

Brand Activism and Reproductive Health Care



Consumers are demanding more from corporations. Research including the [2018 Cone/Porter Novelli Purpose Study](#) and the [Edelman Earned Brand 2018](#) report as well as steady coverage in publications like *Adweek* and *Fast Company* illuminate that desirable consumer segments expect companies to step in when government does not or will not address urgent challenges.

Several concurrent issues such as gender inequity in the workforce, media coverage of sexual harassment and the push by Fortune 1000 companies to build diverse and inclusive employee pipelines puts women and the barriers they face front and center in the private sector. Fundamental to addressing the challenges faced by working women is ensuring access to sexual and reproductive health care. That includes family planning, breast and cervical cancer screening, STI testing and care, HIV prevention and testing, and other health services. The research below demonstrates that consumers care about these issues and will act if companies and brands stand up on them.

Methods: Greenwald & Associates conducted an online survey of 1,007 adults from a national sample of Americans. The survey was fielded from December 6-18, 2018 and the data were weighted to be nationally representative of this population.

Americans are engaged on social issues with people who identify as liberal reporting higher engagement on these issues.

- **72%** of Americans describe themselves as at least somewhat engaged with current social issues (29% are extremely or very engaged).
- On the political spectrum, liberals report much higher levels of engagement on social issues with **53%** report high engagement versus just 32% of conservatives.

Consumers see brand values as important and consider them when making purchasing decisions.

- **72%** of consumers consider brand values to be an important factor when it comes to their shopping decisions with 30% saying it is an extremely or very important factor.
- In the past year, **28%** of Americans actively sought out companies that shared their values.

Women's reproductive health is very important to consumers, particularly Millennials, women, and African-Americans.

- **81%** percent of Americans say women's reproductive health is an important issue to them with 54% saying this is an extremely or very important issue.
- Notably, Millennials place even greater importance on the issue of reproductive health with **90%** saying reproductive health is an important issue and 69% saying it is very or extremely important. In addition, women and African Americans put a greater more importance on reproductive health.