**Corporate Social Counterpositioning: How Attributes of Social Issues Influence Competitive Response**

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**Online Appendix C: Chick-Fil-A’s performance**

In this appendix, we plot the aggregate revenue and per-unit revenue of Chick-fil-A against that of KFC, the other major fried-chicken chain from 2010 to 2020. The graphs thus show the trends in Chick-fil-A’s sales relative to its closest competitor in the years immediately before and long after its decision to counterposition itself as an opponent of LGBTQ rights in 2012 (shown as a dashed line). We acknowledge that revenue is not profit; unfortunately, reliable profit numbers on the company are hard to obtain since it is private. As discussed in the main manuscript, these graphs are not meant to claim a causal relationship between Chick-fil-A’s stance on LGBTQ rights and its subsequent performance; simply to show how Chick-fil-A has performed (relative to competition) over the last decade.

**Figure C.1. Revenue per Unit**

**Figure C.2 Total Revenue**

Sources: QSR Magazine, and restaurantbusinessonline.com