



Zumiez Inc.

Subsidiaries: Zumiez International, LLC, Zumiez Services Inc., ZIC, LLC
 Locations: Washington (HQ)
 Industries: Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

Zumiez is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, the company does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR Lower Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.

Zumiez has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs ([1](#)).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Zumiez Foundation does not appear to discriminate against religious organizations based on views or beliefs ([1](#)).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Zumiez appears to prioritize diversity over merit in its leadership composition. From its 2025 Annual Meeting and Proxy Statement: "In further evaluating the suitability of individual board members, the governance and nominating committee considers many factors, with a focus on Diversity" ([1](#)). The company does not publish a nondiscrimination policy ([2](#)).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Zumiez supports DEI within its business practices. From its 2025 Annual Meeting and Proxy Statement: "its work place should be built upon the foundation of inclusion and equity where its people are diverse in their backgrounds" ([1](#)). Otherwise, the company has not

supported ideological causes or policies [\(2\)](#).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom Medium Risk of expression.

Zumiez Foundation donated \$28,364 to Prism, a non-profit that "empowers the Asian & Pacific Islander LGBTQIA+ community" [\(1\)\(2\)](#). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies [\(3\)](#).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Zumiez does not operate a PAC or engage in lobbying at this time [\(1\)\(2\)\(3\)](#).

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