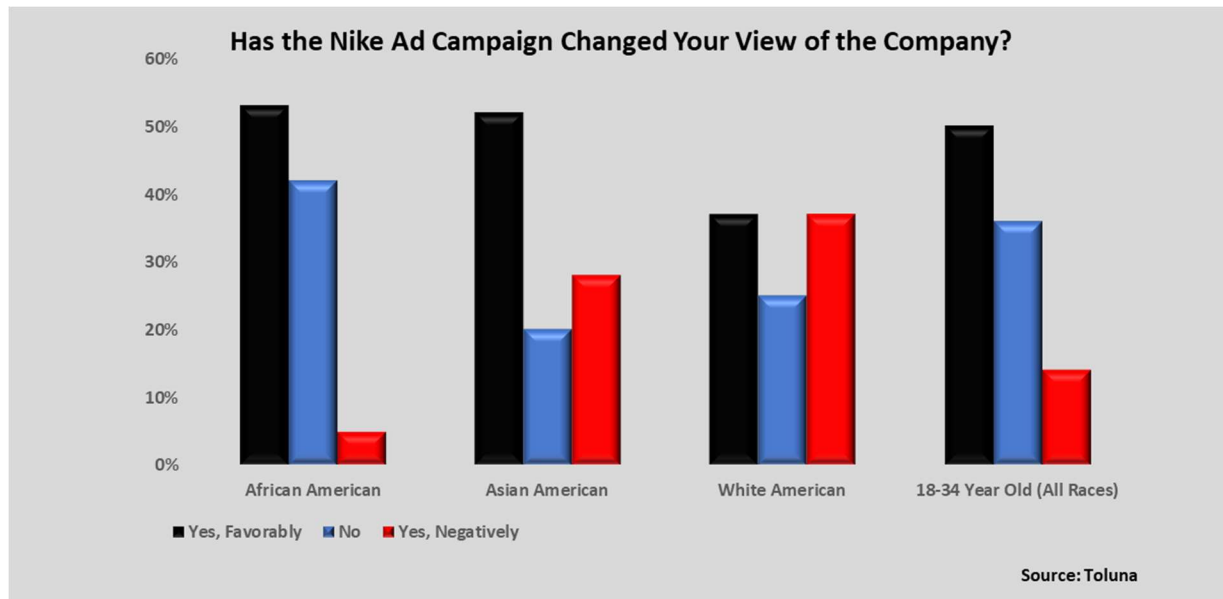


What Could Nike's Kaepernick Ad Reveal About Politics?

Nike's newest ad campaign featuring former NFL quarterback, and political activist, Colin Kaepernick has seemingly polarized its audience. Viewers are either lauding or denouncing Mr. Kaepernick's inclusion in the campaign. The media has focused on Nike's stock price, videos of its products being burned in protest, and the financial ramifications of the ad. However, what if Nike's Kaepernick ad campaign revealed impacts beyond the company's financials? A survey conducted by Toluna was featured in Marketing Week¹. The survey results revealed how different demographic segments reacted to the Nike ad.

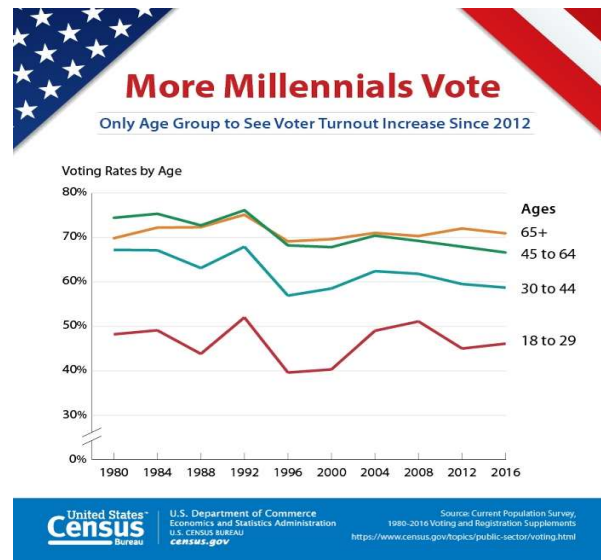
Some interesting statistics detailed in the survey:

- Approximately 42% of African American survey respondents say the ad has not changed their opinion of Nike. Less than 5% responded that they now have a negative view of Nike. However, approximately 53% say the ad has given them a favorable view of the company.
- Approximately 28% of Asian American survey respondents say the ad has not changed their opinion of Nike. 20% responded that they now have a negative view of Nike. However, approximately 52% say the ad has given them a favorable view of the company.
- Approximately 37% of White American survey respondents say the ad has not changed their opinion of Nike. 37% also responded that they now have a negative view of Nike. Approximately 25% say the ad has given them a favorable view of the company.
- Approximately 48% of African American survey respondents say the ad has not changed their propensity to buy Nike. 2% responded that the ad has made them less likely to buy Nike. However, 50% say the ad has made them more likely to buy Nike.
- Approximately 36% of Asian American survey respondents say the ad has not changed their propensity to buy Nike. Nearly 16% responded that the ad has made them less likely to buy Nike. However, nearly 48% say the ad has made them more likely to buy Nike.
- Approximately 45% of White American survey respondents say the ad has not changed their propensity to buy Nike. Nearly 31% responded that the ad has made them less likely to buy Nike. Roughly 24% say the ad has made them more likely to buy Nike.
- Over 40% of survey respondents between 18-34 years old (Millennials) of all races say the ad has not changed their propensity to buy Nike. Approximately 8% responded that the ad has made them less likely to buy Nike. However, nearly 48% say the ad has made them more likely to buy Nike.



Note that African American, Asian American, and Millennial respondents overwhelmingly indicated the ad **favorably changed** their opinion of Nike. Additionally, these same demographics indicate the ad has made them **more likely** to buy Nike products. Given the controversial and polarizing nature of the ad, the reaction of these demographics indicate something deeper than consumers simply liking a catchy ad campaign. These demographics **relate** to the ad. They relate to the ad so much that a) the ad has positively changed their view of Nike and b) they are willing to “put their money where their mouths are” and are more likely to buy Nike products.

Finally, if these demographic groups relate to the ad, and if the ad is polarizing because of Colin Kaepernick’s inclusion, then the survey results imply that these demographic groups overwhelmingly relate to Mr. Kaepernick and his cause.



According to research by Achieveⁱⁱ, civil rights/racial discrimination was the main cause for concern among surveyed Millennials, followed by employment and healthcare. Moreover, the issue of social activism regarding police brutality and people of color has the perception of typically being championed by Democratic politicians. With midterm elections approaching, this perception in conjunction with the survey data from Toluna and Achieve could have a larger implication. It could be that hotly-contested voting districts will be impacted by the three featured demographics. Keep in mind, the Millennial age group will contain many newly-registered and first-time voters.

Additionally, according to the US Census Bureauⁱⁱⁱ (in the above graphic), the 18-29 age group is the only age group to experience increasing voter turnout from 2012 to 2016. It is possible that swing districts with higher-than-average concentrations of Millennials, African American, and Asian American voters could be vulnerable to unexpected victories by Democratic politicians. Come November, it will be interesting to see if Nike's ad campaign provided insight into voter motives and political outcomes.

About Thompson Consulting and Analytics, LLC

Thompson Consulting and Analytics, LLC (TCA) is an economic consulting firm that operates with client success in mind. We are experienced at performing economic impact analysis, econometric forecasts, and economic research studies. In addition, we offer predictive analytics, site feasibility studies, white papers/industry analysis, and other economic consulting services. Our extensive background in regional economics and commercial real estate research has provided private and public sector clients with valuable results and actionable insights.

ⁱ Marketing Week. (2018). Consumers split over impact of Nike's Colin Kaepernick campaign. Retrieved from <https://www.marketingweek.com/2018/09/12/consumers-split-over-impact-of-nikes-colin-kaepernick-campaign/>

ⁱⁱ Achieve. (2017). The 2017 Millennial Impact Report. Retrieved from <http://www.themillennialimpact.com/>

ⁱⁱⁱ United States Census Bureau. (2017). Voting Rates By Age. Retrieved from <https://www.census.gov/library/visualizations/2017/comm/voting-rates-age.html>