

# How marketers are dealing with the Russia-Ukraine conflict

Audio

On today's episode, we discuss what brands and companies are doing in support of Ukraine, what they should be considering from a brand safety perspective, and what's going to be most important to consumers. Tune in to the discussion with our analyst Dave Frankland.

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## Consumer Actions/Attitudes Toward Social Values of Brands/Retailers Among US Adults, March 2021

% of respondents

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**78%** made a purchase decision based on values in the past year

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**55%** are much more likely to purchase from a company that shares their values

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**53%** of consumers would pay more for a product that supports their social values

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Note: ages 18+

Source: SurveyMonkey, "How social values influence consumer purchase behavior and brand performance" as cited on company website, June 4, 2021

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