



America's Polarized Politics are Causing Potential Trouble for 20% Top Fortune 500 Consumer Brands

New Report from Engagement Labs Measures Relationship Between Political Affiliation and Consumer Sentiment for Fortune 500 Brands

engagementlabs

Engagement Labs - www.engagementlabs.com

NEW YORK, NEW YORK, USA, August

17, 2023 /EINPresswire.com/ -- As Republican candidates take the stage for the first debate of the 2024 Presidential Election cycle, [Engagement Labs](#) unveils a new report that reveals the extent to which polarized politics in America are impacting major consumer brands, creating a new challenge for brand marketers eager to attract consumers across the political spectrum.

“

In today's politically charged landscape, understanding the impact of political polarization on consumer conversations is paramount for marketers and business leaders of Fortune 500 brands.”

Steven M Brown, President and CRO of Engagement Labs

Based on consumer conversation data for nearly 500 brands, the report finds that consumer conversations relating to more than a fifth (23%) of brands are polarized between Republicans and Democrats. The new report is timely, coming in the wake of a politically controversial video featuring a trans influencer, Dylan Mulvaney, which provoked boycotts and outrage on social media. After Bud Light lost its first-place ranking in the beer market, the brand's parent company, AB InBev, placed members of its marketing team on leave and revamped its marketing.

The Engagement Labs report, “[Brand Marketing Amid](#)

[Political Polarization](#),” draws on consumer conversation data collected by the company's award-winning, patented TotalSocial® platform that has been shown to be a powerful driver of consumer purchases.

The study reports that over the last two years, many brands earn equal sentiment among Republicans and Democrats, including Coca-Cola, which has a highly positive net sentiment score of 64 among both Republicans and Democrats, meaning conversations are 64 points more positive than negative for Coca-Cola. Other brands earning equal scores among Democrats and Republicans include Lay's Chips (+73), Chipotle (+62), Chevrolet (+48), and Gucci (+33).

However, conversations are politically polarized for about 23% of major brands. These include DiGiorno, Vanguard, and Moderna that are much more positive among Democrats than Republicans, and Olive Garden, Holiday Inn, and Fox News that are much more positive among Republicans than Democrats. The study provides a depth and breadth of data across many other key demographics, media usage and lifestyle categories providing compelling cross sections of insight.

The charts below reveal 40 of the brands with the largest gaps between Republicans and Democrats. The full report includes data for nearly 500 brands.

Republican Sentiment Much Higher than Democrats

(20 Brands with Largest Gaps; Ranked by Republicans Score)

Brand	Democrats	Republicans	Point Difference
-------	-----------	-------------	------------------

Kirkland	68	92	+24
----------	----	----	-----

Shein	47	80	+34
-------	----	----	-----

Olive Garden	55	80	+25
--------------	----	----	-----

Jif Peanut Butter	56	80	+24
-------------------	----	----	-----

Swiffer	54	78	+24
---------	----	----	-----

Hobby Lobby	50	73	+23
-------------	----	----	-----

Trivago	38	70	+31
---------	----	----	-----

Red Lobster	40	67	+27
-------------	----	----	-----

Barefoot Wine	38	64	+25
---------------	----	----	-----

World Cup	38	62	+24
-----------	----	----	-----

Cincinnati Bengals	28	58	+30
--------------------	----	----	-----

Holiday Inn	35	58	+23
-------------	----	----	-----

Ajax	28	54	+26
------	----	----	-----

Mazda	16	47	+31
-------	----	----	-----

Chicago Cubs	5	36	+31
--------------	---	----	-----

DirecTV	1	32	+31
---------	---	----	-----

Fox News	-26	26	+52
----------	-----	----	-----

Pittsburgh Steelers	-6	23	+30
---------------------	----	----	-----

Las Vegas Raiders	-9	21	+30
-------------------	----	----	-----

Detroit Lions	-33	15	+48
---------------	-----	----	-----

Source: Engagement Labs' TotalSocial, July 2021 – June 2023

Democratic Sentiment Much Higher than Republican

(20 Brands with Largest Gaps; Ranked by Democrats Score)

Brand	Republicans	Democrats	Point Difference
-------	-------------	-----------	------------------

DiGiorno	58	85	+27
----------	----	----	-----

Vanguard	54	82	+28
----------	----	----	-----

Meijer	41	78	+37
--------	----	----	-----

Silk Soymilk	34	74	+41
--------------	----	----	-----

Giant Food 43 71 +28
Del Taco 37 68 +31
NFL Network 22 57 +35
American Family 19 55 +36
Fortnite 22 54 +32
TracFone 23 50 +26
Moderna -39 48 +87
CBS 19 47 +28
Pfizer -29 43 +72
San Francisco 49ers -3 39 +41
Venmo 8 39 +32
ObamaCare -32 38 +70
Kaiser Permanente 8 35 +27
CNN -54 17 +71
Green Bay Packers -13 17 +30
Bitcoin -15 13 +28

Source: Engagement Labs' TotalSocial, July 2021 – June 2023

The full report, "Brand Marketing Amid Political Polarization" is available for download at <https://go.engagementlabs.com/en-us/brands-amid-political-polarization>.

###

About Engagement Labs

Engagement Labs is an industry-leading data and analytics firm that provides social intelligence for Fortune 500 brands and companies. The Company's patented TotalSocial® platform and proprietary ten-year database of unique brands, industry and competitive intelligence reveal the social metrics that increase marketing ROI and top line revenue for its diverse group of clients. www.engagementlabs.com / wwwtotalsocial.com.

For media inquiries please contact:

Vanessa Lontoc, VP of Marketing and Sales Operations
Engagement Labs
media@engagementlabs.com

Engagement Labs
Engagement Labs
+1 732-846-6800

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/650373052>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.