



# How Hiring Refugees Helps Brands

## RESULTS FROM A RECENT SURVEY AMONG CONSUMERS IN POLAND ABOUT REFUGEE-RELATED BRAND ACTIVITIES

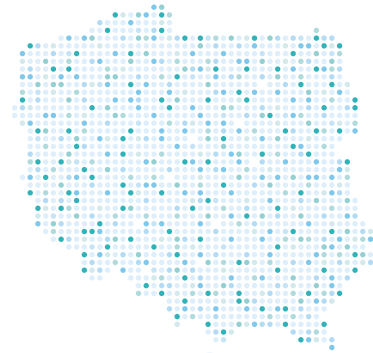
### Methodology

Tent recently commissioned a survey to explore current consumer opinions about refugee-related brand activities. The survey was conducted online by Qualtrics among 800 adults aged 18 and over in Poland. Fieldwork took place between November 2022 and January 2023.

### Over the past 12 months, Europe has experienced one of the fastest forced displacement crises in history and the largest since the Second World War

✓ Prior to Russia's invasion of Ukraine, Poland was hosting approximately 5,000 refugees – primarily from Belarus, Russia, and Afghanistan.

✓ Since February 2022, an additional 1.6 million refugees from Ukraine have been recorded in the country.

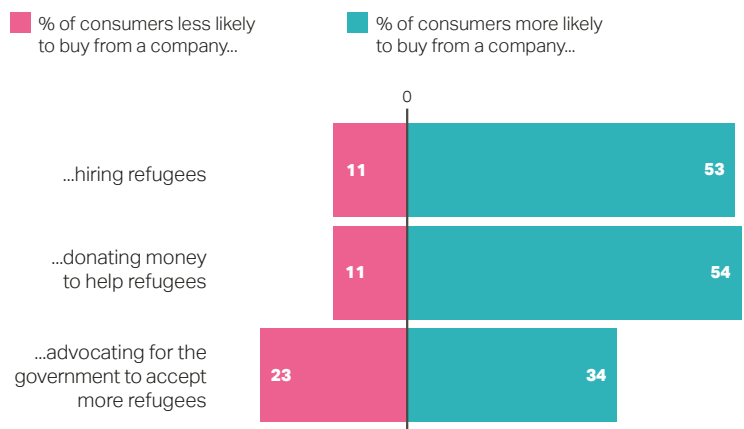


1.6 million refugees

### Key Findings

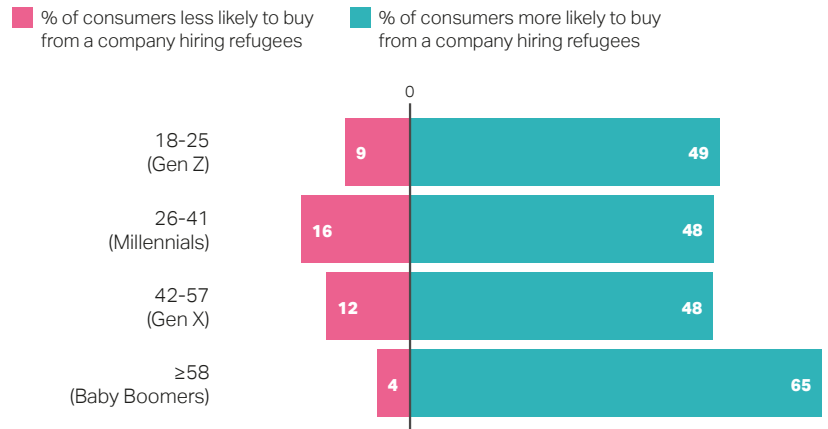
## 01

Polish consumers expect brands to act responsibly and are broadly supportive of companies stepping-up for refugees. When asked about specific actions companies can take, consumers indicate by a very wide margin that they are more likely to buy from companies hiring refugees or donating money to support refugee causes. While still supportive on balance, consumers respond less favourably to companies engaging in government advocacy to increase the number of refugees, as this is more politically polarising.



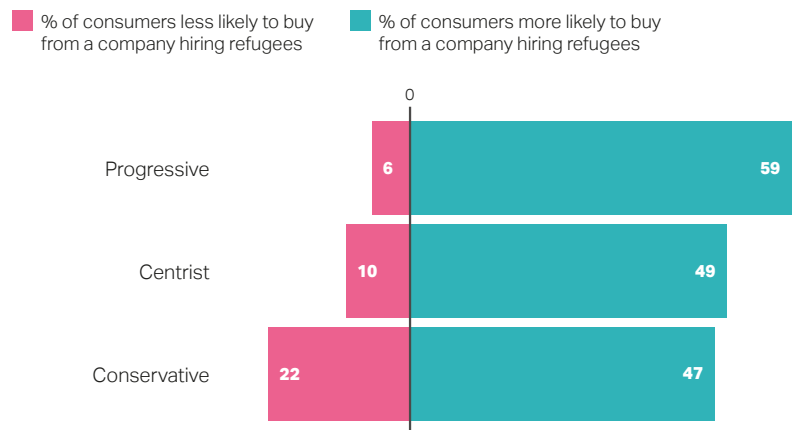
# 02

Older consumers, in particular, are more likely to buy from brands hiring refugees, with baby boomers vastly more likely to support than oppose this action. But it is not just older consumers who support companies hiring refugees – Polish consumers of every age group indicate by a wide margin that they are more likely to buy from brands hiring refugees.



# 03

Polish consumers of all political views support companies hiring refugees. Unsurprisingly, consumers who identify as progressive express very strong support for brands hiring refugees. But even consumers who identify as conservative indicate by a wide margin that they are more likely to buy from companies hiring refugees, agreeing, for example, that when refugees work, they spend the money they earn, boosting the economy.



**For more information about the survey and its findings, please contact [media@tent.org](mailto:media@tent.org).  
To find out how your company can work with Tent, please contact [info@tent.org](mailto:info@tent.org).**

## About the Tent Partnership for Refugees

With more and more refugees displaced for longer periods of time, businesses have a critical role to play in helping refugees to integrate economically in their new communities. Tent was launched in 2016 by Hamdi Ulukaya, the CEO and founder of Chobani – a multibillion dollar food company in the US – to mobilise global businesses to fill this gap by helping connect refugees to work. Today, Tent is a **network of over 300 major companies** committed to hiring, training, and mentoring refugees. Find out more at [www.tent.org](http://www.tent.org).