

ARE YOU FUNDING THE ENEMY CAMP? *Consumers Resent Secret*

Political Contributions

Would you be upset if I told you that buying a Dell Computer, a Saturn car or shopping at Wal-Mart, meant you are unknowingly contributing to the Republican Party? Did you know that when you buy State Farm Insurance, you are actually helping fund anti-policyholder regulations because a portion of your premium is funneled to the State Farm Republican slush fund?

If you lean more Democratic than Republican, take no comfort buying goods and services from companies that help propel Republican policies because your purchases actually help fuel anti-consumer policies. If you're more of a champion to big business like most Republicans, you might want to avoid fueling pro-consumer policies as usually offered up by Democrats.

Thanks in large part to the Internet, consumers are able to track the contributions made when goods and services are purchased. Buy a Dell computer and nearly 80 cents of every political dollar spent by Dell "suits" goes to propel Republican policies. Fill your tank up at a Shell station, and 54 cents of every political dollar spent fuels Democratic policies.

Wal-Mart and Sam's Club brass funneled more than \$3 million into Republican campaign coffers (81% of their total contributions) and Cir-

cuit City gave 97% of its political slush fund to Republicans while execs with Costco and Barnes and Nobel both gave 98% of their political budget to Democrats.

Who cares? We wondered and did some polling.



A total of 137 Dell customers were polled in early December, 2004, in a "red" state. More than 67% of the Dell purchasers polled categorized themselves as having more in common with Democrats than Republicans. The overwhelming majority of Dell buyers consider themselves pro-environment and anti-outsourcing. The majority of those polled resented the fact that buying a Dell meant funding traditional Republican causes.

"Suits" at State Farm funneled 81% of their political contributions to Republicans yet a statistically-significant,

representative sample taken from State Farm's customer base shows that less than 39% lean Republican.

Progressive Insurance execs, on the other hand, give the lion's share of their political dollars to Democratic causes. Progressive's customer base is largely Democratic so we don't take issue with their giving.

Why should a Democratic State Farm policyholder actually pay for the funding of anti-policyholder lobbying efforts? Why should a pro-environment Dell owner unknowingly contribute to anti-environmental policies?

Consumers have choices. Do you empower the enemy camp or not? Exercise your right as a consumer. It's now easier than ever to support likeminded companies or even better, boycott products that fund the enemy.

Go to: www.choosetheblue.com and have some fun.

