickly and cost-effectively find out people's opinions, attitudes and behaviours.
- Explore opinions, attitudes and behaviors of a particular region, achieve a global snapshot or compare results across countries
- Reach both nationally representative and specialist samples



Let us show you the power of our connected data and solutions.

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