

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



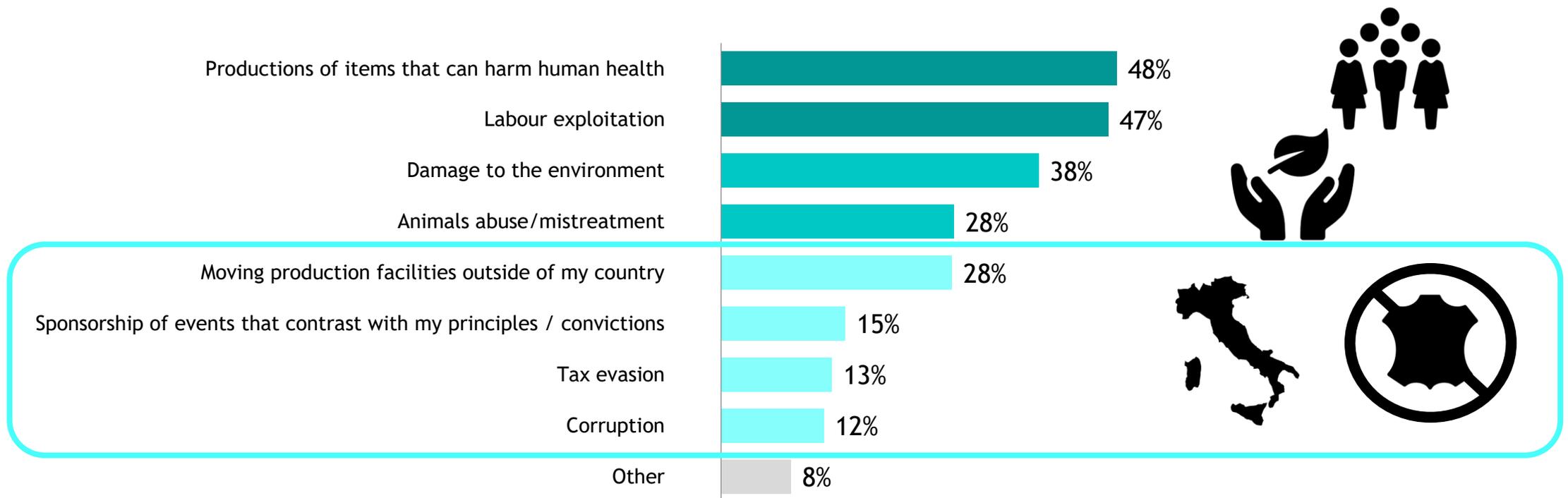
38% damage to the environment

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.

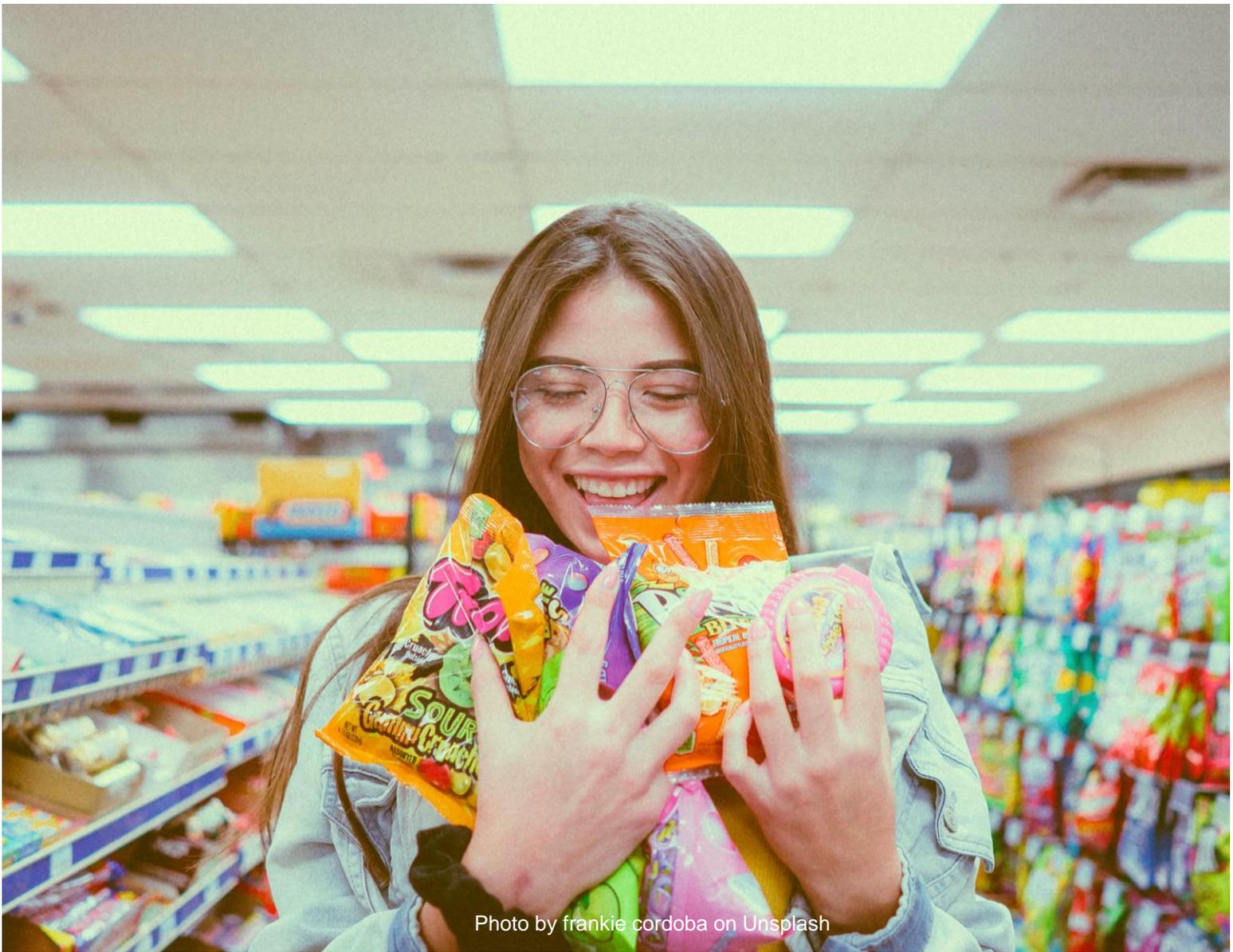


Photo by frankie cordoba on Unsplash

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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