

*THE CONTROL REPORT*

# DUMP THESE **27 STOCKS**

# THE CONTROL REPORT

RECLAIM COMPLETE CONTROL

## 27 “Woke Stocks” to Dump

### What You’ll Learn Inside...

- What we mean by “woke stocks”
- The decision you’ll have to make about dumping “woke stocks”
- A list of 32 stocks that made the list...
- Some evidence to show why each made the list...

## — 27 “Woke Stocks” to Dump —

Dear *Control Report* Reader,

In recent years, a radical ideology has taken root in various facets of society, wielding the banner of "wokeness."

One Merriam Webster definition of “woke” is:

***“politically liberal (as in matters of racial and social justice) especially in a way that is considered unreasonable or extreme”***

While proponents of this movement claim to champion social justice and equality, a closer examination reveals a worrisome trend that threatens the very foundations of our culture, values, and discourse. “Woke” trends in America have the potential to sow division, undermine individual freedoms, and stifle open dialogue.

In a political sense, “woke” politics can control us in a few different ways:

- First and foremost, woke politics can drag us into unproductive political arguments and steal our time away, simply because of how absurd and “in our faces” a lot of it is.
- If laws, rules or social norms in your area conform to “woke ideologies” it could coerce you to behave in a certain way, or relocate.
- Increasingly, our assets are being steered into or potentially impacted by wokeness, instead of focusing on delivering great products and services cost effectively.

The topic of this particular report is: Avoiding public companies that are “woke”.

## — 27 “Woke Stocks” to Dump —

A quick but important note before getting into it.

This strategy -- avoiding a stock because of a company's virtue signaling -- isn't for everyone.

It really depends on your personal investment philosophy and what you want to prioritize. Buying a stock of a company isn't necessarily apples-to-apples with buying the company's product, since the stock market is a secondary market (all the price action and exchanges happen between the buyers and sellers, not the company). What I mean is, beyond just avoiding all associations, it's not clear that avoiding these stocks will affect the company. And, you might be forgoing gains (which, on the flip side, you could use for your own purposes or to support causes you do like.)

That said, maybe, under some circumstances, execs and insiders in a company could feel the pain if the share price takes a hit because of a boycott of their products.

And, at the end of the day, it's your money. So, if you can't stand the thought of having your dollars become “woke-by-association”... and you understand the trade offs you're making... well, it's still your right as an American (though, give the control-freaks some time on this one and they'll probably start forcing us to allocate our portfolios a certain way, too!) to dump or avoid the following companies below...

The list of woke companies would include corporations that:

- Put down conservative voices or customers
- Hold up liberal or woke voices in a way that's construed as a political statement more than a service to the customers

## — 27 “Woke Stocks” to Dump —

- Cancels customers with conservative views (think services like web hosting, social media companies, banks, etc.)
- A company that instills a very “woke” corporate culture amongst its employees or uses its workforce to be activists for liberal political causes...
- Make political contributions to socialist or left-leaning politicians...
- Work against religious freedom/pro-life causes...
- Work against 1st and 2nd amendments...
- Has a “DEI policy”
- Has made ESG commitments
- Made Social Justice donations

Just like the left and left-leaning companies and institutions have pushed a woke and ESG agenda onto people’s investments, there is a growing reaction now to dump the stocks of “woke” companies. Sort of like an extension of “go woke, go broke”... except with buying the company's shares instead of the product.

But if you want to avoid buying stocks of companies that support woke causes, here’s a list to avoid (with supporting evidence below...)

### **27 Woke Stocks to Avoid...**

This is the simple list for you to scan. Below, will be supporting evidence for why each is on the list...

— 27 “Woke Stocks” to Dump —

1. **Apple Inc. (AAPL: NASDAQ)**
2. **Anheuser-Busch Inbev (BUD:NYSE)**
3. **Amazon.com Inc. (AMZN: NASDAQ)**
4. **American Express Company (AXP: NYSE)**
5. **Bank of America Corporation (BAC: NYSE)**
6. **BlackRock Inc. (BLK: NYSE)**
7. **Comcast Corporation (CMCSA: NASDAQ)**
8. **Salesforce.com Inc. (CRM: NYSE)**
9. **Delta Air Lines, Inc. (DAL: NYSE)**
10. **The Walt Disney Company (DIS: NYSE)**
11. **General Motors Company (GM: NYSE)**
12. **Alphabet Inc. (GOOG: NASDAQ)**
13. **Goldman Sachs Group Inc. (GS : NYSE)**
14. **Johnson & Johnson (JNJ: NYSE)**
15. **JPMorgan Chase & Co. (JPM: NYSE)**

— 27 “Woke Stocks” to Dump —

16. **The Coca-Cola Company** (KO: NYSE)
17. **Lowe's Companies, Inc.** (LOW: NYSE)
18. **Netflix Inc.** (NFLX: NASDAQ)
19. **Nike Inc.** (NKE: NYSE)
20. **Pfizer Inc.** (PFE: NYSE)
21. **The Progressive Corporation** (PGR: NYSE)
22. **PayPal Holdings, Inc.** (PYPL: NASDAQ)
23. **Starbucks Corporation** (SBUX: NASDAQ)
24. **Target Corporation** (TGT: NYSE)
25. **Visa Inc.** (V: NYSE)
26. **Verizon Communications Inc.** (VZ: NYSE)
27. **Walmart Inc.** (WMT: NYSE)

## What Lands These 27 Companies On The Dump List

Here’s just some of the publicly available proof, by company, showing why they fall on the “woke stock” list.

The list isn’t exhaustive, but does a good enough job to demonstrate this trend in each of these companies over the course of many years...

### Apple Inc. (AAPL: NASDAQ)

- [Apple iPhone's Clean Energy Charging causes stir on social media over battery charging times](#)
- [Apple goes WOKE: Listen to Siri's new 'gender-neutral' voice called Quinn that is coming in the next iOS update](#)
- [Apple CEO rips new Georgia law, saying voting 'ought to be easier than ever'](#)
- [Apple donates Black Lives Matter mural from Portland store to nonprofit](#)
- [Apple CEO Tim Cook pledges to be 'a force for change' in wake of Black Lives Matter protests](#)
- [Apple’s Tim Cook urges Supreme Court to preserve DACA](#)
- [Apple’s App Store Says No To Guns But Yes To Weed](#)



## — 27 “Woke Stocks” to Dump —

### **Anheuser-Busch Inbev (BUD:NYSE)**

-- [Anheuser-Busch stock slips in wake of Bud Light's transsexual marketing fiasco and boycott](#)

### **Amazon.com Inc. (AMZN: NASDAQ)**

-- [Amazon uses “The Inclusion Playbook”](#)

-- [Amazon Signs Joint Statement on Protecting Voting Access](#)

-- [Amazon donates \\$10 million to organizations supporting justice and equity](#)

-- [Jeff Bezos shares angry customer emails over support of Black Lives Matter, but says position 'won't change'](#)

### **American Express Company (AXP: NYSE)**

-- [Former and current American Express employees allege the company engages in 'reverse discrimination'](#)

-- [Lie of credit — American Express tells its workers capitalism is racist](#)

-- [American Express Announces \\$1 Billion Action Plan to Promote Racial, Ethnic and Gender Equity for Colleagues, Customers and Communities](#)

## — 27 “Woke Stocks” to Dump —

### **Bank of America Corporation (BAC: NYSE)**

- [Bank of America CEO calls Roe v. Wade "settled law," says company will discuss providing benefits to employees seeking an abortion](#)
- [BofA introduces "Woke at work" CRT-based training for employees](#)
- [BofA signs letter objecting to Georgia's election integrity laws](#)
- [BofA will no longer lend to private prisons and immigrant detention facilities](#)

### **BlackRock Inc. (BLK: NYSE)**

- [Is BlackRock's Larry Fink blowing it for the climate?](#)
- [Florida yanks \\$2B from 'woke' BlackRock over 'social-engineering project'](#)
- [The Control Report July 2023 Issue about BlackRock's Aladdin](#)
- [BlackRock adds diversity target for U.S. boardrooms](#)
- [BlackRock Is on Track to Achieve Diversity Goals, CEO Says](#)
- [BlackRock plans audit of racial diversity and inclusion practices](#)
- [\\$7 trillion asset manager BlackRock makes climate change central to its investment strategy for 2021](#)
- [Our Actions to Advance Racial Equity and Inclusion](#)

### **Comcast Corporation (CMCSA: NASDAQ)**

## — 27 “Woke Stocks” to Dump —

-- [Comcast Investment Fund Provides \\$16 Million in Grants to Support Businesses owned by POC](#)

-- [Comcast unveils \\$100-million social justice plan amid George Floyd protests](#)

### **Salesforce.com Inc. (CRM: NYSE)**

-- [Salesforce Draws Yet Another Activist—This Time Over ‘Wokeness’](#)

-- [Tech’s woke CEO takes the stage](#)

-- [Employee Review: Mixed Bag; Overly “woke” culture was suffocating](#)

### **Delta Air Lines, Inc. (DAL: NYSE)**

-- [Delta’s Ed Bastian became conservatives’ poster boy for ‘woke’ CEOs.](#)

-- [Victor Davis Hanson: Delta Airlines CEO, others prove that the woke revolution is not a grassroots movement](#)

-- [Delta Propel doubles down on pilot diversity with second HBCU partnership](#)

-- [From Delta, a lesson for woke corporations](#)

### **The Walt Disney Company (DIS: NYSE)**

## — 27 “Woke Stocks” to Dump —

- [Attendance at Disney's theme parks has been shockingly lackluster this summer amid sky-high ticket prices, 'woke' backlash](#)
- [Disney Faces Intense Backlash After Turning ‘Snow White’ “Woke”](#)
- [Disney Whistleblower Claims Company Systematically Persecuted Conservatives, Also Compensated Employees Based On How Woke They Virtue Signaled](#)
- [Woke Disney loses \\$900Million in recent box office flops as liberal agenda being pushed in movies...](#)
- [More evidence of Disney’s “aWOKEning”](#)
- [Disney Decides to Go for Woke](#)
- [Disney CEO, asked if company is 'too woke,' says it will cater to audience](#)

### **General Motors Company (GM: NYSE)**

- [General Motors suspended its dividend and share buyback programs while donating \\$10 million to racial justice causes.](#)
- [GM Actively Becoming A More Inclusive Company](#)
- [Woke GM Deep Sixes the Camaro, all-electric racing future murky](#)
- [GM CEO Mary Barra: ‘It’s my responsibility’ to ensure company changes following death of George Floyd](#)

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### **Alphabet Inc. (GOOG: NASDAQ)**

- [Google launches ‘woke’ writing function touting ‘inclusive language’](#)
- [Google Embraces Woke Culture: You Will Now Be Flagged for Using Politically Incorrect Words While Searching](#)
- [The Google Algorithm Goes Woke](#)

### **Goldman Sachs Group Inc. (GS : NYSE)**

- [Goldman Sachs to Pay \\$4 Million to Settle Investigation Over ESG Funds](#)
- [Targeting ‘Woke Capital’](#)
- [Goldman Gets Half Woke](#)

### **Johnson & Johnson (JNJ: NYSE)**

- [Here’s how companies are reacting to the Supreme Court decision on abortion.](#)
- [Johnson & Johnson Develops New Campaign by and for the LGBTQ+ Community](#)
- [Johnson & Johnson shareholders approve racial justice audit proposal](#)
- [Johnson & Johnson Commits to Helping Eradicate Racial, Social Injustice in Health Care](#)
- [Statement by Alex Gorsky, Johnson & Johnson Chairman and CEO](#)
- [Johnson & Johnson to Address Racial and Social Injustice Through Platform that Aims to Eliminate Health Inequities for People of Color](#)

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- [3 Innovative Ways Johnson & Johnson Proudly Supports the LGBTQIA+ Community](#)
- [A Message from Johnson & Johnson Chairman and CEO Alex Gorsky About Recent Events in the United States](#)

### **JPMorgan Chase & Co. (JPM: NYSE)**

- [Jamie Dimon defends ‘woke capitalism,’ saying ‘society is worse off if we don’t lift up everybody’](#)
- [‘Woke’ bank put on notice: 19 states threaten legal consequences if JPMorgan Chase doesn’t stop ‘persistently discriminating’ against conservatives and religious organizations](#)
- [JP Morgan’s Latest Woke Agenda](#)

### **The Coca-Cola Company (KO: NYSE)**

- [Taking a stand for social justice](#)
- [Why Coke wen Woke](#)
- [“No” Vote on Woke Coke?](#)
- [‘Woke-a-Cola’: Coke CEO becomes first target in activist shareholder’s busy week](#)
- [‘Woke’ Values Boomerang on Coca-Cola](#)
- [Coca-Cola shareholders snub ‘woke’ suggestions](#)

— 27 “Woke Stocks” to Dump —

**Lowe's Companies, Inc. (LOW) - NYSE**

- [Lowe's Goes Full Woke](#)
- [Major corporations had 'woke' trainings exposed in 2021](#)

**Netflix Inc. (NFLX: NASDAQ)**

- [Netflix employees walk out to protest Dave Chappelle's special.](#)
- [Tweeted support for the Black Lives Matter movement](#)
- [Launched 'Black Lives Matter' Collection of Movies, TV Shows and Documentaries](#)

**Nike Inc. (NKE: NYSE)**

- [How Nike got woke](#)
- [Why I'm boycotting Nike: Get woke and go broke](#)
- [Nike trans poster girl has sparked a backlash against WOKE advertising](#)

**Pfizer Inc. (PFE: NYSE)**

- [10 Woke Offenders: These Companies Push Radical Left Agenda, Fire Conservative Staff](#)

## — 27 “Woke Stocks” to Dump —

-- [Pfizer fellowship that bars white people to foster diversity sparks outrage](#)

### **The Progressive Corporation (PGR: NYSE)**

-- [CEO steps in as Progressive slammed for 'woke' hiring practices](#)

### **PayPal Holdings, Inc. (PYPL: NASDAQ)**

-- [PayPal's CEO Dan Schulman: “Capitalism needs an upgrade.”](#)

-- [PayPal is a cautionary tale for woke corporations](#)

-- [PayPal - go woke, go broke](#)

-- [PayPal whipped into cancel culture by woke police, conservatives say](#)

-- [DeSantis plans to fight 'woke ideology' of Paypal and other financial services](#)

-- [PayPal has become an episode of Black Mirror: Elon Musk](#)

### **Starbucks Corporation (SBUX: NASDAQ)**

-- [Forget Bud Light: This woke Starbucks case will enrage conservative investors](#)

-- [Starbucks CEO Howard Schultz is paying the price for going 'woke'](#)



## **Target Corporation** (TGT: NYSE)

- [Continuing to Stand for Inclusivity](#)
- [Target Commits \\$10 Million and Ongoing Resources for Rebuilding Efforts and Advancing Social Justice](#)
- [Target says it will spend more than \\$2 billion with Black-owned businesses by 2025](#)
- [\\$100 Million Investment in Black Communities](#)
- [Target's 2022 Pride Collaboration Features Binders and Packing Briefs from TomboyX](#)
- [Target CEO says woke capitalism 'great' for their brand and 'the right thing for society'](#)
- [Woke Target, broke Target: When will retailers stop shilling politics?](#)

## **Visa Inc.** (V: NYSE)

- ['Woke' Chairman/CEO Takes Visa Inc. Everywhere He Wants It to Be — Like China](#)
- [Sen. Marshall, Colleagues Call Out Woke Credit Card CEOs for Infringing on Americans' Second Amendment Rights](#)

**Verizon Communications Inc. (VZ: NYSE)**

- [Pulled advertising from Facebook and Instagram over the #StopHateForProfit campaign](#)
- [Report: Verizon Peddles Racism And Leftist Propaganda In Anti-American ‘Social Justice’ Curriculum](#)

**Walmart Inc. (WMT: NYSE)**

- [Making a Difference in Racial Equity: Walmart CEO Doug McMillon’s Full Remarks](#)
- [\\$100M commitment to racial equity following death of George Floyd](#)
- [Stopped selling "All Lives Matter" merchandise in its stores](#)
- [Press release on the one-year anniversary of George Floyd's death](#)
- [Reflecting on Our Journey To Accelerate Racial Equity](#)
- [Trained staffers in critical race theory: US a ‘white-supremacy system’](#)
- [Walmart dropping MyPillow products, CEO Mike Lindell says](#)