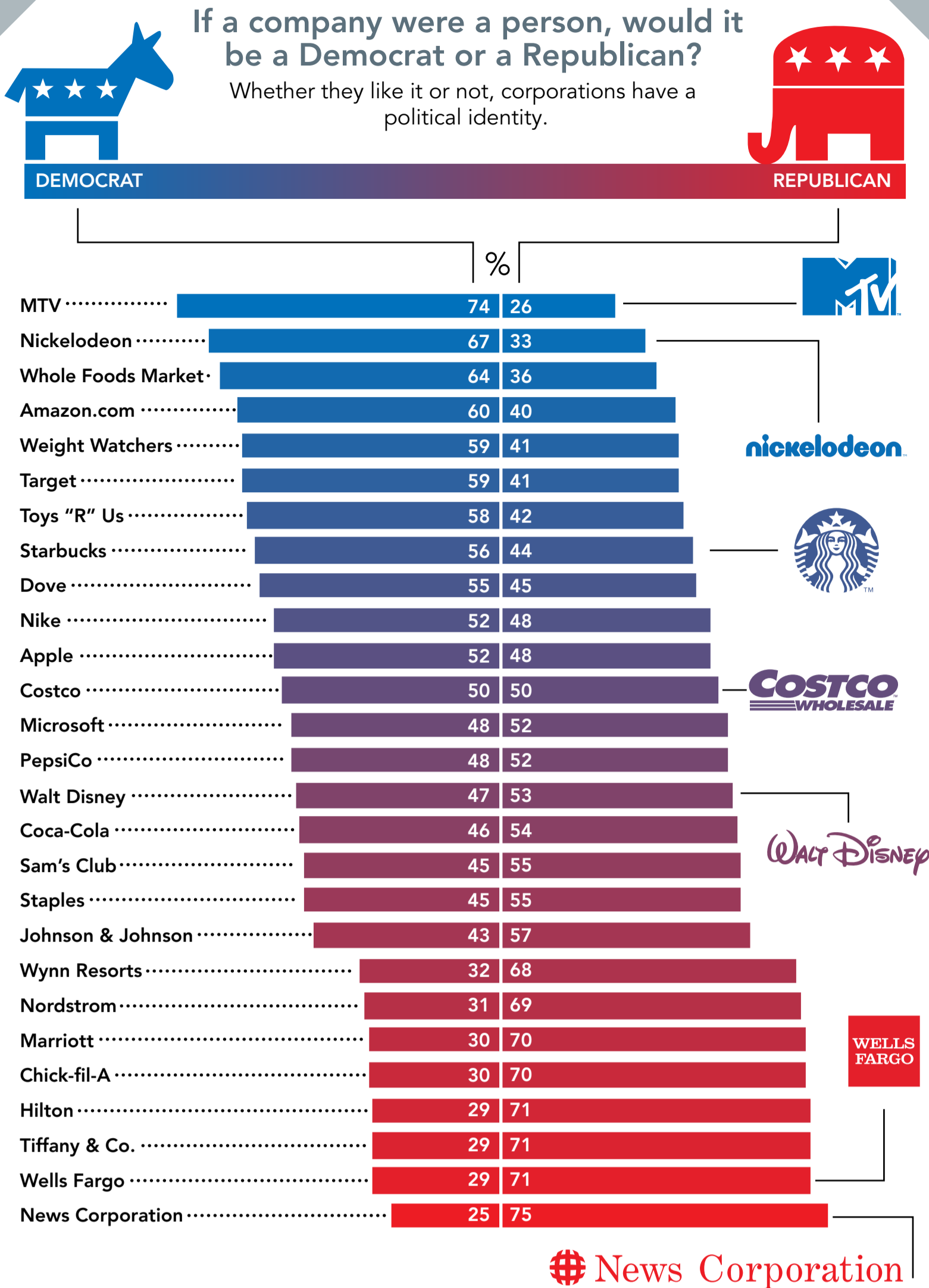


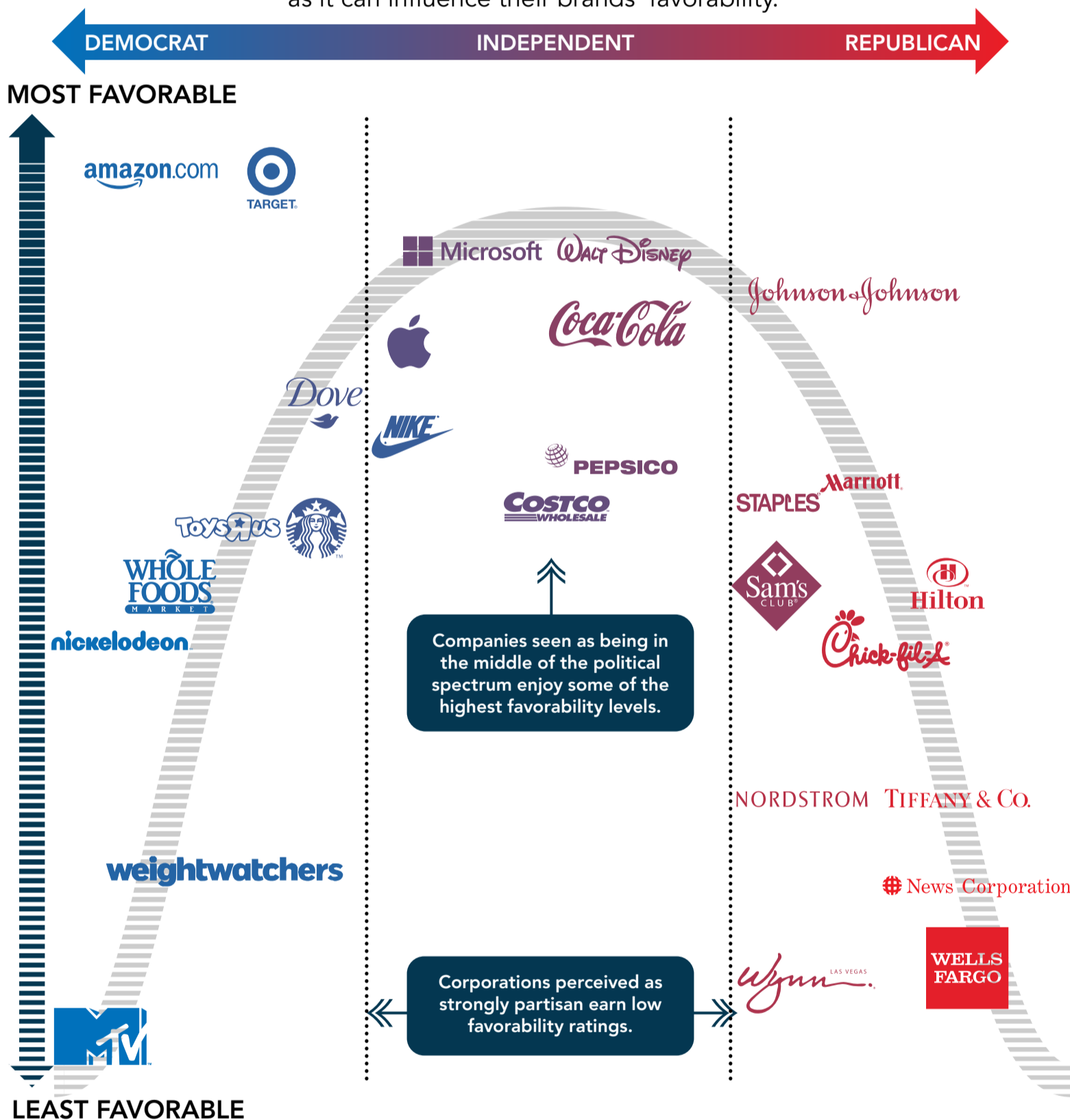
BUSINESS & POLITICS: DO THEY MIX?

Political involvement in business affairs has long been the subject of debate in the U.S. But what happens when the roles are reversed, and business gets involved in political issues? To what extent should corporations speak out on political issues and policy matters, and what happens when they do? How do American voters feel about corporations that mix business and politics?



More Partisan = Less Favorable

Corporations need to know how the public perceives their politics, as it can influence their brands' favorability.



Theory vs. Reality

Turns out, people's views differ from theory to reality, based on several influences.

THEORY

Only **31%** believe it is appropriate for corporations to take a stance on social issues such as abortion or same-sex marriage

REALITY

68% believe the stance taken by Nordstrom is appropriate

NORDSTROM

Nordstrom, Inc. has proactively offered life partner benefits to gay employees and the inclusion of sexual orientation in its anti-discrimination policy.

In an e-mail to company employees, Nordstrom president Blake Nordstrom announced, "it is our belief that our gay and lesbian employees are entitled to the same rights and protections marriage provides under the law as all other employees."

The data in this infographic is from a study conducted by Global Strategy Group of 806 Americans. For further analysis, please read our white paper at GlobalStrategyGroup.com.



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