

# BUSINESS RESPONSE

## TO THE PRESIDENT'S EXECUTIVE ORDER ON IMMIGRATION

On January 27, 2017, President Donald Trump issued an executive order temporarily banning travel to the United States, initially from seven predominantly Muslim countries which was later reduced to six countries. The action sparked protests around the country and the world, including responses from more than 100 companies and their CEOs.

Due to our ongoing research on CEO Activism, Weber Shandwick examined corporate reactions to the president's executive order. To do this, we developed an inventory of corporate and CEO responses to the order and began tracking these responses on a daily basis. We analyzed them based on several criteria, including content and form of distribution. As of February 28, we collected 153 such responses and share a summary of the response composition below.

Of the 153 responses through February 28, 2017...

- + **84%** were issued by CEOs
- + **81%** came from companies headquartered in "blue" states (i.e., leaned Democratic in the 2016 presidential election)
- + **73%** voiced a clear, definitive opinion against the ban
- + **51%** were issued by companies in the Technology sector
- + **48%** took action beyond issuing a statement (e.g., donated to charity, non-profit or filed legal documents)
- + **31%** were issued by companies on the 2017 Fortune Most Admired list
- + **10%** were non-U.S. companies

In terms of content, the messages included these terms:

- + Diverse or diversity: **51%**
- + Value or values: **37%**
- + Trump: **27%**

These messages were delivered in a variety of ways:

- + Joint amicus brief: **38%**
- + Employee memos: **37%**
- + Social networks: **28%**
- + Media statements: **15%**
- + Joint open letter: **13%**
- + Statement on company website: **11%**
- + Media interview: **7%**

Less than 5% included public speeches, CEO blog posts, customer emails, etc.

Note: Many of the CEO responses we have collected are excerpts or quotes provided from the media. Therefore, we have limited access to full messages and it is possible that these numbers could be higher. Percentages are based on what we have access to.

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