

# Public First Poll for BRODIE US

**Fieldwork:** 24th Mar - 31st Mar 2023  
**Interview method:** Online Survey  
**Population represented:** US Adults  
**Sample size:** 2006

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, state, race and education

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team ([polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk))

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58 Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is *1moreexpensivethanotheother, whichcoststhesameamountthatyounormallypay.Whichdoyouthinkyouwouldbemostlikelytochooseinth*

59 Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is *2.50moreexpensivethanotheother, whichcoststhesameamountthatyounormallypay.Whichdoyouthinkyouwouldbemostlikelytochoosei*





100 Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is 0.20moreexpensivethantheother, whichcoststhesameamountthatyounormallypay.Whichdoyouthinkyouwouldbemostlikelytochoosei

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105 Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is 00moreexpensivethantheother, whichcoststhesameamountthatyounormallypay.Whichdoyouthinkyouwouldbemostlikelytochooseinthissituation?215

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(1.A) Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Number of people on welfare	7%	7%	7%	9%	5%	9%	7%	5%	8%	8%	7%	5%	9%
Quality of and access to schools / universities	7%	6%	7%	11%	12%	7%	5%	4%	4%	6%	6%	8%	7%
Cost or availability of childcare	6%	6%	5%	14%	11%	5%	3%	3%	2%	4%	5%	8%	5%
State of the economy	53%	53%	53%	35%	44%	54%	60%	60%	59%	55%	56%	57%	44%
Impact of new technology on society	5%	7%	4%	7%	7%	7%	3%	4%	5%	4%	6%	4%	7%
State of the Armed Forces	4%	5%	3%	5%	8%	2%	2%	3%	4%	3%	4%	5%	5%
Quality / cost of public transport	4%	4%	3%	6%	8%	7%	2%	1%	0%	4%	3%	4%	5%
Levels of crime	33%	32%	34%	29%	32%	26%	36%	36%	38%	34%	28%	32%	40%
Quality / cost of healthcare	32%	32%	32%	34%	33%	28%	28%	36%	33%	27%	34%	34%	31%
Threat of climate change	31%	30%	32%	30%	24%	30%	30%	32%	39%	31%	29%	30%	36%
Access to good pensions	3%	3%	2%	4%	4%	4%	2%	2%	1%	3%	3%	2%	3%
Levels of immigration	20%	22%	19%	11%	10%	14%	27%	28%	29%	25%	22%	18%	17%
Availability of housing	17%	14%	20%	26%	27%	20%	16%	15%	5%	13%	19%	14%	20%
Level of taxation	15%	17%	14%	23%	20%	17%	14%	12%	10%	16%	13%	19%	16%
The rise of China	14%	17%	12%	6%	7%	11%	16%	17%	23%	14%	14%	17%	13%
The Coronavirus Pandemic	13%	13%	13%	14%	14%	17%	10%	12%	10%	13%	13%	9%	14%
Threat of terrorism	12%	10%	13%	8%	8%	13%	13%	11%	15%	14%	13%	10%	10%
None of the above	1%	1%	1%	2%	2%	2%	0%	0%	1%	2%	1%	1%	0%
Don't know	1%	0%	1%	3%	0%	1%	1%	0%	1%	0%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(1.B) Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Number of people on welfare	7%	7%	6%	4%	10%	9%	9%	7%	5%	6%	9%	5%	8%
Quality of and access to schools / universities	7%	6%	5%	7%	9%	11%	7%	8%	6%	6%	6%	9%	5%
Cost or availability of childcare	6%	4%	7%	4%	10%	8%	5%	6%	5%	5%	5%	4%	6%
State of the economy	53%	57%	49%	54%	44%	47%	63%	55%	49%	48%	66%	53%	53%
Impact of new technology on society	5%	5%	5%	6%	8%	10%	7%	3%	6%	6%	5%	7%	5%
State of the Armed Forces	4%	4%	2%	1%	8%	0%	6%	4%	2%	3%	5%	4%	4%
Quality / cost of public transport	4%	3%	4%	4%	5%	7%	2%	4%	4%	3%	3%	3%	4%
Levels of crime	33%	33%	31%	37%	34%	33%	39%	30%	31%	32%	36%	29%	35%
Quality / cost of healthcare	32%	33%	33%	33%	27%	34%	20%	33%	39%	43%	20%	39%	28%
Threat of climate change	31%	30%	31%	45%	31%	25%	13%	31%	46%	48%	12%	40%	27%
Access to good pensions	3%	2%	6%	2%	3%	2%	2%	2%	4%	4%	1%	3%	3%
Levels of immigration	20%	26%	8%	14%	13%	13%	39%	20%	9%	8%	41%	19%	21%
Availability of housing	17%	14%	22%	18%	21%	25%	11%	18%	20%	17%	12%	15%	19%
Level of taxation	15%	14%	15%	18%	20%	24%	17%	19%	11%	13%	20%	14%	16%
The rise of China	14%	18%	6%	12%	8%	6%	21%	13%	12%	11%	23%	16%	13%
The Coronavirus Pandemic	13%	10%	25%	13%	13%	14%	8%	11%	18%	17%	7%	12%	13%
Threat of terrorism	12%	14%	11%	5%	9%	9%	13%	11%	11%	11%	13%	10%	13%
None of the above	1%	1%	2%	0%	2%	1%	0%	2%	1%	1%	1%	1%	1%
Don't know	1%	1%	2%	1%	1%	3%	0%	1%	1%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(2.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Living standards

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	6%	8%	4%	12%	9%	10%	3%	2%	2%	5%	6%	5%	7%
Will get better	19%	22%	16%	21%	18%	28%	20%	13%	15%	21%	19%	17%	17%
Stay the same	26%	25%	26%	23%	24%	21%	23%	28%	33%	27%	22%	26%	30%
Will get worse	32%	31%	33%	27%	28%	28%	31%	42%	35%	30%	33%	33%	32%
Will get much worse	13%	11%	15%	13%	15%	10%	17%	12%	11%	11%	14%	13%	12%
Don't Know	5%	3%	7%	4%	5%	4%	7%	3%	5%	6%	5%	6%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(2.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Living standards

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	6%	5%	13%	3%	5%	2%	5%	6%	7%	7%	5%	9%	4%
Will get better	19%	15%	29%	14%	23%	17%	17%	17%	23%	22%	16%	17%	19%
Stay the same	26%	26%	17%	32%	30%	23%	27%	25%	29%	30%	26%	32%	22%
Will get worse	32%	35%	23%	38%	27%	35%	33%	33%	30%	30%	32%	30%	33%
Will get much worse	13%	14%	12%	11%	11%	13%	15%	13%	8%	8%	18%	9%	15%
Don't Know	5%	5%	6%	2%	3%	10%	4%	6%	3%	2%	4%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(3.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Climate change

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	5%	7%	3%	7%	9%	9%	2%	4%	2%	6%	4%	5%	6%
Will get better	12%	15%	10%	13%	15%	15%	11%	12%	8%	11%	12%	12%	14%
Stay the same	24%	24%	23%	16%	18%	24%	28%	26%	26%	25%	24%	26%	20%
Will get worse	34%	32%	35%	28%	33%	32%	37%	34%	37%	36%	33%	34%	33%
Will get much worse	19%	15%	21%	29%	17%	15%	15%	18%	20%	15%	20%	16%	21%
Don't Know	7%	6%	8%	6%	7%	6%	7%	7%	6%	7%	7%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(3.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Climate change

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	5%	5%	9%	2%	4%	3%	7%	3%	7%	7%	6%	9%	4%
Will get better	12%	10%	19%	14%	14%	11%	10%	14%	15%	16%	11%	13%	12%
Stay the same	24%	25%	18%	13%	25%	22%	38%	23%	15%	13%	43%	19%	26%
Will get worse	34%	34%	33%	44%	31%	36%	25%	36%	36%	39%	22%	36%	33%
Will get much worse	19%	18%	15%	24%	21%	21%	11%	18%	22%	23%	10%	19%	18%
Don't Know	7%	7%	8%	4%	4%	8%	9%	6%	4%	3%	9%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(4.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality around the world

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	6%	7%	5%	10%	11%	8%	5%	1%	1%	5%	6%	3%	8%
Will get better	16%	19%	14%	25%	20%	23%	16%	12%	8%	15%	16%	15%	20%
Stay the same	32%	32%	32%	31%	27%	27%	28%	34%	41%	32%	31%	34%	31%
Will get worse	26%	26%	26%	18%	18%	23%	27%	34%	33%	28%	26%	27%	24%
Will get much worse	11%	11%	12%	11%	16%	10%	11%	10%	11%	9%	13%	10%	11%
Don't Know	9%	6%	11%	6%	8%	9%	13%	9%	7%	12%	8%	10%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(4.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality around the world

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	6%	5%	7%	5%	8%	3%	6%	5%	7%	6%	4%	8%	4%
Will get better	16%	13%	22%	14%	25%	15%	13%	13%	22%	20%	12%	15%	17%
Stay the same	32%	35%	23%	35%	29%	28%	39%	34%	27%	28%	41%	33%	31%
Will get worse	26%	28%	24%	25%	21%	25%	22%	27%	29%	30%	24%	28%	25%
Will get much worse	11%	11%	15%	13%	9%	17%	10%	13%	9%	11%	8%	10%	12%
Don't Know	9%	9%	9%	8%	9%	12%	10%	7%	6%	5%	10%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(5.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality in my country

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	6%	9%	3%	8%	9%	13%	4%	2%	1%	5%	6%	4%	7%
Will get better	18%	18%	17%	23%	18%	17%	17%	16%	16%	21%	16%	17%	19%
Stay the same	35%	35%	34%	32%	33%	30%	31%	37%	42%	36%	34%	34%	36%
Will get worse	23%	23%	23%	20%	21%	23%	29%	26%	22%	19%	23%	29%	22%
Will get much worse	12%	10%	13%	12%	15%	10%	12%	9%	11%	10%	13%	9%	12%
Don't Know	7%	5%	9%	6%	5%	6%	8%	10%	7%	9%	8%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(5.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality in my country

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	6%	5%	7%	3%	8%	1%	5%	4%	8%	7%	5%	9%	4%
Will get better	18%	17%	18%	16%	20%	18%	18%	15%	20%	20%	18%	17%	18%
Stay the same	35%	36%	27%	33%	39%	24%	39%	39%	33%	32%	40%	35%	35%
Will get worse	23%	23%	25%	28%	20%	32%	18%	25%	25%	26%	17%	24%	23%
Will get much worse	12%	11%	15%	14%	11%	15%	12%	10%	11%	11%	11%	10%	12%
Don't Know	7%	8%	7%	7%	3%	10%	8%	7%	4%	4%	8%	6%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(6.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	5%	6%	3%	6%	7%	10%	3%	2%	1%	4%	4%	5%	6%
Will get better	12%	14%	10%	14%	16%	17%	8%	10%	8%	10%	10%	11%	17%
Stay the same	25%	25%	26%	30%	31%	26%	21%	23%	22%	25%	24%	27%	27%
Will get worse	31%	32%	31%	25%	21%	24%	37%	39%	38%	31%	34%	32%	26%
Will get much worse	20%	19%	21%	18%	19%	17%	24%	20%	24%	22%	21%	17%	20%
Don't Know	7%	4%	9%	6%	6%	7%	8%	6%	7%	8%	7%	8%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(6.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	5%	4%	7%	3%	4%	1%	3%	3%	7%	7%	2%	7%	4%
Will get better	12%	11%	15%	11%	13%	10%	11%	9%	16%	16%	10%	15%	10%
Stay the same	25%	23%	23%	31%	33%	24%	22%	30%	25%	23%	25%	24%	26%
Will get worse	31%	33%	29%	22%	28%	24%	36%	30%	29%	31%	32%	31%	31%
Will get much worse	20%	21%	17%	26%	18%	33%	21%	22%	19%	19%	24%	19%	21%
Don't Know	7%	7%	7%	6%	5%	7%	6%	6%	5%	4%	6%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(7.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The behavior of companies

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	6%	8%	4%	8%	10%	10%	5%	2%	1%	6%	6%	4%	7%
Will get better	16%	17%	15%	20%	17%	19%	17%	11%	12%	16%	15%	17%	15%
Stay the same	39%	42%	37%	30%	35%	32%	39%	46%	49%	43%	41%	35%	37%
Will get worse	21%	19%	24%	21%	19%	22%	21%	25%	22%	18%	20%	23%	26%
Will get much worse	11%	11%	10%	16%	16%	11%	9%	8%	7%	11%	11%	9%	11%
Don't Know	7%	4%	11%	6%	4%	7%	10%	8%	9%	6%	7%	12%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(7.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The behavior of companies

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	6%	5%	11%	3%	7%	3%	7%	6%	7%	8%	5%	9%	4%
Will get better	16%	15%	19%	16%	18%	9%	15%	14%	18%	18%	15%	15%	16%
Stay the same	39%	41%	31%	38%	41%	30%	44%	43%	35%	37%	42%	42%	38%
Will get worse	21%	22%	21%	21%	19%	22%	18%	19%	25%	23%	19%	19%	23%
Will get much worse	11%	9%	11%	14%	13%	25%	10%	10%	10%	9%	12%	9%	12%
Don't Know	7%	8%	7%	8%	3%	11%	6%	9%	5%	5%	6%	6%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(8.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	7%	10%	4%	12%	11%	11%	5%	2%	2%	8%	6%	6%	8%
Will get better	19%	20%	17%	23%	23%	21%	20%	14%	14%	19%	19%	18%	19%
Stay the same	29%	32%	27%	24%	29%	28%	28%	27%	37%	28%	28%	33%	28%
Will get worse	26%	24%	28%	23%	17%	24%	27%	37%	30%	27%	28%	25%	25%
Will get much worse	10%	8%	12%	8%	14%	8%	11%	11%	8%	10%	11%	9%	10%
Don't Know	9%	6%	11%	9%	8%	8%	9%	9%	9%	9%	8%	10%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(8.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	7%	6%	9%	5%	10%	4%	9%	5%	9%	9%	7%	10%	5%
Will get better	19%	16%	26%	28%	20%	18%	13%	18%	24%	22%	14%	20%	18%
Stay the same	29%	30%	21%	31%	35%	24%	34%	31%	26%	29%	31%	33%	27%
Will get worse	26%	29%	23%	23%	21%	23%	26%	26%	28%	26%	27%	24%	28%
Will get much worse	10%	10%	12%	8%	9%	16%	10%	10%	8%	8%	11%	7%	11%
Don't Know	9%	10%	10%	6%	6%	16%	9%	10%	6%	6%	10%	6%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(9.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	15%	20%	12%	29%	21%	22%	11%	9%	5%	15%	17%	11%	17%
Will get better	36%	38%	34%	31%	33%	37%	34%	33%	44%	33%	36%	38%	37%
Stay the same	20%	19%	22%	18%	24%	14%	22%	24%	19%	21%	21%	19%	21%
Will get worse	15%	13%	16%	9%	8%	12%	17%	21%	19%	15%	14%	18%	12%
Will get much worse	8%	7%	10%	9%	9%	9%	10%	6%	7%	8%	8%	9%	9%
Don't Know	5%	3%	7%	4%	5%	5%	6%	6%	5%	8%	4%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(9.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	15%	13%	20%	20%	19%	11%	12%	13%	19%	17%	13%	17%	14%
Will get better	36%	34%	41%	42%	38%	32%	35%	33%	40%	41%	33%	37%	35%
Stay the same	20%	22%	15%	11%	22%	16%	20%	24%	19%	19%	21%	20%	21%
Will get worse	15%	16%	13%	17%	9%	17%	17%	15%	13%	13%	18%	15%	14%
Will get much worse	8%	9%	8%	7%	6%	17%	11%	10%	5%	6%	10%	6%	10%
Don't Know	5%	6%	3%	3%	5%	6%	5%	5%	3%	4%	5%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(10.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The cost of living

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	5%	7%	3%	4%	6%	13%	2%	1%	2%	5%	4%	5%	5%
Will get better	15%	16%	14%	14%	18%	20%	14%	11%	13%	14%	15%	14%	17%
Stay the same	11%	11%	11%	13%	12%	10%	11%	8%	13%	10%	12%	13%	9%
Will get worse	43%	42%	43%	37%	33%	36%	47%	54%	48%	44%	41%	44%	42%
Will get much worse	23%	21%	25%	28%	26%	18%	23%	22%	22%	23%	23%	22%	24%
Don't Know	3%	3%	4%	4%	4%	4%	3%	3%	2%	4%	4%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(10.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The cost of living

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	5%	4%	8%	3%	4%	2%	5%	3%	6%	7%	4%	8%	3%
Will get better	15%	14%	20%	12%	18%	12%	11%	14%	21%	19%	13%	17%	14%
Stay the same	11%	11%	12%	11%	13%	3%	10%	11%	13%	14%	7%	12%	11%
Will get worse	43%	45%	36%	52%	36%	41%	47%	44%	40%	43%	42%	43%	43%
Will get much worse	23%	22%	19%	22%	27%	37%	25%	24%	17%	17%	31%	19%	25%
Don't Know	3%	3%	6%	1%	2%	5%	3%	3%	2%	1%	3%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(11.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The state of the natural world

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Will get much better	5%	8%	3%	8%	7%	10%	4%	2%	1%	5%	6%	5%	5%
Will get better	14%	16%	12%	15%	17%	23%	13%	8%	8%	13%	11%	13%	18%
Stay the same	22%	25%	20%	16%	23%	20%	23%	27%	23%	26%	21%	23%	22%
Will get worse	36%	34%	38%	32%	28%	29%	39%	42%	44%	35%	37%	39%	33%
Will get much worse	14%	12%	17%	21%	17%	11%	13%	12%	14%	14%	16%	11%	15%
Don't Know	8%	6%	10%	7%	9%	7%	8%	9%	9%	7%	9%	10%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(11.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The state of the natural world

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Will get much better	5%	5%	11%	3%	4%	1%	4%	4%	8%	8%	4%	8%	4%
Will get better	14%	12%	17%	18%	15%	19%	12%	12%	16%	15%	13%	16%	12%
Stay the same	22%	23%	19%	20%	25%	21%	27%	27%	20%	19%	29%	22%	23%
Will get worse	36%	39%	28%	36%	34%	29%	38%	35%	37%	38%	36%	36%	36%
Will get much worse	14%	13%	16%	15%	17%	21%	11%	14%	14%	14%	11%	13%	15%
Don't Know	8%	9%	10%	7%	5%	10%	9%	7%	6%	5%	8%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(12.A) To what extent do you agree or disagree with the following statements?: We need more government regulation of business

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	11%	12%	11%	14%	17%	18%	8%	6%	7%	11%	10%	11%	13%
Agree	27%	26%	27%	20%	29%	26%	29%	26%	28%	27%	26%	23%	30%
Neither agree nor disagree	30%	28%	32%	32%	29%	34%	26%	30%	28%	30%	28%	31%	31%
Disagree	18%	18%	17%	18%	16%	13%	20%	21%	18%	18%	20%	17%	15%
Strongly disagree	10%	13%	8%	10%	5%	7%	11%	13%	15%	11%	11%	11%	7%
Don't Know	5%	3%	6%	7%	5%	2%	6%	3%	4%	3%	4%	7%	4%
Total Agree:	38%	38%	38%	34%	46%	44%	37%	33%	35%	38%	37%	34%	43%
Total Disagree:	28%	31%	24%	27%	21%	20%	31%	34%	33%	29%	31%	28%	22%
Net:	10%	7%	13%	6%	25%	24%	6%	-1%	1%	10%	5%	6%	21%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(12.B) To what extent do you agree or disagree with the following statements?: We need more government regulation of business

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	11%	9%	17%	19%	11%	15%	8%	7%	18%	17%	6%	17%	8%
Agree	27%	25%	26%	33%	30%	26%	21%	21%	36%	35%	17%	28%	26%
Neither agree nor disagree	30%	28%	31%	28%	35%	25%	24%	35%	30%	30%	25%	25%	32%
Disagree	18%	20%	14%	12%	15%	19%	25%	22%	10%	12%	26%	19%	17%
Strongly disagree	10%	13%	6%	3%	6%	9%	19%	10%	3%	4%	23%	9%	11%
Don't Know	5%	5%	5%	6%	4%	6%	4%	4%	3%	3%	3%	2%	6%
Total Agree:	38%	34%	44%	52%	40%	41%	28%	29%	54%	51%	23%	46%	34%
Total Disagree:	28%	33%	20%	15%	21%	28%	44%	32%	13%	16%	49%	28%	28%
Net:	10%	1%	24%	37%	19%	13%	-16%	-4%	40%	36%	-26%	18%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(13.A) To what extent do you agree or disagree with the following statements?: Businesses should talk about their ethical values more

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	15%	17%	13%	19%	23%	20%	13%	9%	8%	15%	16%	10%	18%
Agree	36%	36%	36%	39%	38%	40%	35%	30%	35%	37%	36%	32%	38%
Neither agree nor disagree	29%	28%	31%	25%	27%	28%	30%	31%	34%	26%	30%	32%	29%
Disagree	10%	9%	11%	8%	4%	7%	9%	20%	12%	9%	9%	14%	8%
Strongly disagree	6%	8%	4%	4%	4%	4%	8%	6%	7%	8%	5%	6%	4%
Don't Know	4%	3%	5%	5%	3%	2%	5%	4%	5%	5%	3%	7%	2%
Total Agree:	51%	53%	49%	58%	62%	60%	48%	39%	43%	52%	53%	42%	56%
Total Disagree:	16%	17%	14%	12%	8%	11%	17%	26%	18%	17%	15%	19%	13%
Net:	36%	36%	35%	46%	53%	49%	31%	13%	25%	35%	38%	22%	43%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(13.B) To what extent do you agree or disagree with the following statements?: Businesses should talk about their ethical values more

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	15%	11%	24%	15%	22%	18%	10%	12%	20%	20%	10%	17%	14%
Agree	36%	35%	38%	45%	36%	38%	30%	33%	45%	42%	27%	37%	36%
Neither agree nor disagree	29%	31%	25%	25%	28%	28%	31%	34%	24%	26%	33%	29%	30%
Disagree	10%	12%	6%	7%	8%	4%	15%	11%	7%	7%	15%	12%	9%
Strongly disagree	6%	7%	3%	3%	5%	6%	10%	6%	3%	3%	12%	4%	6%
Don't Know	4%	4%	4%	6%	2%	6%	4%	4%	2%	2%	4%	2%	5%
Total Agree:	51%	45%	62%	60%	58%	55%	41%	45%	65%	62%	37%	53%	50%
Total Disagree:	16%	19%	9%	10%	12%	10%	24%	17%	9%	10%	27%	16%	15%
Net:	36%	27%	53%	50%	46%	45%	16%	29%	56%	52%	9%	38%	35%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(14.A) To what extent do you agree or disagree with the following statements?: Businesses generally try to do the right thing

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	7%	10%	5%	9%	14%	12%	5%	3%	2%	6%	8%	5%	9%
Agree	34%	36%	32%	26%	28%	32%	38%	40%	38%	38%	36%	34%	30%
Neither agree nor disagree	34%	30%	38%	35%	29%	32%	33%	34%	40%	34%	32%	36%	35%
Disagree	15%	15%	16%	18%	15%	15%	14%	17%	15%	14%	15%	15%	17%
Strongly disagree	6%	7%	5%	8%	8%	6%	7%	5%	2%	6%	6%	5%	6%
Don't Know	3%	2%	4%	4%	5%	3%	3%	1%	4%	3%	3%	6%	3%
Total Agree:	41%	46%	37%	34%	42%	44%	43%	43%	40%	43%	43%	39%	39%
Total Disagree:	21%	22%	20%	26%	24%	21%	20%	22%	17%	19%	22%	19%	23%
Net:	20%	24%	17%	8%	18%	23%	23%	21%	23%	24%	21%	20%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(14.B) To what extent do you agree or disagree with the following statements?: Businesses generally try to do the right thing

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	7%	5%	12%	4%	11%	4%	5%	6%	10%	10%	7%	10%	6%
Agree	34%	37%	30%	35%	31%	20%	45%	29%	32%	34%	42%	36%	33%
Neither agree nor disagree	34%	34%	32%	32%	36%	39%	30%	39%	33%	32%	32%	32%	35%
Disagree	15%	16%	15%	17%	12%	24%	11%	17%	17%	16%	12%	16%	15%
Strongly disagree	6%	5%	7%	10%	7%	5%	5%	6%	6%	6%	4%	5%	6%
Don't Know	3%	3%	4%	3%	3%	9%	3%	3%	1%	2%	3%	2%	4%
Total Agree:	41%	42%	42%	39%	42%	24%	51%	35%	43%	44%	48%	46%	39%
Total Disagree:	21%	21%	22%	27%	19%	28%	16%	23%	23%	22%	16%	21%	22%
Net:	20%	21%	20%	12%	23%	-5%	35%	13%	20%	22%	32%	25%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(15.A) To what extent do you agree or disagree with the following statements?: Businesses will only do good things if it means they will make a profit

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	18%	20%	16%	22%	25%	22%	17%	14%	11%	17%	19%	15%	20%
Agree	40%	41%	40%	39%	38%	41%	39%	43%	42%	46%	39%	38%	41%
Neither agree nor disagree	24%	25%	25%	24%	19%	23%	23%	26%	30%	23%	25%	28%	22%
Disagree	11%	9%	13%	7%	12%	10%	12%	10%	12%	10%	12%	10%	10%
Strongly disagree	3%	3%	3%	3%	3%	3%	4%	4%	2%	2%	3%	3%	3%
Don't Know	3%	2%	5%	5%	3%	1%	5%	4%	3%	3%	2%	6%	4%
Total Agree:	58%	62%	55%	61%	63%	63%	56%	56%	53%	63%	58%	53%	61%
Total Disagree:	14%	12%	15%	10%	15%	13%	16%	14%	13%	11%	15%	13%	13%
Net:	45%	49%	40%	51%	48%	50%	40%	42%	40%	51%	43%	39%	48%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(15.B) To what extent do you agree or disagree with the following statements?: Businesses will only do good things if it means they will make a profit

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	18%	16%	25%	22%	19%	32%	18%	16%	19%	18%	19%	18%	18%
Agree	40%	40%	40%	41%	41%	36%	41%	36%	44%	43%	39%	42%	40%
Neither agree nor disagree	24%	26%	22%	21%	23%	22%	26%	28%	22%	24%	26%	25%	24%
Disagree	11%	12%	8%	7%	11%	4%	10%	12%	9%	10%	11%	10%	11%
Strongly disagree	3%	3%	2%	3%	4%	1%	2%	4%	3%	3%	4%	3%	3%
Don't Know	3%	4%	3%	5%	2%	5%	3%	4%	2%	2%	2%	3%	4%
Total Agree:	58%	56%	65%	64%	60%	68%	59%	52%	64%	61%	57%	60%	58%
Total Disagree:	14%	15%	10%	11%	16%	5%	13%	16%	12%	13%	15%	12%	14%
Net:	45%	41%	54%	53%	44%	64%	46%	37%	51%	48%	43%	47%	43%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(16.A) To what extent do you agree or disagree with the following statements?: I tend to trust Businesses more than I trust the Government

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	11%	15%	7%	15%	13%	13%	10%	8%	8%	11%	11%	9%	11%
Agree	29%	28%	30%	30%	32%	27%	27%	34%	24%	26%	31%	27%	28%
Neither agree nor disagree	36%	33%	39%	34%	33%	41%	39%	32%	39%	38%	36%	35%	37%
Disagree	14%	15%	14%	11%	12%	11%	14%	17%	19%	14%	12%	18%	15%
Strongly disagree	6%	7%	6%	5%	9%	4%	5%	7%	7%	7%	6%	6%	6%
Don't Know	3%	1%	5%	5%	1%	4%	4%	2%	2%	4%	3%	5%	2%
Total Agree:	40%	44%	36%	45%	45%	40%	37%	42%	32%	37%	43%	36%	40%
Total Disagree:	21%	22%	20%	16%	21%	16%	19%	24%	26%	21%	18%	24%	22%
Net:	19%	22%	17%	29%	24%	24%	18%	18%	6%	16%	25%	12%	18%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(16.B) To what extent do you agree or disagree with the following statements?: I tend to trust Businesses more than I trust the Government

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	11%	12%	11%	5%	10%	7%	15%	11%	9%	9%	20%	13%	10%
Agree	29%	30%	25%	24%	30%	19%	40%	30%	21%	22%	39%	29%	29%
Neither agree nor disagree	36%	35%	40%	45%	35%	43%	30%	37%	37%	37%	29%	30%	39%
Disagree	14%	15%	11%	16%	13%	14%	10%	13%	20%	21%	8%	17%	13%
Strongly disagree	6%	5%	9%	5%	8%	14%	2%	6%	10%	9%	3%	8%	6%
Don't Know	3%	3%	3%	4%	3%	2%	2%	3%	3%	2%	2%	2%	3%
Total Agree:	40%	42%	36%	30%	41%	27%	55%	41%	30%	31%	59%	42%	39%
Total Disagree:	21%	20%	21%	21%	21%	28%	12%	19%	30%	30%	10%	25%	19%
Net:	19%	22%	15%	8%	19%	-2%	43%	21%	0%	1%	48%	17%	20%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(17.A) To what extent do you agree or disagree with the following statements?: Businesses would only claim they were ethical if they really were

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	7%	9%	6%	11%	10%	12%	4%	4%	4%	6%	7%	8%	9%
Agree	17%	18%	17%	18%	24%	18%	16%	16%	13%	19%	16%	15%	19%
Neither agree nor disagree	32%	32%	33%	31%	27%	36%	35%	33%	34%	33%	33%	33%	32%
Disagree	25%	24%	27%	21%	17%	21%	27%	29%	33%	26%	27%	23%	24%
Strongly disagree	12%	14%	10%	12%	17%	9%	11%	13%	11%	10%	12%	15%	12%
Don't Know	5%	2%	8%	6%	5%	4%	7%	4%	6%	6%	5%	7%	4%
Total Agree:	25%	27%	22%	30%	34%	30%	20%	21%	16%	25%	23%	23%	28%
Total Disagree:	38%	38%	37%	33%	34%	31%	38%	43%	44%	37%	39%	38%	36%
Net:	-13%	-11%	-14%	-4%	0%	-1%	-18%	-22%	-28%	-12%	-16%	-15%	-8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(17.B) To what extent do you agree or disagree with the following statements?: Businesses would only claim they were ethical if they really were

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	7%	5%	14%	7%	10%	3%	8%	4%	10%	11%	5%	9%	6%
Agree	17%	15%	22%	29%	16%	13%	18%	14%	21%	18%	16%	18%	17%
Neither agree nor disagree	32%	32%	29%	22%	40%	23%	31%	38%	29%	28%	37%	28%	34%
Disagree	25%	28%	22%	24%	18%	27%	28%	25%	24%	28%	25%	28%	24%
Strongly disagree	12%	14%	7%	12%	11%	22%	10%	14%	13%	13%	12%	14%	12%
Don't Know	5%	5%	6%	6%	4%	12%	5%	5%	4%	3%	5%	2%	7%
Total Agree:	25%	21%	36%	36%	27%	16%	26%	18%	30%	28%	20%	27%	23%
Total Disagree:	38%	42%	29%	36%	29%	49%	38%	39%	37%	41%	38%	42%	36%
Net:	-13%	-21%	7%	0%	-3%	-33%	-12%	-21%	-7%	-12%	-17%	-15%	-12%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(18.A) To what extent do you agree or disagree with the following statements?: Businesses that try to act in a way that is better for the world, tend to make less money

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	7%	9%	5%	13%	11%	10%	5%	2%	2%	6%	9%	4%	6%
Agree	21%	22%	21%	30%	24%	27%	18%	19%	13%	19%	20%	20%	26%
Neither agree nor disagree	35%	34%	36%	31%	35%	34%	31%	30%	45%	36%	35%	35%	35%
Disagree	23%	22%	25%	16%	17%	19%	28%	34%	25%	24%	24%	26%	20%
Strongly disagree	7%	9%	6%	6%	8%	6%	9%	7%	5%	6%	8%	7%	7%
Don't Know	6%	5%	8%	5%	5%	3%	8%	7%	9%	8%	5%	8%	5%
Total Agree:	28%	30%	26%	43%	35%	38%	23%	21%	16%	25%	28%	24%	33%
Total Disagree:	30%	31%	30%	22%	26%	25%	38%	42%	30%	30%	32%	33%	27%
Net:	-2%	0%	-4%	21%	9%	12%	-14%	-21%	-14%	-5%	-3%	-9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(18.B) To what extent do you agree or disagree with the following statements?: Businesses that try to act in a way that is better for the world, tend to make less money

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	7%	5%	10%	7%	9%	10%	5%	6%	9%	8%	7%	10%	6%
Agree	21%	19%	21%	35%	25%	19%	23%	20%	21%	20%	23%	22%	21%
Neither agree nor disagree	35%	35%	38%	31%	35%	34%	36%	38%	33%	34%	35%	32%	37%
Disagree	23%	26%	18%	12%	22%	22%	24%	22%	25%	26%	23%	24%	23%
Strongly disagree	7%	7%	8%	10%	6%	3%	5%	8%	8%	8%	7%	8%	7%
Don't Know	6%	8%	3%	6%	4%	12%	6%	7%	4%	5%	6%	5%	7%
Total Agree:	28%	24%	32%	42%	33%	28%	28%	25%	30%	28%	30%	32%	26%
Total Disagree:	30%	33%	27%	22%	28%	26%	30%	30%	33%	34%	30%	32%	30%
Net:	-2%	-9%	5%	20%	5%	2%	-2%	-5%	-2%	-6%	0%	-1%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(19.A) To what extent do you agree or disagree with the following statements?: Most businesses that say they're driven by ethics do so to sell more stuff

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	14%	17%	12%	16%	22%	19%	10%	11%	9%	12%	16%	12%	15%
Agree	35%	38%	32%	36%	35%	30%	36%	35%	39%	37%	36%	31%	37%
Neither agree nor disagree	32%	29%	35%	31%	25%	36%	32%	33%	34%	32%	29%	37%	31%
Disagree	10%	10%	10%	6%	10%	8%	12%	13%	9%	10%	10%	10%	10%
Strongly disagree	2%	2%	2%	2%	2%	3%	4%	3%	0%	2%	3%	2%	2%
Don't Know	6%	4%	9%	9%	7%	4%	6%	5%	7%	7%	5%	8%	6%
Total Agree:	50%	55%	44%	52%	57%	49%	46%	46%	48%	49%	52%	43%	52%
Total Disagree:	12%	13%	12%	8%	12%	11%	16%	16%	10%	12%	13%	11%	12%
Net:	37%	42%	32%	44%	45%	37%	30%	30%	38%	37%	39%	32%	40%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(19.B) To what extent do you agree or disagree with the following statements?: Most businesses that say they're driven by ethics do so to sell more stuff

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	14%	12%	18%	15%	16%	23%	14%	11%	16%	15%	15%	16%	13%
Agree	35%	36%	36%	42%	32%	24%	37%	35%	38%	37%	37%	40%	33%
Neither agree nor disagree	32%	33%	30%	26%	30%	37%	31%	35%	29%	29%	32%	27%	34%
Disagree	10%	10%	6%	8%	13%	1%	10%	11%	11%	12%	9%	10%	10%
Strongly disagree	2%	2%	2%	0%	3%	4%	3%	2%	2%	2%	3%	2%	2%
Don't Know	6%	6%	7%	9%	5%	11%	6%	6%	5%	5%	5%	4%	7%
Total Agree:	50%	48%	54%	57%	48%	47%	50%	46%	54%	52%	52%	56%	46%
Total Disagree:	12%	12%	8%	8%	17%	5%	13%	13%	13%	14%	11%	12%	12%
Net:	37%	36%	46%	49%	31%	42%	37%	33%	41%	38%	41%	44%	34%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(20.A) To what extent do you agree or disagree with the following statements?: Businesses can't have a heart, only the people within them can

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	19%	23%	16%	18%	23%	18%	17%	17%	21%	16%	23%	17%	17%
Agree	38%	36%	39%	33%	35%	36%	40%	37%	43%	41%	34%	39%	40%
Neither agree nor disagree	23%	24%	22%	27%	22%	27%	21%	22%	21%	23%	24%	23%	23%
Disagree	13%	11%	14%	11%	13%	13%	13%	17%	10%	14%	13%	13%	11%
Strongly disagree	4%	3%	5%	6%	4%	5%	5%	3%	3%	3%	4%	3%	5%
Don't Know	3%	2%	4%	5%	4%	1%	3%	4%	3%	3%	2%	4%	4%
Total Agree:	57%	59%	55%	52%	58%	54%	57%	54%	64%	57%	57%	57%	57%
Total Disagree:	17%	15%	19%	17%	17%	18%	19%	20%	13%	17%	17%	16%	16%
Net:	40%	44%	36%	35%	41%	37%	38%	34%	51%	40%	39%	40%	41%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(20.B) To what extent do you agree or disagree with the following statements?: Businesses can't have a heart, only the people within them can

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	19%	18%	22%	17%	19%	32%	17%	19%	22%	21%	19%	21%	18%
Agree	38%	39%	35%	35%	37%	27%	41%	36%	37%	40%	38%	41%	36%
Neither agree nor disagree	23%	22%	24%	26%	23%	26%	22%	27%	21%	19%	22%	22%	24%
Disagree	13%	13%	9%	12%	15%	9%	12%	13%	13%	13%	13%	12%	13%
Strongly disagree	4%	3%	6%	6%	5%	5%	4%	2%	5%	4%	4%	3%	5%
Don't Know	3%	3%	4%	4%	2%	2%	4%	2%	2%	2%	2%	1%	4%
Total Agree:	57%	58%	57%	52%	56%	59%	58%	55%	58%	61%	57%	62%	54%
Total Disagree:	17%	16%	15%	18%	20%	14%	16%	16%	19%	17%	18%	15%	18%
Net:	40%	41%	42%	34%	36%	45%	41%	40%	40%	44%	40%	47%	36%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(21.A) To what extent do you agree or disagree with the following statements?: Businesses that say they are better for the environment are lying

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly agree	8%	11%	6%	14%	12%	10%	7%	6%	3%	9%	9%	6%	8%
Agree	19%	22%	17%	23%	20%	23%	20%	18%	13%	18%	19%	15%	24%
Neither agree nor disagree	45%	41%	49%	37%	43%	42%	42%	44%	56%	45%	44%	49%	43%
Disagree	18%	18%	18%	15%	16%	17%	20%	21%	20%	15%	19%	20%	19%
Strongly disagree	3%	4%	3%	3%	3%	4%	4%	4%	2%	4%	4%	2%	3%
Don't Know	6%	5%	8%	7%	5%	4%	8%	6%	7%	9%	5%	8%	4%
Total Agree:	27%	33%	22%	38%	32%	33%	26%	24%	16%	27%	28%	21%	32%
Total Disagree:	22%	22%	21%	18%	19%	21%	24%	25%	21%	19%	23%	22%	22%
Net:	6%	11%	1%	20%	13%	11%	2%	-2%	-5%	8%	5%	-1%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(21.B) To what extent do you agree or disagree with the following statements?: Businesses that say they are better for the environment are lying

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly agree	8%	7%	12%	9%	10%	9%	9%	6%	9%	9%	7%	10%	7%
Agree	19%	18%	22%	28%	17%	25%	20%	17%	21%	19%	20%	23%	17%
Neither agree nor disagree	45%	46%	44%	39%	46%	35%	41%	49%	45%	44%	44%	40%	47%
Disagree	18%	20%	12%	14%	20%	15%	20%	19%	19%	21%	18%	20%	18%
Strongly disagree	3%	3%	5%	4%	2%	1%	3%	5%	3%	3%	4%	4%	3%
Don't Know	6%	7%	5%	6%	4%	15%	8%	5%	4%	4%	7%	4%	7%
Total Agree:	27%	25%	34%	36%	27%	34%	28%	23%	29%	28%	26%	33%	25%
Total Disagree:	22%	23%	17%	18%	22%	16%	23%	23%	22%	24%	22%	24%	21%
Net:	6%	1%	17%	18%	5%	18%	5%	0%	7%	4%	5%	9%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(22.A) Which of the following is closer to your view?: Businesses are solving the biggest challenges facing us | Businesses are causing the biggest challenges facing us

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
2	6%	8%	5%	6%	7%	11%	9%	4%	3%	9%	7%	4%	5%
1	22%	24%	20%	22%	21%	24%	22%	25%	18%	24%	21%	22%	21%
0	30%	27%	34%	21%	21%	27%	28%	32%	48%	31%	29%	32%	31%
-1	30%	30%	29%	38%	36%	27%	32%	28%	22%	28%	30%	28%	32%
-2	12%	11%	12%	14%	16%	12%	10%	10%	10%	9%	13%	13%	12%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(22.B) Which of the following is closer to your view?: Businesses are solving the biggest challenges facing us | Businesses are causing the biggest challenges facing us

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
2	6%	6%	10%	6%	6%	4%	8%	4%	7%	8%	7%	8%	5%
1	22%	22%	22%	21%	21%	18%	23%	23%	22%	22%	24%	26%	20%
0	30%	34%	23%	33%	22%	27%	33%	31%	29%	30%	34%	33%	29%
-1	30%	27%	34%	26%	35%	25%	27%	35%	29%	28%	27%	24%	32%
-2	12%	10%	12%	14%	15%	25%	10%	7%	14%	13%	9%	9%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(23.A) Which of the following is closer to your view?: Businesses tend to hide what they are doing from the public | Businesses tend to be open with the public about what they are doing

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
2	18%	19%	17%	23%	25%	17%	14%	16%	16%	18%	21%	15%	17%
1	38%	38%	37%	37%	34%	33%	42%	41%	39%	35%	38%	42%	36%
0	20%	17%	23%	12%	13%	20%	19%	22%	30%	23%	18%	21%	19%
-1	18%	20%	16%	23%	21%	19%	18%	16%	13%	18%	17%	16%	20%
-2	6%	6%	7%	6%	7%	12%	7%	5%	2%	5%	6%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(23.B) Which of the following is closer to your view?: Businesses tend to hide what they are doing from the public | Businesses tend to be open with the public about what they are doing

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
2	18%	16%	19%	20%	23%	29%	12%	19%	19%	18%	15%	14%	20%
1	38%	38%	37%	41%	35%	38%	39%	42%	35%	36%	38%	37%	38%
0	20%	23%	15%	21%	14%	19%	23%	19%	19%	19%	24%	21%	19%
-1	18%	17%	21%	14%	20%	8%	19%	16%	19%	19%	17%	22%	16%
-2	6%	6%	9%	4%	8%	7%	7%	4%	7%	7%	6%	7%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(24.A) Which of the following is closer to your view?: Businesses have more influence over our government than they did in the past | Businesses have less influence over our government than they did in the past

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
2	19%	21%	17%	16%	19%	21%	19%	19%	19%	18%	21%	17%	18%
1	35%	38%	33%	35%	30%	35%	33%	42%	37%	39%	34%	34%	35%
0	19%	16%	22%	15%	16%	13%	22%	17%	27%	18%	18%	22%	17%
-1	19%	18%	21%	24%	26%	20%	19%	17%	13%	19%	18%	21%	22%
-2	7%	7%	7%	10%	9%	11%	6%	5%	5%	6%	9%	6%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(24.B) Which of the following is closer to your view?: Businesses have more influence over our government than they did in the past | Businesses have less influence over our government than they did in the past

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
2	19%	19%	18%	21%	19%	30%	16%	20%	20%	21%	16%	21%	18%
1	35%	35%	33%	44%	35%	30%	36%	33%	39%	40%	34%	41%	33%
0	19%	20%	17%	16%	16%	20%	21%	20%	16%	16%	20%	18%	19%
-1	19%	19%	22%	13%	21%	12%	19%	21%	17%	16%	21%	16%	21%
-2	7%	7%	10%	6%	8%	7%	8%	5%	7%	6%	8%	4%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(25.A) Which of the following is closer to your view?: Most businesses are taking ethics more seriously | Most businesses are just saying they're taking ethics more seriously

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
2	6%	6%	6%	6%	5%	10%	8%	6%	4%	7%	7%	5%	5%
1	24%	24%	25%	19%	20%	26%	22%	32%	25%	27%	24%	24%	23%
0	21%	18%	24%	15%	15%	18%	24%	22%	30%	24%	19%	22%	22%
-1	33%	35%	31%	42%	40%	26%	34%	25%	32%	31%	32%	35%	34%
-2	15%	16%	15%	18%	20%	20%	11%	15%	9%	10%	18%	14%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(25.B) Which of the following is closer to your view?: Most businesses are taking ethics more seriously | Most businesses are just saying they're taking ethics more seriously

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
2	6%	6%	9%	7%	5%	5%	4%	4%	10%	8%	6%	7%	6%
1	24%	25%	27%	23%	23%	16%	27%	26%	25%	26%	24%	28%	23%
0	21%	24%	16%	22%	14%	30%	23%	20%	18%	19%	24%	22%	21%
-1	33%	32%	31%	32%	39%	26%	32%	37%	32%	31%	31%	32%	33%
-2	15%	14%	17%	15%	19%	23%	14%	12%	15%	15%	14%	12%	17%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(26.A) Which of the following is closer to your view?: Businesses can persuade people to behave more ethically | Businesses cannot persuade people to behave more ethically

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
2	9%	11%	7%	11%	14%	14%	7%	5%	5%	9%	10%	8%	7%
1	32%	32%	32%	32%	41%	35%	32%	28%	25%	32%	29%	29%	39%
0	20%	18%	23%	18%	14%	18%	19%	24%	27%	22%	19%	21%	20%
-1	25%	27%	23%	30%	20%	19%	28%	30%	27%	25%	26%	30%	19%
-2	14%	12%	15%	9%	11%	14%	14%	14%	17%	13%	15%	11%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(26.B) Which of the following is closer to your view?: Businesses can persuade people to behave more ethically | Businesses cannot persuade people to behave more ethically

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
2	9%	7%	15%	6%	12%	8%	7%	7%	11%	11%	7%	10%	9%
1	32%	31%	32%	36%	35%	33%	28%	31%	37%	36%	26%	36%	30%
0	20%	21%	17%	27%	17%	25%	21%	22%	19%	20%	23%	22%	19%
-1	25%	27%	23%	22%	26%	17%	29%	28%	21%	22%	29%	23%	27%
-2	14%	15%	14%	9%	11%	17%	15%	12%	12%	12%	16%	10%	15%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(27.A) Which of the following do you think are currently most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Whether it will increase the amount of money the business makes	53%	52%	54%	47%	48%	53%	55%	55%	58%	55%	53%	54%	51%
Whether it will increase the business's ability to operate for a long time into the future	46%	47%	45%	43%	44%	44%	45%	48%	52%	46%	49%	45%	44%
Whether it benefits the people who buy products or services from the business	37%	38%	37%	36%	37%	38%	34%	42%	37%	43%	38%	32%	37%
Whether it will benefit the world generally	25%	26%	25%	30%	29%	32%	23%	21%	20%	25%	25%	26%	26%
Whether it will make it easier to recruit and retain staff	25%	26%	23%	25%	33%	25%	22%	17%	25%	22%	24%	22%	29%
Whether it makes the company appear more politically correct	24%	26%	22%	32%	29%	24%	23%	18%	20%	22%	24%	23%	27%
Whether it will reduce the number of employees the business requires	22%	24%	20%	25%	25%	18%	19%	24%	23%	22%	21%	25%	22%
Whether it promotes virtues like tolerance and diversity among their staff and customers	21%	19%	22%	21%	23%	21%	21%	19%	19%	20%	23%	16%	21%
None of the above	2%	3%	2%	1%	2%	3%	6%	3%	5%	2%	3%	2%	4%

(27.B) Which of the following do you think are currently most important to a business when it is considering making changes to how it operates? Please select up to three

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Whether it will increase the amount of money the business makes	53%	55%	47%	55%	50%	58%	55%	52%	51%	52%	54%	58%	51%
Whether it will increase the business's ability to operate for a long time into the future	46%	47%	49%	40%	42%	61%	44%	49%	47%	48%	47%	48%	46%
Whether it benefits the people who buy products or services from the business	37%	37%	34%	39%	39%	30%	40%	34%	38%	37%	40%	37%	38%
Whether it will benefit the world generally	25%	24%	29%	26%	28%	29%	24%	23%	28%	27%	20%	24%	26%
Whether it will make it easier to recruit and retain staff	25%	23%	28%	24%	28%	18%	26%	27%	24%	24%	26%	25%	24%
Whether it makes the company appear more politically correct	24%	24%	18%	21%	28%	26%	24%	24%	24%	23%	25%	25%	23%
Whether it will reduce the number of employees the business requires	22%	22%	21%	17%	25%	17%	22%	22%	23%	23%	22%	25%	21%
Whether it promotes virtues like tolerance and diversity among their staff and customers	21%	19%	27%	23%	20%	22%	17%	21%	24%	23%	18%	19%	22%

(28.A) Which of the following do you think should be most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Whether it benefits the people who buy products or services from the business	54%	52%	56%	46%	49%	51%	54%	57%	63%	57%	52%	57%	52%
Whether it will benefit the world generally	45%	44%	45%	47%	48%	45%	45%	43%	42%	43%	44%	45%	47%
Whether it will increase the business's ability to operate for a long time into the future	42%	42%	42%	42%	39%	38%	40%	48%	45%	42%	43%	40%	42%
Whether it promotes virtues like tolerance and diversity among their staff and customers	32%	29%	35%	39%	34%	33%	29%	30%	31%	33%	32%	33%	31%
Whether it will increase the amount of money the business makes	28%	31%	25%	28%	30%	28%	25%	27%	31%	31%	29%	23%	28%
Whether it will make it easier to recruit and retain staff	26%	30%	23%	25%	33%	28%	22%	26%	24%	24%	27%	25%	29%
Whether it will reduce the number of employees the business requires	14%	14%	13%	20%	17%	14%	14%	8%	11%	11%	15%	14%	14%
Whether it makes the company appear more politically correct	14%	17%	11%	22%	18%	19%	10%	10%	7%	13%	14%	10%	16%
None of the above	2%	2%	3%	3%	2%	2%	6	3	1	1%	2%	2%	3%

(28.B) Which of the following do you think should be most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Whether it benefits the people who buy products or services from the business	54%	57%	42%	56%	51%	61%	56%	53%	54%	56%	53%	57%	53%
Whether it will benefit the world generally	45%	44%	42%	48%	50%	41%	40%	38%	51%	51%	36%	45%	45%
Whether it will increase the business's ability to operate for a long time into the future	42%	44%	37%	40%	41%	40%	47%	43%	39%	39%	48%	47%	40%
Whether it promotes virtues like tolerance and diversity among their staff and customers	32%	30%	43%	40%	29%	35%	21%	33%	40%	38%	22%	30%	33%
Whether it will increase the amount of money the business makes	28%	27%	25%	20%	37%	29%	31%	30%	24%	23%	35%	28%	28%
Whether it will make it easier to recruit and retain staff	26%	26%	26%	24%	30%	25%	28%	24%	28%	26%	29%	25%	27%
Whether it will reduce the number of employees the business requires	14%	14%	15%	8%	14%	7%	17%	17%	12%	13%	14%	13%	14%
Whether it makes the company appear more politically correct	14%	12%	22%	11%	14%	10%	13%	11%	17%	15%	13%	15%	13%

Rank Summary: Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well? (Ordered Left to Right by Rank)

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	1. Caring for their employees and other people they rely on	2. Good governance and management	3. Protecting and nurturing the environment
1-Highest Rank	49%	27%	24%
2	38%	34%	29%
3-Lowest Rank	13%	39%	47%
Not Selected	0%	0%	0%
Mean Rank	0.6	1.65	1.2

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(30.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Caring for their employees and other people they rely on

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	49%	45%	53%	41%	47%	51%	52%	52%	49%	50%	49%	53%	44%
2	38%	40%	35%	39%	35%	36%	35%	38%	42%	36%	39%	32%	40%
3-Lowest Rank	13%	15%	12%	21%	18%	13%	13%	10%	9%	14%	11%	15%	15%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.7	0.6	0.8	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7
Standard Deviation	0.5	0.5	0.5	0.6	0.6	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.5

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(30.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Caring for their employees and other people they rely on

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	49%	51%	44%	45%	46%	54%	55%	47%	46%	45%	57%	43%	52%
2	38%	38%	37%	43%	35%	37%	35%	39%	40%	40%	33%	43%	35%
3-Lowest Rank	13%	11%	19%	12%	18%	10%	11%	14%	14%	15%	10%	14%	13%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.6	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.7	0.5	0.7	0.6
Standard Deviation	0.5	0.5	0.6	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(31.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Good governance and management

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	27%	30%	23%	23%	29%	25%	25%	28%	30%	23%	27%	28%	29%
2	34%	35%	32%	33%	32%	35%	34%	36%	32%	34%	36%	34%	30%
3-Lowest Rank	39%	34%	44%	44%	39%	40%	41%	36%	39%	43%	37%	39%	41%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1	1.2	1.2	1	1.2	1.2	1	1	1.2	1	1	1
Standard Deviation	0.6	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(31.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Good governance and management

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	27%	27%	31%	28%	25%	16%	30%	28%	25%	26%	29%	32%	24%
2	34%	34%	33%	29%	34%	46%	41%	29%	31%	30%	42%	31%	35%
3-Lowest Rank	39%	39%	37%	43%	42%	38%	29%	43%	44%	44%	28%	37%	41%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1	1	1	1.2	1.2	1	1.2	1.2	1.2	1	1	1.2
Standard Deviation	0.6	0.6	0.7	0.7	0.6	0.5	0.6	0.7	0.7	0.7	0.6	0.7	0.6

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(32.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Protecting and nurturing the environment

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	24%	25%	24%	36%	25%	24%	22%	20%	22%	28%	24%	20%	27%
2	29%	25%	32%	28%	32%	29%	32%	25%	26%	30%	25%	34%	29%
3-Lowest Rank	47%	51%	44%	36%	43%	47%	46%	54%	52%	43%	51%	47%	44%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.3	1.2	1	1.2	1.2	1.2	1.3	1.3	1.2	1.3	1.3	1.2
Standard Deviation	0.7	0.7	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.7	0.7	0.6	0.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(32.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Protecting and nurturing the environment

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	24%	22%	25%	26%	29%	30%	15%	24%	29%	29%	13%	24%	24%
2	29%	28%	30%	28%	31%	17%	24%	33%	29%	30%	24%	26%	30%
3-Lowest Rank	47%	50%	45%	47%	40%	53%	61%	43%	42%	41%	62%	50%	46%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.3	1.2	1.2	1	1.2	1.5	1.2	1	1	1.5	1.3	1.2
Standard Deviation	0.7	0.6	0.7	0.7	0.7	0.8	0.6	0.6	0.7	0.7	0.5	0.7	0.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(33.A) Below are some issues that have been in the news lately. In your opinion, which of these require the most urgent action by individuals, businesses and/or government? Please select up to five

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Making it easy for outsiders to understand how decisions are made inside the company	9%	9%	8%	14%	15%	10%	9%	5%	2%	7%	8%	8%	11%
Employee health, safety, and wellbeing	44%	42%	47%	43%	43%	46%	40%	46%	48%	44%	43%	44%	47%
Human rights	35%	31%	40%	47%	45%	36%	37%	29%	25%	33%	40%	30%	34%
Job creation	30%	32%	28%	27%	29%	34%	36%	32%	22%	30%	31%	32%	26%
Preventing corruption and bribery	27%	30%	25%	20%	22%	24%	28%	29%	35%	26%	28%	25%	28%
Contributing to efforts to address climate change	26%	25%	28%	24%	24%	19%	23%	30%	35%	31%	22%	27%	31%
Minimum pay standards for employees and workers in supply chain	26%	26%	25%	25%	22%	27%	25%	28%	28%	24%	27%	27%	24%
Diversity and Inclusion	21%	20%	22%	22%	23%	19%	23%	21%	21%	21%	24%	20%	18%
Use of customer data	21%	21%	20%	13%	15%	18%	25%	24%	25%	20%	23%	22%	16%
Responsible water use	20%	24%	17%	16%	17%	19%	19%	21%	25%	18%	20%	17%	23%
Reducing landfill waste	19%	18%	20%	19%	19%	17%	19%	18%	22%	22%	16%	21%	21%
Nutritional value of food	19%	18%	19%	18%	23%	24%	19%	17%	13%	21%	20%	17%	16%
Ethics and rules for new technology	18%	20%	16%	12%	16%	18%	21%	17%	21%	20%	19%	15%	17%
Ensuring people and businesses pay their taxes	15%	16%	13%	9%	17%	14%	15%	16%	14%	12%	12%	17%	18%
Countering extremism and terrorism	15%	14%	15%	16%	12%	12%	15%	15%	19%	16%	14%	14%	16%
Knowing where products come from	13%	14%	13%	16%	14%	13%	13%	13%	12%	16%	12%	14%	13%
Product packaging and plastics	13%	12%	13%	12%	11%	12%	11%	12%	17%	11%	11%	16%	13%
Responsible sourcing of raw materials	13%	15%	10%	13%	9%	11%	13%	14%	16%	14%	12%	13%	13%
Enhancing animal welfare	12%	8%	16%	15%	11%	13%	12%	14%	9%	15%	11%	12%	12%
Biodiversity/improving nature	11%	10%	11%	16%	13%	13%	9%	8%	8%	13%	10%	8%	12%
Responsible marketing	10%	12%	9%	14%	16%	9%	9%	8%	8%	10%	10%	12%	10%
Community relations	10%	10%	10%	13%	12%	12%	12%	8%	7%	7%	11%	11%	10%

(33.B) Below are some issues that have been in the news lately. In your opinion, which of these require the most urgent action by individuals, businesses and/or government? Please select up to five

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Making it easy for outsiders to understand how decisions are made inside the company	9%	7%	11%	6%	13%	10%	7%	9%	9%	9%	6%	8%	9%
Employee health, safety, and wellbeing	44%	45%	41%	36%	49%	42%	46%	43%	43%	42%	44%	41%	46%
Human rights	35%	33%	40%	21%	46%	39%	25%	34%	42%	39%	24%	30%	38%
Job creation	30%	31%	33%	22%	26%	30%	37%	30%	27%	26%	35%	26%	32%
Preventing corruption and bribery	27%	27%	22%	36%	26%	29%	34%	29%	21%	21%	36%	27%	27%
Contributing to efforts to address climate change	26%	28%	16%	28%	29%	23%	16%	25%	36%	37%	16%	32%	24%
Minimum pay standards for employees and workers in supply chain	26%	26%	25%	23%	24%	33%	27%	22%	28%	29%	25%	24%	27%
Diversity and Inclusion	21%	18%	34%	18%	24%	28%	11%	19%	32%	31%	12%	23%	20%
Use of customer data	21%	21%	21%	21%	16%	24%	23%	22%	19%	21%	24%	23%	19%
Responsible water use	20%	20%	17%	22%	20%	20%	18%	24%	21%	23%	20%	23%	18%
Reducing landfill waste	19%	21%	13%	25%	16%	20%	21%	16%	20%	20%	19%	19%	19%
Nutritional value of food	19%	17%	24%	14%	21%	18%	18%	18%	17%	17%	20%	19%	18%
Ethics and rules for new technology	18%	17%	22%	28%	16%	19%	17%	17%	21%	21%	16%	24%	15%
Ensuring people and businesses pay their taxes	15%	15%	13%	18%	13%	15%	14%	15%	16%	17%	15%	14%	15%
Countering extremism and terrorism	15%	15%	16%	14%	15%	11%	20%	13%	13%	14%	20%	18%	13%
Knowing where products come from	13%	12%	14%	6%	17%	7%	15%	13%	12%	11%	14%	11%	14%
Product packaging and plastics	13%	14%	11%	19%	9%	12%	12%	13%	14%	15%	10%	15%	12%
Responsible sourcing of raw materials	13%	14%	9%	17%	10%	12%	11%	12%	13%	13%	12%	16%	11%
Enhancing animal welfare	12%	13%	6%	11%	13%	12%	12%	10%	13%	13%	12%	10%	13%
Biodiversity/improving nature	11%	11%	8%	14%	10%	23%	7%	12%	12%	11%	7%	10%	11%
Responsible marketing	10%	10%	11%	5%	12%	6%	13%	13%	8%	8%	12%	9%	11%
Community relations	10%	10%	11%	8%	11%	12%	11%	10%	9%	8%	13%	10%	11%
None of the above	2%	2%	1%	0%	2%	1%	3%	2%	0%	0%	4%	1%	2%

(34.A) For each of the following issues, who do you think should be most responsible for addressing it?: Enhancing animal welfare

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	33%	34%	32%	23%	31%	36%	30%	37%	37%	34%	34%	33%	31%
Businesses	18%	18%	17%	16%	17%	17%	16%	17%	22%	18%	16%	16%	22%
Government	37%	38%	36%	49%	41%	39%	39%	33%	26%	37%	40%	33%	36%
Don't Know	13%	9%	16%	13%	10%	8%	15%	13%	15%	12%	11%	19%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(34.B) For each of the following issues, who do you think should be most responsible for addressing it?: Enhancing animal welfare

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	33%	34%	25%	29%	37%	42%	41%	33%	29%	31%	42%	37%	31%
Businesses	18%	18%	12%	17%	20%	10%	18%	15%	18%	18%	15%	18%	18%
Government	37%	34%	50%	43%	36%	35%	29%	36%	45%	42%	28%	36%	38%
Don't Know	13%	14%	13%	10%	7%	13%	12%	16%	8%	9%	14%	10%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(35.A) For each of the following issues, who do you think should be most responsible for addressing it?: Contributing to efforts to address climate change

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	20%	23%	17%	21%	19%	22%	17%	21%	19%	16%	22%	18%	22%
Businesses	21%	22%	19%	12%	21%	22%	21%	23%	22%	22%	20%	20%	22%
Government	49%	47%	51%	57%	51%	48%	48%	45%	47%	50%	50%	48%	47%
Don't Know	11%	8%	13%	9%	9%	8%	13%	10%	13%	12%	8%	15%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(35.B) For each of the following issues, who do you think should be most responsible for addressing it?: Contributing to efforts to address climate change

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	20%	20%	19%	22%	20%	22%	23%	20%	16%	17%	25%	23%	18%
Businesses	21%	23%	15%	21%	19%	19%	22%	20%	23%	23%	22%	25%	19%
Government	49%	45%	58%	54%	54%	46%	39%	49%	56%	55%	35%	47%	50%
Don't Know	11%	13%	8%	4%	7%	14%	16%	11%	5%	4%	17%	5%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(36.A) For each of the following issues, who do you think should be most responsible for addressing it?: Biodiversity/improving nature

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	25%	25%	25%	28%	26%	25%	24%	23%	26%	23%	25%	26%	27%
Businesses	22%	25%	20%	17%	24%	21%	25%	19%	25%	21%	23%	20%	23%
Government	39%	39%	39%	46%	40%	42%	36%	39%	32%	42%	40%	36%	36%
Don't Know	14%	12%	16%	9%	11%	12%	15%	18%	18%	14%	12%	18%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(36.B) For each of the following issues, who do you think should be most responsible for addressing it?: Biodiversity/improving nature

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	25%	27%	21%	19%	23%	41%	32%	23%	21%	19%	33%	23%	26%
Businesses	22%	21%	16%	35%	26%	11%	23%	25%	21%	23%	24%	26%	20%
Government	39%	36%	49%	35%	42%	35%	31%	36%	47%	47%	26%	41%	37%
Don't Know	14%	16%	13%	10%	9%	14%	14%	16%	11%	11%	16%	10%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(37.A) For each of the following issues, who do you think should be most responsible for addressing it?: Nutritional value of food

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	21%	23%	19%	21%	22%	27%	24%	18%	14%	19%	20%	20%	24%
Businesses	33%	33%	34%	33%	33%	27%	32%	33%	39%	35%	34%	32%	32%
Government	38%	39%	37%	37%	38%	41%	35%	38%	38%	35%	40%	37%	37%
Don't Know	8%	6%	11%	9%	8%	5%	9%	10%	10%	11%	7%	12%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(37.B) For each of the following issues, who do you think should be most responsible for addressing it?: Nutritional value of food

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	21%	20%	20%	27%	23%	17%	21%	21%	19%	18%	23%	19%	22%
Businesses	33%	33%	30%	32%	36%	29%	37%	35%	30%	31%	39%	33%	33%
Government	38%	38%	45%	35%	34%	41%	34%	34%	45%	45%	29%	41%	36%
Don't Know	8%	10%	6%	6%	8%	13%	8%	10%	6%	6%	8%	7%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(38.A) For each of the following issues, who do you think should be most responsible for addressing it?: Diversity and Inclusion

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	25%	27%	23%	36%	26%	25%	27%	20%	20%	26%	25%	23%	27%
Businesses	38%	38%	38%	24%	32%	32%	42%	43%	49%	35%	41%	37%	36%
Government	24%	24%	24%	26%	34%	33%	15%	22%	17%	26%	23%	23%	24%
Don't Know	13%	12%	15%	14%	9%	10%	16%	16%	14%	13%	11%	17%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(38.B) For each of the following issues, who do you think should be most responsible for addressing it?: Diversity and Inclusion

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	25%	24%	22%	13%	32%	31%	29%	21%	22%	20%	27%	22%	26%
Businesses	38%	39%	33%	54%	36%	24%	36%	41%	42%	44%	36%	44%	35%
Government	24%	22%	36%	19%	22%	26%	18%	21%	31%	30%	16%	24%	24%
Don't Know	13%	15%	8%	14%	9%	18%	17%	17%	6%	6%	21%	10%	15%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(39.A) For each of the following issues, who do you think should be most responsible for addressing it?: Minimum pay standards for employees and workers in supply chain

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	8%	11%	5%	11%	16%	9%	8%	4%	2%	6%	8%	7%	9%
Businesses	46%	45%	47%	33%	33%	44%	51%	54%	54%	49%	49%	43%	40%
Government	40%	40%	39%	47%	46%	41%	32%	38%	37%	39%	38%	38%	44%
Don't Know	7%	5%	9%	9%	6%	6%	9%	4%	7%	6%	5%	11%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(39.B) For each of the following issues, who do you think should be most responsible for addressing it?: Minimum pay standards for employees and workers in supply chain

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	8%	6%	12%	4%	13%	6%	7%	8%	8%	7%	6%	8%	8%
Businesses	46%	49%	38%	43%	41%	43%	54%	47%	40%	41%	56%	45%	46%
Government	40%	38%	43%	47%	39%	41%	31%	36%	48%	48%	30%	42%	38%
Don't Know	7%	7%	6%	6%	7%	10%	8%	9%	4%	4%	7%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(40.A) For each of the following issues, who do you think should be most responsible for addressing it?: Use of customer data

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	14%	17%	12%	17%	20%	16%	11%	11%	10%	13%	15%	13%	15%
Businesses	53%	51%	56%	44%	38%	50%	58%	62%	63%	52%	57%	51%	50%
Government	24%	27%	21%	29%	33%	25%	21%	19%	19%	27%	22%	22%	27%
Don't Know	9%	5%	12%	10%	9%	8%	11%	8%	7%	7%	7%	13%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(40.B) For each of the following issues, who do you think should be most responsible for addressing it?: Use of customer data

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	14%	13%	20%	12%	13%	20%	15%	18%	12%	12%	16%	11%	16%
Businesses	53%	57%	45%	50%	51%	37%	60%	51%	52%	53%	59%	55%	52%
Government	24%	21%	25%	31%	29%	29%	17%	20%	31%	30%	17%	30%	21%
Don't Know	9%	9%	10%	6%	7%	14%	8%	11%	5%	5%	8%	5%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(41.A) For each of the following issues, who do you think should be most responsible for addressing it?: Job creation

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	6%	8%	5%	10%	12%	11%	4%	3%	1%	3%	7%	5%	8%
Businesses	65%	66%	64%	45%	49%	52%	69%	80%	86%	69%	68%	66%	58%
Government	23%	23%	23%	39%	33%	32%	19%	14%	9%	24%	21%	21%	27%
Don't Know	6%	3%	8%	7%	7%	6%	8%	3%	5%	5%	4%	9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(41.B) For each of the following issues, who do you think should be most responsible for addressing it?: Job creation

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	6%	5%	8%	4%	10%	4%	5%	6%	6%	5%	5%	7%	6%
Businesses	65%	70%	57%	66%	56%	59%	71%	66%	65%	66%	73%	68%	63%
Government	23%	20%	30%	25%	28%	25%	18%	22%	26%	25%	17%	21%	24%
Don't Know	6%	5%	5%	5%	6%	12%	5%	6%	3%	4%	5%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(42.A) For each of the following issues, who do you think should be most responsible for addressing it?: Responsible sourcing of raw materials

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	9%	9%	8%	17%	14%	11%	7%	4%	2%	6%	8%	9%	11%
Businesses	53%	54%	52%	34%	38%	45%	55%	65%	70%	55%	53%	54%	50%
Government	27%	29%	25%	36%	34%	35%	25%	22%	18%	28%	28%	25%	27%
Don't Know	11%	7%	15%	12%	14%	9%	13%	8%	10%	11%	10%	12%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(42.B) For each of the following issues, who do you think should be most responsible for addressing it?: Responsible sourcing of raw materials

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	9%	7%	11%	9%	12%	8%	9%	9%	10%	10%	9%	10%	8%
Businesses	53%	57%	38%	58%	48%	55%	57%	52%	53%	54%	58%	61%	49%
Government	27%	25%	41%	25%	28%	27%	23%	28%	30%	29%	20%	23%	30%
Don't Know	11%	11%	9%	7%	13%	11%	11%	12%	7%	7%	12%	6%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(43.A) For each of the following issues, who do you think should be most responsible for addressing it?: Employee health, safety, and wellbeing

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Individuals	9%	10%	8%	16%	11%	16%	9%	4%	3%	7%	10%	9%	10%
Businesses	65%	63%	67%	49%	58%	58%	67%	72%	79%	66%	67%	65%	61%
Government	21%	23%	19%	28%	26%	23%	18%	20%	14%	24%	20%	19%	23%
Don't Know	5%	3%	6%	7%	6%	3%	7%	4%	3%	3%	4%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(43.B) For each of the following issues, who do you think should be most responsible for addressing it?: Employee health, safety, and wellbeing

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Individuals	9%	8%	12%	8%	12%	11%	11%	8%	9%	7%	10%	9%	9%
Businesses	65%	67%	59%	66%	63%	59%	70%	64%	63%	64%	71%	64%	65%
Government	21%	20%	24%	22%	21%	19%	16%	21%	26%	26%	15%	24%	20%
Don't Know	5%	5%	4%	3%	4%	11%	3%	7%	2%	2%	4%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(44.A) Which, if any, of the following issues do you think of as “sustainability issues”? Please select all that apply

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Reducing landfill waste	51%	50%	51%	34%	44%	43%	47%	61%	67%	52%	48%	52%	53%
Responsible water use	48%	48%	48%	32%	36%	35%	50%	60%	67%	51%	47%	50%	45%
Responsible sourcing of raw materials	46%	43%	48%	32%	36%	35%	44%	55%	63%	45%	47%	47%	42%
Product packaging and plastics	42%	39%	44%	25%	32%	32%	40%	53%	59%	44%	42%	43%	37%
Contributing to efforts to address climate change	37%	34%	39%	29%	30%	29%	38%	44%	46%	37%	34%	40%	38%
Biodiversity/improving nature	35%	35%	35%	30%	31%	30%	33%	40%	44%	35%	34%	37%	36%
Knowing where products come from	31%	26%	35%	22%	28%	25%	32%	32%	40%	28%	31%	34%	29%
Enhancing animal welfare	27%	23%	31%	19%	22%	22%	28%	34%	34%	29%	27%	29%	23%
Nutritional value of food	27%	25%	28%	24%	29%	23%	24%	30%	29%	28%	26%	26%	26%
Employee health, safety, and wellbeing	26%	25%	26%	28%	31%	27%	26%	21%	22%	23%	28%	23%	26%
Human rights	24%	22%	26%	28%	27%	30%	21%	19%	21%	24%	24%	24%	23%
Job creation	18%	18%	18%	25%	19%	26%	16%	11%	13%	17%	19%	15%	19%
Diversity and Inclusion	17%	18%	16%	21%	21%	22%	17%	11%	14%	14%	18%	16%	18%
Minimum pay standards for employees and workers in supply chain	17%	16%	18%	19%	22%	21%	13%	17%	11%	15%	19%	15%	17%
Preventing corruption and bribery	16%	17%	15%	14%	20%	17%	13%	13%	17%	14%	19%	15%	14%
Ethics and rules for new technology	15%	15%	15%	14%	14%	19%	18%	10%	15%	15%	15%	19%	13%
Use of customer data	14%	16%	12%	15%	17%	16%	13%	11%	11%	9%	14%	16%	14%
Responsible marketing	13%	12%	14%	13%	14%	14%	12%	8%	16%	12%	15%	12%	12%
Ensuring people and businesses pay their taxes	12%	13%	10%	18%	16%	11%	10%	9%	8%	10%	11%	11%	14%
Community relations	12%	12%	12%	14%	18%	11%	11%	10%	8%	12%	13%	10%	13%
Countering extremism and terrorism	12%	13%	10%	13%	14%	12%	9%	10%	11%	10%	12%	10%	13%
Making it easy for outsiders to understand how decisions are made inside the company	10%	10%	9%	18%	14%	9%	6%	6%	7%	10%	10%	7%	11%
None of the above	3%	3%	2%	2%	2%	3%	4%	3%	1%	3%	3%	2%	3%

(44.B) Which, if any, of the following issues do you think of as “sustainability issues”? Please select all that apply

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Reducing landfill waste	51%	55%	38%	58%	43%	52%	48%	53%	55%	60%	48%	59%	47%
Responsible water use	48%	53%	38%	51%	38%	46%	47%	48%	53%	56%	48%	58%	43%
Responsible sourcing of raw materials	46%	51%	37%	50%	33%	50%	43%	48%	49%	53%	44%	53%	42%
Product packaging and plastics	42%	46%	35%	47%	30%	46%	37%	45%	45%	49%	38%	52%	36%
Contributing to efforts to address climate change	37%	39%	32%	43%	30%	44%	24%	38%	47%	49%	24%	45%	32%
Biodiversity/improving nature	35%	38%	28%	42%	28%	42%	28%	35%	42%	44%	30%	44%	31%
Knowing where products come from	31%	32%	23%	28%	32%	32%	29%	32%	33%	34%	30%	35%	28%
Enhancing animal welfare	27%	31%	19%	30%	20%	23%	27%	26%	30%	32%	24%	29%	26%
Nutritional value of food	27%	27%	25%	27%	24%	30%	22%	28%	30%	29%	22%	27%	26%
Employee health, safety, and wellbeing	26%	24%	31%	20%	31%	27%	24%	26%	26%	25%	23%	23%	27%
Human rights	24%	23%	36%	17%	20%	25%	21%	24%	27%	25%	19%	20%	26%
Job creation	18%	16%	25%	9%	22%	19%	16%	20%	18%	15%	17%	11%	21%
Diversity and Inclusion	17%	14%	29%	14%	22%	16%	13%	18%	20%	20%	11%	15%	18%
Minimum pay standards for employees and workers in supply chain	17%	16%	23%	14%	15%	16%	14%	18%	17%	17%	14%	12%	19%
Preventing corruption and bribery	16%	15%	18%	18%	18%	20%	16%	18%	16%	14%	17%	11%	18%
Ethics and rules for new technology	15%	14%	21%	16%	13%	17%	10%	18%	17%	16%	12%	17%	14%
Use of customer data	14%	13%	21%	12%	11%	16%	12%	15%	13%	13%	12%	10%	15%
Responsible marketing	13%	12%	16%	9%	16%	11%	13%	12%	16%	15%	11%	12%	14%
Ensuring people and businesses pay their taxes	12%	9%	17%	9%	17%	11%	7%	9%	16%	14%	9%	12%	12%
Community relations	12%	11%	19%	5%	12%	16%	8%	14%	14%	12%	8%	10%	13%
Countering extremism and terrorism	12%	11%	16%	9%	11%	12%	12%	12%	11%	11%	10%	9%	13%
Making it easy for outsiders to understand how decisions are made inside the company	10%	8%	13%	7%	13%	22%	8%	8%	11%	9%	7%	8%	10%
None of the above	3%	3%	2%	0%	1%	9%	4%	3%	1%	1%	5%	1%	3%

(45.A) Thinking generally, when you buy new products, which of the following do you tend to consider about the products, if any? Please select all which apply

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
How much the product costs	72%	69%	75%	61%	66%	66%	70%	82%	83%	74%	72%	73%	71%
Whether the product is of a high quality	64%	67%	61%	53%	55%	59%	62%	74%	76%	66%	64%	65%	62%
The reputation of the brand	51%	52%	49%	48%	48%	54%	50%	52%	52%	53%	53%	48%	47%
What country the product has been made in	36%	33%	38%	21%	29%	30%	36%	43%	50%	37%	34%	37%	35%
Whether the product has been made in an environmentally friendly way	33%	33%	34%	37%	44%	35%	29%	28%	28%	31%	33%	33%	37%
Don't Know	3%	2%	3%	4%	2%	2%	5%	2%	2%	3%	2%	2%	3%
Whether the product has been recommended to me by other people	27%	29%	24%	41%	34%	29%	23%	20%	19%	28%	28%	22%	27%
Whether those who were involved in making the product have been paid well	21%	23%	18%	30%	31%	22%	19%	14%	12%	17%	20%	19%	26%
None of the above	3%	3%	3%	5%	3%	4%	2%	2%	2%	3%	2%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

(45.B) Thinking generally, when you buy new products, which of the following do you tend to consider about the products, if any? Please select all which apply

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
How much the product costs	72%	75%	64%	73%	67%	72%	75%	74%	72%	71%	77%	68%	74%
Whether the product is of a high quality	64%	67%	61%	66%	55%	62%	65%	66%	65%	67%	66%	71%	61%
The reputation of the brand	51%	50%	53%	53%	53%	41%	51%	51%	53%	54%	50%	54%	49%
What country the product has been made in	36%	40%	29%	38%	26%	33%	42%	36%	33%	35%	44%	37%	35%
Whether the product has been made in an environmentally friendly way	33%	30%	38%	39%	40%	44%	22%	34%	40%	41%	22%	36%	32%
Don't Know	3%	2%	3%	3%	3%	2%	3%	2%	2%	2%	1%	2%	3%
Whether the product has been recommended to me by other people	27%	25%	32%	24%	28%	29%	24%	26%	27%	28%	25%	23%	28%
Whether those who were involved in making the product have been paid well	21%	18%	25%	17%	29%	18%	16%	18%	25%	23%	16%	23%	20%
None of the above	3%	3%	3%	2%	3%	8%	3%	2%	2%	2%	4%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Rank Summary: Of these, what is most important to you. Please rank up to three of the following (Ordered Left to Right by Rank)

	1. How much the product costs	2. Whether the product is of a high quality	3. Whether the product has been made in an environmentally friendly way	4. The reputation of the brand	5. What country the product has been made in	6. Whether those who were involved in making the product have been paid well	7. Whether the product has been recommended to me by other people
1-Highest Rank	34%	26%	11%	8%	7%	5%	4%
2	20%	24%	10%	12%	9%	5%	6%
3-Lowest Rank	11%	9%	7%	16%	11%	5%	8%
Not Selected	35%	41%	72%	64%	74%	85%	82%
Mean Rank	1.5	1.6	2.4	2.4	2.5	2.7	2.7
Standard Deviation	1.6	1.6	1.1	1	0.8	0.6	0.6

*Note:*

(47.A) Of these, what is most important to you. Please rank up to three of the following: How much the product costs

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	34%	31%	36%	32%	31%	30%	32%	40%	37%	30%	37%	37%	29%
2	20%	19%	20%	16%	15%	17%	20%	24%	24%	22%	19%	19%	20%
3-Lowest Rank	11%	11%	11%	8%	10%	11%	10%	12%	13%	11%	10%	11%	13%
Not Selected	35%	39%	32%	43%	43%	42%	38%	24%	26%	37%	34%	33%	38%
Mean Rank	1.5	1.6	1.4	1.6	1.7	1.6	1.5	1.2	1.3	1.6	1.4	1.4	1.6
Standard Deviation	1.6	1.6	1.6	1.8	1.7	1.7	1.7	1.5	1.4	1.6	1.7	1.6	1.6

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(47.B) Of these, what is most important to you. Please rank up to three of the following: How much the product costs

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	34%	36%	29%	38%	31%	35%	36%	34%	32%	30%	37%	26%	38%
2	20%	21%	16%	17%	19%	17%	22%	22%	20%	21%	24%	23%	18%
3-Lowest Rank	11%	11%	11%	10%	10%	15%	10%	10%	13%	13%	10%	13%	10%
Not Selected	35%	32%	44%	34%	41%	33%	31%	34%	36%	36%	29%	39%	34%
Mean Rank	1.5	1.4	1.7	1.4	1.6	1.5	1.4	1.5	1.5	1.5	1.3	1.6	1.4
Standard Deviation	1.6	1.6	1.7	1.7	1.7	1.6	1.6	1.6	1.6	1.6	1.5	1.5	1.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(48.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been made in an environmentally friendly way

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	11%	11%	10%	11%	17%	12%	10%	6%	8%	13%	8%	8%	15%
2	10%	11%	9%	11%	15%	10%	8%	8%	7%	7%	10%	11%	10%
3-Lowest Rank	7%	6%	8%	10%	6%	8%	8%	5%	7%	6%	8%	7%	6%
Not Selected	72%	73%	72%	68%	62%	70%	73%	81%	78%	74%	73%	73%	69%
Mean Rank	2.4	2.4	2.4	2.3	2	2.4	2.4	2.6	2.6	2.4	2.5	2.5	2.3
Standard Deviation	1	1	1	1	1.4	1	1	0.8	0.9	1.2	1	1	1.3

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(48.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been made in an environmentally friendly way

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	11%	9%	11%	11%	15%	20%	6%	11%	14%	13%	6%	12%	10%
2	10%	8%	10%	8%	15%	11%	6%	9%	11%	11%	5%	10%	10%
3-Lowest Rank	7%	7%	9%	11%	5%	9%	5%	7%	9%	9%	5%	7%	7%
Not Selected	72%	76%	69%	70%	64%	60%	83%	73%	65%	66%	84%	70%	73%
Mean Rank	2.4	2.5	2.4	2.4	2.2	2	2.7	2.4	2.3	2.3	2.7	2.4	2.4
Standard Deviation	1	0.9	1	1	1.4	1.5	0.7	1	1.3	1.2	0.7	1.2	1

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(49.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product is of a high quality

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	26%	30%	22%	17%	19%	22%	28%	32%	34%	27%	22%	27%	30%
2	24%	24%	24%	20%	22%	24%	21%	28%	28%	24%	25%	24%	22%
3-Lowest Rank	9%	9%	10%	8%	9%	9%	10%	11%	9%	11%	11%	10%	5%
Not Selected	41%	37%	44%	55%	50%	45%	42%	29%	29%	38%	41%	39%	42%
Mean Rank	1.6	1.5	1.8	2	1.9	1.8	1.6	1.4	1.3	1.6	1.7	1.6	1.6
Standard Deviation	1.6	1.6	1.5	1.4	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.6	1.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(49.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product is of a high quality

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	26%	29%	23%	27%	17%	21%	26%	30%	26%	29%	27%	37%	20%
2	24%	24%	24%	30%	22%	27%	24%	23%	24%	24%	25%	25%	24%
3-Lowest Rank	9%	9%	9%	5%	10%	7%	11%	9%	8%	9%	9%	6%	11%
Not Selected	41%	37%	45%	38%	51%	45%	39%	38%	41%	38%	38%	32%	45%
Mean Rank	1.6	1.5	1.8	1.5	2	1.8	1.6	1.5	1.6	1.5	1.6	1.3	1.8
Standard Deviation	1.6	1.6	1.5	1.6	1.4	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.5

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(50.A) Of these, what is most important to you. Please rank up to three of the following: What country the product has been made in

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	7%	6%	8%	4%	5%	6%	8%	6%	10%	6%	8%	8%	5%
2	9%	8%	9%	5%	7%	8%	10%	10%	11%	10%	8%	11%	7%
3-Lowest Rank	11%	10%	11%	5%	9%	9%	11%	13%	14%	10%	10%	10%	13%
Not Selected	74%	76%	72%	86%	78%	77%	71%	71%	64%	74%	74%	71%	75%
Mean Rank	2.5	2.6	2.5	2.7	2.6	2.6	2.4	2.5	2.3	2.5	2.5	2.4	2.6
Standard Deviation	0.8	0.8	0.9	0.5	0.7	0.8	0.9	0.8	1	0.8	0.9	0.9	0.7

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(50.B) Of these, what is most important to you. Please rank up to three of the following: What country the product has been made in

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	7%	8%	6%	6%	5%	3%	11%	7%	5%	5%	11%	6%	8%
2	9%	10%	7%	10%	6%	8%	10%	8%	9%	9%	9%	10%	8%
3-Lowest Rank	11%	12%	9%	6%	10%	8%	12%	12%	9%	9%	14%	11%	11%
Not Selected	74%	70%	79%	78%	79%	81%	68%	72%	77%	76%	65%	74%	74%
Mean Rank	2.5	2.4	2.6	2.6	2.6	2.7	2.4	2.5	2.6	2.6	2.3	2.5	2.5
Standard Deviation	0.8	0.9	0.7	0.8	0.7	0.6	1	0.8	0.7	0.7	1	0.8	0.9

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(51.A) Of these, what is most important to you. Please rank up to three of the following: Whether those who were involved in making the product have been paid well

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	5%	5%	5%	11%	7%	8%	3%	3%	1%	4%	5%	3%	7%
2	5%	5%	5%	7%	10%	4%	5%	2%	3%	4%	4%	5%	7%
3-Lowest Rank	5%	6%	4%	7%	7%	6%	5%	4%	2%	4%	4%	5%	6%
Not Selected	85%	84%	87%	75%	76%	83%	88%	91%	94%	88%	86%	87%	80%
Mean Rank	2.7	2.7	2.7	2.5	2.5	2.6	2.8	2.8	2.9	2.7	2.7	2.8	2.6
Standard Deviation	0.6	0.6	0.6	1	0.9	0.8	0.4	0.4	0.2	0.5	0.6	0.5	0.8

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(51.B) Of these, what is most important to you. Please rank up to three of the following: Whether those who were involved in making the product have been paid well

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	5%	4%	6%	4%	10%	5%	5%	3%	6%	5%	4%	6%	5%
2	5%	3%	7%	6%	8%	1%	3%	5%	6%	6%	3%	6%	5%
3-Lowest Rank	5%	5%	5%	2%	4%	7%	4%	3%	6%	6%	5%	6%	4%
Not Selected	85%	88%	82%	88%	78%	86%	88%	88%	82%	84%	88%	83%	86%
Mean Rank	2.7	2.8	2.6	2.7	2.5	2.7	2.8	2.8	2.6	2.7	2.8	2.7	2.7
Standard Deviation	0.6	0.5	0.8	0.5	1	0.5	0.5	0.5	0.7	0.6	0.5	0.7	0.6

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(52.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been recommended to me by other people

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	4%	5%	3%	7%	5%	7%	2%	3%	1%	5%	5%	2%	3%
2	6%	7%	6%	12%	9%	5%	7%	2%	3%	5%	6%	5%	8%
3-Lowest Rank	8%	8%	7%	12%	11%	9%	5%	6%	4%	9%	6%	7%	9%
Not Selected	82%	80%	85%	70%	74%	78%	86%	89%	91%	81%	83%	85%	80%
Mean Rank	2.7	2.6	2.7	2.4	2.6	2.6	2.8	2.8	2.8	2.7	2.7	2.8	2.7
Standard Deviation	0.6	0.7	0.5	0.9	0.7	0.8	0.5	0.4	0.3	0.6	0.6	0.4	0.6

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(52.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been recommended to me by other people

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	4%	4%	5%	1%	5%	1%	4%	2%	4%	5%	3%	4%	4%
2	6%	6%	7%	4%	8%	7%	5%	8%	5%	5%	8%	4%	7%
3-Lowest Rank	8%	7%	10%	8%	9%	10%	5%	9%	8%	8%	5%	7%	8%
Not Selected	82%	84%	77%	87%	79%	82%	85%	81%	82%	82%	84%	85%	81%
Mean Rank	2.7	2.7	2.6	2.8	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.6	0.7	0.3	0.7	0.4	0.6	0.5	0.6	0.6	0.6	0.5	0.6

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(53.A) Of these, what is most important to you. Please rank up to three of the following: The reputation of the brand

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1-Highest Rank	8%	7%	9%	9%	10%	9%	10%	7%	5%	9%	9%	8%	5%
2	12%	13%	12%	11%	10%	18%	12%	12%	11%	13%	13%	11%	12%
3-Lowest Rank	16%	18%	14%	14%	16%	15%	14%	16%	21%	13%	17%	17%	16%
Not Selected	64%	62%	65%	66%	64%	59%	64%	66%	64%	65%	61%	64%	66%
Mean Rank	2.4	2.4	2.4	2.4	2.3	2.2	2.3	2.4	2.4	2.3	2.3	2.4	2.4
Standard Deviation	1	0.9	1	1	1	1	1	0.9	0.7	1	1	0.9	0.8

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(53.B) Of these, what is most important to you. Please rank up to three of the following: The reputation of the brand

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1-Highest Rank	8%	6%	14%	7%	12%	4%	7%	8%	9%	8%	7%	6%	9%
2	12%	14%	11%	9%	9%	10%	14%	12%	12%	13%	11%	14%	12%
3-Lowest Rank	16%	16%	16%	20%	16%	7%	17%	17%	17%	17%	19%	20%	14%
Not Selected	64%	64%	59%	64%	62%	78%	62%	63%	62%	62%	62%	61%	65%
Mean Rank	2.4	2.4	2.2	2.4	2.3	2.6	2.3	2.4	2.3	2.3	2.4	2.3	2.4
Standard Deviation	1	0.9	1.2	0.8	1	0.7	0.9	0.9	1	1	0.9	0.9	1

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(54.A) A soft drink:How much, on average, would you typically spend on the following?Please give your answers in \$

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(54.B) A soft drink:How much, on average, would you typically spend on the following?Please give your answers in \$

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(55.A) A t-shirt:How much, on average, would you typically spend on the following?Please give your answers in \$

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(55.B) A t-shirt:How much, on average, would you typically spend on the following?Please give your answers in \$

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(56.A) A phone:How much, on average, would you typically spend on the following?Please give your answers in \$

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(56.B) A phone:How much, on average, would you typically spend on the following?Please give your answers in \$

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(57.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	670	294	371	99	83	106	111	109	162	147	223	168	132
Weighted	677	322	350	76	125	116	135	102	124	124	240	149	165
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	63%	66%	61%	68%	77%	57%	62%	56%	59%	57%	64%	59%	71%
I would choose the t-shirt which costs what I would normally spend	32%	30%	34%	22%	21%	36%	34%	41%	35%	39%	32%	34%	24%
Don't Know	5%	4%	6%	10%	2%	7%	4%	3%	6%	4%	4%	7%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(57.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	670	435	101	51	54	28	182	160	255	293	201	222	448
Weighted	677	390	95	45	132	14	178	175	246	284	191	234	443
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	63%	61%	60%	73%	68%	62%	52%	67%	74%	74%	55%	75%	57%
I would choose the t-shirt which costs what I would normally spend	32%	34%	35%	25%	28%	29%	45%	27%	23%	23%	41%	23%	37%
Don't Know	5%	5%	5%	3%	4%	9%	3%	6%	3%	3%	5%	2%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(58.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	662	282	378	108	75	104	73	128	174	142	246	157	117
Weighted	650	308	341	81	108	107	93	118	144	116	265	125	144
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$1 more	62%	59%	64%	73%	62%	64%	59%	61%	58%	68%	60%	55%	68%
I would choose the t-shirt which costs what I would normally spend	33%	36%	30%	20%	29%	34%	35%	37%	38%	27%	38%	36%	25%
Don't Know	5%	4%	5%	7%	8%	2%	6%	2%	4%	5%	2%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(58.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	662	453	95	49	44	18	176	144	269	313	202	236	426
Weighted	650	406	85	40	105	11	173	136	270	308	184	234	416
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$1 more	62%	62%	60%	58%	67%	41%	49%	60%	73%	71%	54%	68%	59%
I would choose the t-shirt which costs what I would normally spend	33%	33%	31%	37%	31%	42%	45%	36%	24%	26%	41%	28%	36%
Don't Know	5%	4%	9%	5%	2%	17%	6%	3%	3%	2%	5%	4%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(59.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	681	288	389	101	75	106	92	129	178	141	237	169	134
Weighted	685	314	366	86	112	122	102	117	146	118	251	142	174
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$2.50 more	46%	45%	47%	48%	56%	55%	39%	43%	37%	50%	48%	40%	45%
I would choose the t-shirt which costs what I would normally spend	46%	47%	45%	44%	41%	40%	47%	47%	54%	39%	47%	54%	44%
Don't Know	8%	9%	7%	8%	3%	5%	14%	10%	9%	11%	6%	6%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(59.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	681	462	95	37	60	25	175	176	253	297	214	209	472
Weighted	685	409	85	31	145	14	171	178	264	304	197	205	480
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$2.50 more	46%	45%	47%	63%	44%	52%	43%	42%	51%	50%	40%	54%	43%
I would choose the t-shirt which costs what I would normally spend	46%	48%	43%	30%	48%	46%	50%	47%	42%	41%	52%	39%	49%
Don't Know	8%	8%	11%	7%	8%	3%	7%	11%	7%	9%	8%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(60.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	667	305	360	102	75	106	85	124	175	144	246	151	126
Weighted	676	349	325	78	131	119	90	116	142	123	260	125	168
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$5 more	39%	41%	38%	37%	46%	49%	36%	36%	32%	43%	40%	33%	41%
I would choose the t-shirt which costs what I would normally spend	53%	53%	52%	56%	49%	43%	57%	56%	57%	49%	54%	54%	53%
Don't Know	8%	6%	10%	7%	5%	8%	8%	8%	11%	8%	6%	13%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(60.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	667	454	101	36	46	30	184	156	249	291	192	210	457
Weighted	676	409	93	30	128	17	181	164	253	289	189	221	455
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$5 more	39%	36%	48%	35%	42%	59%	25%	37%	52%	48%	26%	51%	34%
I would choose the t-shirt which costs what I would normally spend	53%	55%	48%	54%	52%	29%	66%	54%	43%	45%	65%	43%	58%
Don't Know	8%	9%	4%	11%	6%	11%	9%	8%	5%	7%	9%	7%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(61.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	678	292	384	118	75	91	98	126	170	133	256	163	126
Weighted	666	320	344	94	117	90	111	115	140	105	263	139	159
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$10 more	29%	29%	29%	29%	45%	39%	28%	20%	17%	31%	31%	24%	27%
I would choose the t-shirt which costs what I would normally spend	62%	65%	59%	67%	49%	59%	62%	73%	63%	59%	58%	68%	66%
Don't Know	9%	6%	12%	4%	6%	2%	10%	8%	20%	10%	11%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(61.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	678	458	90	57	44	25	171	169	241	279	217	214	464
Weighted	666	416	83	48	102	13	158	165	242	282	199	219	447
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$10 more	29%	28%	31%	31%	28%	36%	25%	26%	34%	29%	25%	25%	30%
I would choose the t-shirt which costs what I would normally spend	62%	61%	57%	65%	68%	58%	67%	65%	58%	62%	66%	65%	61%
Don't Know	9%	11%	12%	3%	4%	6%	9%	9%	8%	9%	9%	10%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(62.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	654	295	354	102	73	97	91	106	185	127	236	172	119
Weighted	657	330	323	73	126	104	106	97	151	98	261	144	155
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$25 more	27%	28%	26%	32%	41%	39%	31%	14%	10%	25%	28%	22%	30%
I would choose the t-shirt which costs what I would normally spend	66%	67%	64%	53%	57%	56%	64%	82%	77%	66%	66%	70%	61%
Don't Know	7%	6%	9%	15%	2%	5%	6%	4%	13%	9%	6%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(62.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	654	424	102	48	48	28	158	151	259	283	194	219	435
Weighted	657	372	95	42	128	15	146	171	250	292	185	225	432
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$25 more	27%	20%	34%	21%	43%	23%	21%	25%	31%	30%	16%	29%	26%
I would choose the t-shirt which costs what I would normally spend	66%	71%	58%	75%	53%	73%	73%	68%	61%	61%	77%	64%	66%
Don't Know	7%	9%	8%	4%	5%	4%	7%	7%	8%	9%	7%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(63.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	630	280	347	103	73	91	92	101	170	135	223	167	105
Weighted	645	322	320	75	111	107	113	101	139	118	245	148	134
I would choose the t-shirt from the company which has half the emissions, and spend \$0.50 more	53%	51%	55%	41%	52%	55%	62%	42%	61%	55%	52%	49%	57%
I would choose the t-shirt which costs what I would normally spend	39%	45%	33%	47%	37%	40%	32%	49%	33%	37%	41%	40%	36%
Don't Know	8%	4%	12%	12%	11%	5%	7%	9%	7%	7%	7%	12%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(63.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	630	418	86	47	53	22	151	167	246	283	190	192	438
Weighted	645	383	78	37	129	13	153	179	249	290	189	196	449
I would choose the t-shirt from the company which has half the emissions, and spend \$0.50 more	53%	56%	49%	59%	44%	63%	40%	52%	65%	68%	39%	65%	48%
I would choose the t-shirt which costs what I would normally spend	39%	36%	44%	38%	46%	24%	55%	38%	31%	28%	55%	30%	42%
Don't Know	8%	8%	8%	2%	9%	13%	6%	10%	3%	4%	6%	4%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(64.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	601	267	330	101	68	83	84	122	143	106	229	159	107
Weighted	593	283	306	71	112	84	99	108	120	88	232	134	139
I would choose the t-shirt from the company which has half the emissions, and spend \$1 more	54%	55%	52%	47%	61%	61%	54%	47%	52%	51%	59%	52%	48%
I would choose the t-shirt which costs what I would normally spend	40%	39%	41%	42%	34%	36%	39%	44%	43%	41%	36%	40%	44%
Don't Know	7%	6%	7%	11%	6%	3%	7%	9%	5%	9%	5%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(64.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	601	405	87	43	42	24	145	164	214	254	181	175	426
Weighted	593	358	82	39	101	13	134	169	209	250	163	177	416
I would choose the t-shirt from the company which has half the emissions, and spend \$1 more	54%	52%	63%	62%	51%	37%	37%	60%	65%	64%	48%	63%	50%
I would choose the t-shirt which costs what I would normally spend	40%	42%	32%	32%	40%	61%	60%	36%	27%	29%	49%	32%	43%
Don't Know	7%	6%	5%	6%	9%	3%	4%	4%	8%	8%	3%	4%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(65.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	675	280	391	109	80	106	86	122	172	147	246	151	131
Weighted	657	295	358	91	116	107	95	111	138	120	256	119	162
I would choose the t-shirt from the company which has half the emissions, and spend \$2.50 more	44%	45%	43%	46%	45%	38%	39%	50%	45%	46%	41%	43%	47%
I would choose the t-shirt which costs what I would normally spend	50%	50%	49%	48%	48%	58%	52%	44%	47%	50%	52%	51%	44%
Don't Know	7%	5%	8%	6%	7%	4%	9%	5%	8%	4%	7%	5%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(65.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	675	453	99	46	44	28	192	149	249	284	221	215	460
Weighted	657	407	85	37	109	14	185	144	243	285	201	219	438
I would choose the t-shirt from the company which has half the emissions, and spend \$2.50 more	44%	45%	41%	47%	40%	49%	35%	45%	53%	55%	35%	55%	38%
I would choose the t-shirt which costs what I would normally spend	50%	48%	51%	49%	57%	45%	62%	49%	41%	40%	61%	40%	54%
Don't Know	7%	7%	7%	4%	3%	6%	3%	6%	5%	5%	5%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(66.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	635	260	370	95	83	90	81	114	172	140	209	164	122
Weighted	654	302	348	81	141	105	95	96	136	115	223	142	174
I would choose the t-shirt from the company which has half the emissions, and spend \$5 more	36%	37%	35%	32%	48%	46%	32%	27%	26%	34%	35%	36%	37%
I would choose the t-shirt which costs what I would normally spend	57%	58%	56%	60%	47%	50%	55%	66%	67%	59%	58%	57%	55%
Don't Know	7%	6%	9%	9%	5%	4%	13%	7%	7%	7%	7%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(66.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	635	429	89	42	55	19	179	137	240	266	205	197	438
Weighted	654	378	83	36	146	10	176	146	246	268	197	201	453
I would choose the t-shirt from the company which has half the emissions, and spend \$5 more	36%	32%	36%	37%	44%	50%	27%	37%	43%	41%	32%	40%	34%
I would choose the t-shirt which costs what I would normally spend	57%	62%	54%	56%	48%	50%	72%	56%	48%	51%	66%	54%	58%
Don't Know	7%	7%	10%	7%	8%	0%	2%	7%	9%	7%	2%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(67.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	658	285	370	114	73	109	104	106	152	124	240	162	132
Weighted	677	327	347	91	125	119	121	102	119	110	272	136	159
I would choose the t-shirt from the company which has half the emissions, and spend \$10 more	25%	25%	25%	33%	28%	27%	26%	23%	14%	22%	27%	21%	28%
I would choose the t-shirt which costs what I would normally spend	66%	70%	63%	58%	62%	62%	69%	69%	75%	67%	67%	66%	63%
Don't Know	9%	5%	13%	8%	10%	11%	5%	8%	12%	11%	6%	13%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(67.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

		Ethnicity					Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	658	410	109	48	60	29	166	148	256	291	177	214	444
Weighted	677	361	100	41	157	16	156	162	272	308	166	224	453
I would choose the t-shirt from the company which has half the emissions, and spend \$10 more	25%	22%	32%	30%	26%	21%	18%	21%	34%	29%	18%	32%	21%
I would choose the t-shirt which costs what I would normally spend	66%	68%	60%	61%	65%	72%	74%	67%	61%	62%	74%	59%	69%
Don't Know	9%	10%	7%	9%	9%	7%	8%	12%	6%	9%	8%	8%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(68.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	649	290	358	106	73	109	87	129	145	144	233	147	125
Weighted	632	317	313	75	109	112	96	121	120	106	246	120	159
I would choose the t-shirt from the company which has half the emissions, and spend \$25 more	20%	23%	17%	34%	41%	22%	14%	8%	6%	18%	17%	15%	29%
I would choose the t-shirt which costs what I would normally spend	71%	69%	72%	59%	51%	66%	71%	84%	87%	69%	75%	75%	61%
Don't Know	10%	8%	11%	8%	8%	12%	15%	8%	8%	13%	8%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(68.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	649	419	108	52	38	30	161	155	255	288	188	211	438
Weighted	632	378	101	46	89	15	151	159	241	278	170	214	417
I would choose the t-shirt from the company which has half the emissions, and spend \$25 more	20%	16%	33%	15%	24%	15%	18%	17%	25%	24%	16%	24%	18%
I would choose the t-shirt which costs what I would normally spend	71%	74%	57%	81%	65%	64%	74%	72%	68%	69%	75%	70%	71%
Don't Know	10%	10%	10%	4%	11%	21%	9%	11%	8%	7%	9%	7%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(69.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	610	258	346	111	65	95	77	108	154	127	197	169	117
Weighted	623	285	332	87	109	111	90	100	125	103	214	149	157
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$0.50 more	53%	55%	51%	45%	55%	56%	56%	52%	53%	50%	53%	56%	52%
I would choose the t-shirt which costs what I would normally spend	41%	40%	41%	47%	43%	38%	38%	41%	40%	41%	41%	39%	42%
Don't Know	6%	4%	8%	8%	2%	6%	7%	8%	7%	9%	6%	5%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(69.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	610	401	84	42	54	25	167	137	223	259	187	185	425
Weighted	623	365	73	37	132	12	169	138	220	260	182	195	428
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$0.50 more	53%	60%	41%	56%	39%	56%	46%	58%	58%	58%	55%	56%	52%
I would choose the t-shirt which costs what I would normally spend	41%	34%	53%	41%	53%	34%	49%	38%	37%	36%	41%	37%	43%
Don't Know	6%	6%	6%	3%	7%	10%	5%	4%	5%	6%	5%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(70.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	632	277	354	104	87	87	83	113	158	138	240	138	116
Weighted	658	320	337	78	147	96	96	112	130	109	269	122	158
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$1 more	51%	56%	46%	52%	57%	55%	50%	46%	46%	42%	50%	51%	59%
I would choose the t-shirt which costs what I would normally spend	42%	39%	46%	41%	36%	43%	43%	50%	44%	49%	44%	40%	37%
Don't Know	7%	5%	8%	7%	8%	2%	7%	4%	10%	8%	7%	9%	4%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(70.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	632	421	94	40	52	24	165	157	236	253	202	205	427
Weighted	658	378	89	33	142	14	162	178	250	268	198	222	436
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$1 more	51%	51%	56%	58%	48%	31%	44%	48%	59%	61%	46%	56%	48%
I would choose the t-shirt which costs what I would normally spend	42%	42%	40%	42%	45%	49%	50%	40%	38%	34%	48%	38%	45%
Don't Know	7%	7%	4%	0%	7%	20%	5%	11%	3%	5%	6%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(71.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	642	277	363	90	76	98	91	111	176	126	257	148	111
Weighted	638	303	332	76	118	98	112	98	137	101	274	123	141
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$2.50 more	41%	42%	40%	34%	58%	35%	36%	36%	43%	38%	39%	45%	44%
I would choose the t-shirt which costs what I would normally spend	51%	54%	49%	52%	36%	61%	53%	57%	51%	54%	54%	51%	44%
Don't Know	8%	4%	11%	14%	6%	4%	11%	6%	6%	8%	7%	4%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(71.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	642	418	103	47	45	29	150	161	248	294	177	202	440
Weighted	638	373	93	43	116	14	139	172	236	286	156	202	436
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$2.50 more	41%	39%	37%	43%	52%	42%	27%	42%	51%	50%	32%	49%	37%
I would choose the t-shirt which costs what I would normally spend	51%	53%	52%	55%	44%	55%	66%	49%	43%	44%	62%	44%	54%
Don't Know	8%	9%	11%	2%	3%	3%	7%	9%	6%	6%	6%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(72.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	655	281	371	117	72	110	88	117	151	140	234	157	124
Weighted	645	309	333	86	110	123	104	102	121	117	251	128	148
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$5 more	35%	36%	34%	33%	44%	42%	33%	31%	24%	33%	37%	29%	37%
I would choose the t-shirt which costs what I would normally spend	58%	57%	59%	62%	50%	51%	55%	63%	67%	56%	58%	60%	57%
Don't Know	7%	8%	7%	5%	6%	6%	11%	6%	10%	11%	5%	11%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(72.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	655	427	105	55	45	19	165	154	253	285	202	198	457
Weighted	645	383	96	43	108	10	154	152	264	295	182	197	448
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$5 more	35%	33%	40%	26%	37%	41%	27%	28%	46%	41%	29%	38%	33%
I would choose the t-shirt which costs what I would normally spend	58%	57%	56%	71%	57%	55%	64%	64%	48%	51%	64%	54%	60%
Don't Know	7%	9%	4%	3%	6%	3%	9%	8%	6%	8%	7%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(73.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	656	282	372	108	75	99	94	121	159	139	227	161	129
Weighted	655	312	340	78	125	107	104	113	128	125	228	139	163
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$10 more	23%	27%	19%	29%	29%	36%	17%	20%	9%	23%	22%	20%	26%
I would choose the t-shirt which costs what I would normally spend	68%	67%	69%	57%	63%	58%	69%	75%	79%	67%	71%	70%	62%
Don't Know	10%	7%	12%	14%	8%	6%	14%	5%	12%	10%	7%	10%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(73.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	656	442	85	47	51	26	173	155	254	295	195	203	453
Weighted	655	388	78	37	132	16	164	165	253	292	192	208	446
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$10 more	23%	19%	28%	15%	34%	34%	22%	21%	25%	25%	15%	29%	20%
I would choose the t-shirt which costs what I would normally spend	68%	73%	64%	79%	52%	56%	71%	67%	67%	66%	75%	60%	71%
Don't Know	10%	8%	8%	6%	14%	10%	7%	12%	8%	8%	9%	12%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(74.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	653	287	360	98	75	99	101	124	156	126	225	177	125
Weighted	640	316	317	78	104	100	112	114	131	101	238	139	162
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$25 more	20%	24%	16%	26%	39%	32%	16%	6%	7%	15%	21%	14%	26%
I would choose the t-shirt which costs what I would normally spend	72%	71%	73%	67%	54%	59%	76%	88%	84%	72%	73%	77%	67%
Don't Know	8%	5%	11%	7%	8%	9%	8%	5%	9%	13%	5%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(74.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	653	425	107	47	45	29	174	156	246	280	199	211	442
Weighted	640	378	100	43	101	17	168	155	238	277	178	208	432
I would choose the t-shirt from the company which pays significantly more tax in the US, and spend \$25 more	20%	16%	28%	24%	24%	29%	14%	20%	24%	21%	15%	25%	17%
I would choose the t-shirt which costs what I would normally spend	72%	75%	63%	73%	75%	62%	83%	71%	67%	72%	82%	68%	75%
Don't Know	8%	10%	9%	3%	1%	9%	3%	9%	9%	7%	4%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(75.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	657	273	381	93	77	98	93	120	176	141	227	170	119
Weighted	658	310	346	79	121	105	104	107	142	122	242	138	156
I would choose the phone from the company which has half the emissions, and spend \$5 more	49%	52%	47%	46%	47%	54%	54%	42%	51%	47%	51%	44%	52%
I would choose the phone which costs what I would normally spend	43%	44%	43%	41%	45%	41%	42%	49%	40%	45%	40%	47%	43%
Don't Know	8%	5%	10%	14%	8%	5%	4%	8%	8%	7%	9%	9%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(75.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	657	438	99	38	53	27	166	157	255	284	190	201	456
Weighted	658	387	90	32	132	15	161	160	248	281	177	193	465
I would choose the phone from the company which has half the emissions, and spend \$5 more	49%	47%	46%	58%	56%	40%	33%	48%	63%	60%	36%	59%	45%
I would choose the phone which costs what I would normally spend	43%	44%	45%	42%	38%	43%	60%	43%	33%	35%	55%	35%	47%
Don't Know	8%	8%	10%	0%	6%	17%	7%	9%	4%	5%	9%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(76.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	642	279	359	113	64	93	82	118	172	135	217	171	119
Weighted	607	295	309	85	95	92	93	103	139	99	218	150	140
I would choose the phone from the company which has half the emissions, and spend \$10 more	41%	44%	38%	35%	52%	49%	31%	40%	39%	38%	38%	37%	52%
I would choose the phone which costs what I would normally spend	51%	50%	52%	54%	40%	49%	50%	56%	54%	51%	56%	52%	42%
Don't Know	8%	6%	10%	11%	8%	2%	19%	4%	7%	11%	6%	11%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(76.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	642	448	78	46	39	28	170	144	250	281	194	193	449
Weighted	607	390	66	39	95	15	160	136	241	273	177	187	420
I would choose the phone from the company which has half the emissions, and spend \$10 more	41%	43%	35%	46%	38%	39%	26%	39%	55%	55%	28%	51%	36%
I would choose the phone which costs what I would normally spend	51%	50%	53%	48%	54%	49%	70%	46%	41%	41%	63%	42%	55%
Don't Know	8%	7%	12%	6%	8%	13%	4%	15%	4%	4%	9%	6%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(77.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	657	302	350	99	79	103	79	135	162	137	244	152	124
Weighted	657	331	321	70	131	110	92	124	129	112	252	127	166
I would choose the phone from the company which has half the emissions, and spend \$25 more	31%	32%	29%	37%	39%	41%	24%	25%	21%	23%	29%	33%	36%
I would choose the phone which costs what I would normally spend	57%	56%	59%	56%	52%	50%	59%	62%	64%	66%	58%	57%	50%
Don't Know	10%	9%	12%	7%	10%	8%	16%	10%	12%	11%	11%	8%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(77.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	657	439	107	36	43	29	180	164	242	284	215	234	423
Weighted	657	395	103	31	109	15	174	168	244	284	204	244	414
I would choose the phone from the company which has half the emissions, and spend \$25 more	31%	29%	33%	46%	32%	25%	24%	29%	40%	40%	20%	35%	28%
I would choose the phone which costs what I would normally spend	57%	58%	59%	50%	53%	70%	71%	55%	48%	47%	70%	54%	59%
Don't Know	10%	10%	8%	5%	16%	5%	6%	14%	10%	10%	9%	8%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(78.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	658	283	372	102	74	97	90	108	187	134	248	151	125
Weighted	678	316	358	76	121	111	112	105	153	110	289	121	158
I would choose the phone from the company which has half the emissions, and spend \$50 more	30%	35%	26%	32%	47%	39%	17%	26%	23%	27%	30%	34%	31%
I would choose the phone which costs what I would normally spend	61%	58%	63%	59%	46%	53%	75%	71%	63%	65%	65%	53%	58%
Don't Know	8%	6%	10%	10%	7%	8%	8%	2%	14%	8%	6%	13%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(78.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	658	444	101	45	49	18	164	164	247	291	193	212	446
Weighted	678	406	95	39	128	10	162	180	257	304	181	219	459
I would choose the phone from the company which has half the emissions, and spend \$50 more	30%	29%	28%	26%	38%	29%	25%	30%	34%	36%	23%	38%	27%
I would choose the phone which costs what I would normally spend	61%	60%	66%	70%	57%	57%	67%	62%	58%	56%	68%	52%	65%
Don't Know	8%	10%	6%	4%	5%	14%	8%	8%	8%	8%	9%	10%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(79.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	668	307	359	107	79	106	91	113	172	133	239	154	142
Weighted	680	351	327	88	124	113	111	107	138	106	254	136	183
I would choose the phone from the company which has half the emissions, and spend \$100 more	22%	26%	18%	24%	33%	30%	23%	13%	12%	19%	22%	16%	29%
I would choose the phone which costs what I would normally spend	67%	63%	71%	65%	50%	61%	65%	81%	79%	70%	68%	71%	60%
Don't Know	11%	11%	11%	11%	17%	9%	12%	6%	10%	11%	9%	13%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(79.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	668	436	90	60	54	27	177	148	257	287	203	222	446
Weighted	680	399	80	48	137	16	169	161	260	289	190	232	448
I would choose the phone from the company which has half the emissions, and spend \$100 more	22%	19%	24%	27%	28%	17%	17%	20%	28%	27%	16%	30%	18%
I would choose the phone which costs what I would normally spend	67%	71%	72%	68%	51%	68%	77%	66%	60%	61%	74%	63%	69%
Don't Know	11%	9%	4%	6%	21%	15%	6%	13%	11%	11%	9%	8%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(80.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	730	312	415	116	83	113	115	128	175	154	269	182	125
Weighted	731	339	390	90	127	126	125	119	145	135	284	151	161
I would choose the phone from the company which has half the emissions, and spend \$250 more	16%	19%	13%	22%	23%	24%	10%	11%	7%	12%	16%	14%	21%
I would choose the phone which costs what I would normally spend	75%	73%	77%	70%	68%	70%	79%	83%	82%	77%	77%	72%	75%
Don't Know	9%	8%	10%	8%	9%	6%	11%	6%	12%	11%	8%	14%	4%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(80.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	730	481	109	53	58	25	189	179	275	329	225	248	482
Weighted	731	425	102	48	139	14	182	184	276	327	216	263	469
I would choose the phone from the company which has half the emissions, and spend \$250 more	16%	13%	26%	15%	17%	25%	13%	14%	19%	19%	10%	20%	13%
I would choose the phone which costs what I would normally spend	75%	78%	65%	83%	74%	72%	81%	75%	72%	71%	83%	72%	78%
Don't Know	9%	10%	9%	3%	9%	2%	5%	11%	9%	10%	7%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(81.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	662	270	388	109	82	99	97	137	138	137	226	172	127
Weighted	668	306	358	90	126	100	115	128	110	118	244	148	158
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$5 more	51%	48%	53%	50%	51%	52%	51%	50%	50%	56%	48%	48%	53%
I would choose the phone which costs what I would normally spend	41%	44%	39%	40%	35%	40%	44%	45%	42%	37%	44%	45%	35%
Don't Know	8%	8%	8%	10%	14%	7%	5%	5%	8%	7%	7%	6%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(81.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	662	434	99	45	53	29	170	158	262	310	185	210	452
Weighted	668	395	89	38	128	15	165	173	259	315	184	219	449
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$5 more	51%	52%	51%	71%	40%	51%	38%	53%	58%	58%	39%	58%	47%
I would choose the phone which costs what I would normally spend	41%	43%	43%	23%	40%	47%	58%	38%	32%	33%	50%	29%	47%
Don't Know	8%	5%	6%	6%	20%	2%	3%	9%	10%	9%	11%	13%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(82.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	671	307	362	101	72	116	90	119	173	142	241	168	120
Weighted	667	324	342	74	118	127	104	104	139	125	244	145	154
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$10 more	48%	49%	46%	57%	56%	50%	50%	39%	38%	46%	48%	44%	52%
I would choose the phone which costs what I would normally spend	44%	43%	45%	39%	40%	39%	39%	50%	53%	45%	46%	46%	38%
Don't Know	8%	7%	9%	4%	4%	11%	11%	11%	8%	8%	6%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(82.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	671	478	90	40	45	17	180	167	250	278	228	215	456
Weighted	667	425	86	35	110	11	165	180	244	271	202	213	455
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$10 more	48%	46%	48%	54%	51%	44%	33%	48%	60%	61%	37%	59%	42%
I would choose the phone which costs what I would normally spend	44%	44%	48%	40%	43%	30%	59%	42%	34%	33%	53%	35%	49%
Don't Know	8%	9%	4%	7%	6%	26%	8%	10%	6%	5%	10%	6%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(83.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	628	267	358	110	76	90	83	104	165	138	229	152	109
Weighted	626	307	316	80	122	99	92	100	133	101	252	129	144
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$25 more	40%	39%	40%	56%	43%	44%	39%	29%	32%	39%	40%	38%	41%
I would choose the phone which costs what I would normally spend	54%	54%	55%	38%	54%	50%	53%	67%	60%	54%	55%	53%	56%
Don't Know	6%	7%	5%	6%	4%	6%	8%	5%	8%	7%	6%	9%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(83.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	628	391	99	55	54	23	160	129	250	277	192	186	442
Weighted	626	338	91	45	134	12	151	135	254	280	180	183	443
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$25 more	40%	39%	43%	30%	43%	35%	30%	36%	47%	47%	26%	43%	38%
I would choose the phone which costs what I would normally spend	54%	54%	48%	68%	55%	57%	67%	51%	49%	49%	67%	53%	55%
Don't Know	6%	7%	9%	2%	2%	8%	2%	13%	4%	4%	7%	4%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(84.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	640	275	362	99	83	94	98	110	156	124	210	170	136
Weighted	649	312	334	77	131	108	108	100	126	109	228	139	173
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$50 more	30%	33%	27%	37%	34%	45%	24%	23%	22%	27%	30%	30%	33%
I would choose the phone which costs what I would normally spend	59%	59%	59%	51%	53%	51%	63%	69%	63%	61%	61%	59%	54%
Don't Know	11%	8%	14%	12%	13%	3%	13%	9%	16%	13%	9%	11%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(84.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	640	414	97	47	47	33	181	152	227	264	194	211	429
Weighted	649	380	95	40	116	17	186	153	226	275	185	222	427
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$50 more	30%	30%	31%	39%	29%	21%	17%	30%	39%	33%	22%	34%	28%
I would choose the phone which costs what I would normally spend	59%	58%	55%	52%	67%	62%	74%	55%	54%	57%	69%	57%	59%
Don't Know	11%	13%	14%	8%	4%	17%	9%	15%	7%	9%	9%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(85.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	633	266	362	88	60	94	85	125	181	129	236	151	117
Weighted	628	284	339	75	94	102	98	115	144	102	247	129	149
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$100 more	25%	28%	23%	34%	49%	27%	23%	13%	15%	23%	30%	21%	22%
I would choose the phone which costs what I would normally spend	67%	66%	68%	59%	45%	66%	72%	79%	73%	69%	63%	71%	69%
Don't Know	8%	7%	8%	8%	6%	6%	5%	8%	13%	8%	7%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(85.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	633	424	96	44	47	21	160	156	242	265	198	193	440
Weighted	628	374	80	37	124	12	147	160	241	259	180	197	431
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$100 more	25%	19%	38%	30%	35%	32%	15%	29%	28%	26%	18%	27%	24%
I would choose the phone which costs what I would normally spend	67%	72%	56%	66%	61%	47%	78%	63%	66%	66%	74%	68%	66%
Don't Know	8%	10%	6%	4%	4%	21%	8%	8%	6%	8%	8%	5%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(86.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	614	277	334	121	77	95	81	99	141	126	238	137	113
Weighted	620	314	303	87	123	98	101	91	119	101	259	110	149
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$250 more	18%	22%	15%	27%	27%	26%	12%	8%	9%	16%	19%	14%	22%
I would choose the phone which costs what I would normally spend	73%	71%	75%	67%	63%	68%	76%	88%	76%	68%	72%	81%	71%
Don't Know	9%	7%	10%	6%	10%	6%	11%	5%	14%	16%	8%	6%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(86.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	614	393	97	47	46	29	143	158	229	272	165	189	425
Weighted	620	353	90	41	119	15	141	158	237	277	155	198	421
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend \$250 more	18%	16%	31%	21%	15%	19%	19%	14%	25%	22%	18%	25%	15%
I would choose the phone which costs what I would normally spend	73%	73%	63%	76%	77%	72%	73%	76%	67%	68%	76%	66%	76%
Don't Know	9%	11%	6%	3%	7%	9%	8%	10%	8%	10%	7%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(87.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	613	262	346	103	73	90	92	103	152	120	238	150	105
Weighted	601	290	305	74	109	96	103	92	127	97	239	127	138
I would choose the phone from the company which pays significantly more tax in the US, and spend \$5 more	42%	43%	39%	47%	42%	39%	41%	40%	42%	38%	43%	47%	37%
I would choose the phone which costs what I would normally spend	49%	49%	50%	36%	54%	57%	51%	50%	45%	50%	48%	45%	54%
Don't Know	9%	7%	11%	17%	4%	4%	8%	10%	14%	12%	9%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(87.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	613	397	103	47	42	23	171	149	212	243	190	179	434
Weighted	601	349	95	39	104	13	166	145	208	250	166	185	416
I would choose the phone from the company which pays significantly more tax in the US, and spend \$5 more	42%	44%	44%	48%	30%	46%	36%	37%	51%	50%	38%	51%	37%
I would choose the phone which costs what I would normally spend	49%	46%	50%	51%	62%	40%	56%	50%	42%	42%	50%	40%	53%
Don't Know	9%	11%	6%	1%	9%	15%	8%	13%	7%	8%	12%	8%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(88.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	623	271	349	104	86	97	93	96	147	138	211	161	113
Weighted	638	303	333	83	137	105	109	91	114	117	235	148	139
I would choose the phone from the company which pays significantly more tax in the US, and spend \$10 more	40%	41%	38%	38%	48%	41%	34%	34%	40%	39%	36%	39%	47%
I would choose the phone which costs what I would normally spend	52%	53%	50%	52%	45%	54%	51%	61%	50%	54%	56%	49%	44%
Don't Know	9%	5%	12%	9%	7%	5%	15%	5%	10%	7%	8%	11%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(88.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

		Ethnicity					Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	623	401	98	55	51	15	176	148	236	259	211	209	414
Weighted	638	358	91	48	129	9	170	162	247	274	203	212	426
I would choose the phone from the company which pays significantly more tax in the US, and spend \$10 more	40%	40%	36%	40%	43%	26%	27%	44%	48%	49%	31%	50%	35%
I would choose the phone which costs what I would normally spend	52%	52%	51%	49%	51%	57%	66%	46%	46%	46%	60%	44%	55%
Don't Know	9%	8%	13%	11%	6%	17%	8%	9%	6%	5%	9%	6%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(89.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	649	277	368	105	74	104	88	110	168	127	216	178	128
Weighted	628	283	341	86	106	108	98	96	134	101	218	148	161
I would choose the phone from the company which pays significantly more tax in the US, and spend \$25 more	34%	38%	31%	42%	50%	36%	31%	24%	25%	35%	31%	31%	39%
I would choose the phone which costs what I would normally spend	58%	58%	58%	48%	47%	58%	58%	66%	69%	55%	64%	56%	56%
Don't Know	8%	4%	10%	10%	3%	7%	11%	10%	6%	9%	5%	13%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(89.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	649	421	96	49	47	34	162	166	237	286	203	212	437
Weighted	628	371	85	42	109	19	151	166	232	279	186	213	416
I would choose the phone from the company which pays significantly more tax in the US, and spend \$25 more	34%	33%	36%	49%	31%	27%	26%	40%	37%	39%	30%	43%	29%
I would choose the phone which costs what I would normally spend	58%	59%	57%	50%	60%	66%	67%	53%	55%	53%	63%	51%	62%
Don't Know	8%	8%	7%	1%	9%	7%	7%	6%	8%	8%	7%	6%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(90.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	672	291	379	110	70	102	92	128	170	139	241	149	143
Weighted	673	322	349	83	115	110	107	123	135	111	253	122	187
I would choose the phone from the company which pays significantly more tax in the US, and spend \$50 more	24%	29%	19%	28%	36%	32%	12%	21%	16%	21%	24%	23%	25%
I would choose the phone which costs what I would normally spend	65%	59%	70%	60%	55%	60%	72%	69%	70%	67%	67%	64%	61%
Don't Know	11%	11%	11%	12%	8%	8%	16%	10%	14%	12%	8%	13%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(90.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	672	448	99	49	50	23	158	158	266	307	191	218	454
Weighted	673	396	91	40	131	11	152	160	260	306	180	226	447
I would choose the phone from the company which pays significantly more tax in the US, and spend \$50 more	24%	23%	22%	16%	30%	27%	16%	20%	29%	29%	17%	33%	19%
I would choose the phone which costs what I would normally spend	65%	66%	65%	71%	60%	69%	75%	69%	60%	60%	73%	55%	70%
Don't Know	11%	12%	13%	12%	10%	4%	9%	10%	11%	11%	10%	12%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(91.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	621	257	361	101	63	88	84	124	161	137	225	145	114
Weighted	610	280	327	72	93	96	98	112	139	109	248	116	138
I would choose the phone from the company which pays significantly more tax in the US, and spend \$100 more	14%	16%	12%	19%	23%	23%	11%	8%	5%	9%	14%	14%	17%
I would choose the phone which costs what I would normally spend	78%	79%	77%	76%	75%	73%	84%	81%	78%	81%	79%	77%	75%
Don't Know	8%	5%	11%	5%	2%	5%	5%	11%	16%	9%	8%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(91.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	621	433	81	38	40	26	161	151	241	274	180	183	438
Weighted	610	394	74	31	96	12	148	163	236	266	168	179	432
I would choose the phone from the company which pays significantly more tax in the US, and spend \$100 more	14%	12%	27%	17%	10%	8%	10%	11%	18%	17%	11%	17%	12%
I would choose the phone which costs what I would normally spend	78%	77%	71%	80%	87%	70%	84%	79%	75%	76%	83%	74%	80%
Don't Know	8%	10%	2%	4%	3%	21%	6%	11%	8%	8%	6%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(92.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	670	304	363	105	84	107	85	133	156	135	249	167	119
Weighted	708	369	337	86	153	120	103	124	123	123	282	138	166
I would choose the phone from the company which pays significantly more tax in the US, and spend \$250 more	14%	15%	12%	25%	21%	18%	7%	5%	6%	11%	17%	15%	9%
I would choose the phone which costs what I would normally spend	76%	75%	77%	60%	69%	70%	86%	87%	83%	75%	77%	72%	80%
Don't Know	10%	10%	11%	15%	10%	12%	8%	7%	10%	14%	6%	14%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(92.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	670	434	101	40	62	31	166	148	268	297	187	203	467
Weighted	708	397	93	36	162	18	168	163	277	304	184	217	491
I would choose the phone from the company which pays significantly more tax in the US, and spend \$250 more	14%	12%	20%	21%	11%	16%	9%	18%	16%	15%	9%	17%	12%
I would choose the phone which costs what I would normally spend	76%	78%	65%	73%	79%	66%	83%	70%	76%	74%	82%	72%	78%
Don't Know	10%	9%	16%	5%	10%	18%	9%	12%	9%	10%	9%	11%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(93.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	699	304	389	114	78	89	98	126	194	142	251	172	134
Weighted	688	335	346	92	123	100	106	116	151	112	267	135	173
I would choose the soft drink from the company which has half the emissions, and spend \$00 more	55%	55%	55%	58%	55%	59%	54%	51%	55%	58%	59%	51%	51%
I would choose the soft drink which costs what I would normally spend	35%	39%	32%	35%	38%	38%	39%	35%	29%	31%	32%	41%	38%
Don't Know	7%	4%	10%	7%	5%	3%	7%	12%	9%	9%	7%	6%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(93.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	699	471	90	50	47	38	164	178	272	311	192	236	463
Weighted	688	422	85	42	115	21	156	178	272	306	176	233	455
I would choose the soft drink from the company which has half the emissions, and spend \$00 more	55%	53%	54%	64%	59%	63%	47%	58%	61%	61%	47%	58%	53%
I would choose the soft drink which costs what I would normally spend	35%	34%	43%	32%	38%	23%	42%	32%	32%	29%	41%	29%	38%
Don't Know	7%	9%	2%	5%	3%	14%	9%	9%	4%	6%	10%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(94.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	698	302	392	111	75	107	97	118	190	156	233	169	140
Weighted	706	345	357	87	123	116	111	115	155	132	243	152	179
I would choose the soft drink from the company which has half the emissions, and spend \$0.20 more	58%	58%	57%	56%	70%	57%	53%	50%	59%	58%	59%	50%	62%
I would choose the soft drink which costs what I would normally spend	36%	37%	35%	37%	24%	39%	40%	43%	34%	35%	35%	41%	32%
Don't Know	7%	5%	8%	7%	6%	4%	8%	7%	7%	7%	6%	9%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(94.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	698	465	105	43	58	25	191	157	265	294	220	221	477
Weighted	706	418	94	36	141	15	183	165	258	299	208	229	477
I would choose the soft drink from the company which has half the emissions, and spend \$0.20 more	58%	53%	54%	72%	70%	54%	43%	66%	65%	69%	44%	67%	53%
I would choose the soft drink which costs what I would normally spend	36%	40%	40%	23%	25%	24%	50%	27%	30%	27%	48%	28%	39%
Don't Know	7%	7%	6%	5%	5%	22%	7%	7%	5%	5%	8%	5%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(95.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	666	304	361	110	77	107	84	115	173	117	248	175	126
Weighted	661	335	325	86	119	114	97	105	141	100	257	142	161
I would choose the soft drink from the company which has half the emissions, and spend \$0.50 more	48%	45%	52%	58%	47%	55%	46%	44%	44%	50%	45%	45%	56%
I would choose the soft drink which costs what I would normally spend	45%	49%	42%	34%	48%	40%	48%	48%	50%	42%	50%	46%	38%
Don't Know	6%	6%	7%	8%	5%	5%	7%	7%	6%	7%	5%	9%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(95.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	666	444	103	42	48	27	184	154	260	296	204	223	443
Weighted	661	397	97	35	117	13	187	154	256	294	195	237	424
I would choose the soft drink from the company which has half the emissions, and spend \$0.50 more	48%	48%	41%	67%	53%	41%	35%	49%	57%	58%	40%	54%	45%
I would choose the soft drink which costs what I would normally spend	45%	45%	51%	29%	46%	54%	57%	46%	38%	37%	53%	40%	48%
Don't Know	6%	8%	8%	4%	2%	5%	8%	5%	5%	5%	7%	6%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(96.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	683	290	388	93	83	107	85	133	182	140	261	167	115
Weighted	686	319	362	68	142	114	96	121	147	117	269	154	147
I would choose the soft drink from the company which has half the emissions, and spend \$1 more	36%	38%	34%	44%	40%	43%	30%	35%	28%	36%	35%	31%	44%
I would choose the soft drink which costs what I would normally spend	54%	54%	54%	50%	54%	48%	57%	51%	61%	50%	55%	60%	48%
Don't Know	8%	6%	9%	6%	4%	6%	9%	13%	8%	11%	8%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(96.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	683	466	87	54	50	25	172	168	249	302	207	231	452
Weighted	686	416	78	48	129	14	166	181	245	299	202	239	447
I would choose the soft drink from the company which has half the emissions, and spend \$1 more	36%	32%	45%	52%	34%	62%	21%	32%	49%	46%	21%	44%	32%
I would choose the soft drink which costs what I would normally spend	54%	57%	45%	41%	58%	30%	70%	57%	40%	43%	69%	46%	59%
Don't Know	8%	8%	8%	6%	8%	7%	6%	11%	8%	9%	7%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(97.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	625	283	339	114	55	105	83	116	152	141	214	146	124
Weighted	622	298	321	94	74	115	105	107	126	103	243	118	158
I would choose the soft drink from the company which has half the emissions, and spend \$1.50 more	34%	36%	32%	37%	46%	45%	40%	25%	18%	30%	38%	28%	35%
I would choose the soft drink which costs what I would normally spend	57%	56%	58%	54%	50%	51%	52%	65%	65%	60%	54%	61%	56%
Don't Know	9%	8%	10%	10%	4%	4%	7%	11%	17%	10%	7%	11%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(97.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	625	403	109	45	48	19	159	142	248	282	188	208	417
Weighted	622	354	100	38	118	10	148	143	261	289	165	203	419
I would choose the soft drink from the company which has half the emissions, and spend \$1.50 more	34%	29%	50%	33%	35%	32%	24%	31%	45%	40%	24%	40%	32%
I would choose the soft drink which costs what I would normally spend	57%	59%	45%	60%	59%	57%	70%	62%	46%	50%	66%	52%	59%
Don't Know	9%	12%	5%	7%	6%	11%	6%	7%	10%	10%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(98.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	641	273	367	88	88	95	103	114	153	138	237	151	115
Weighted	649	309	339	62	139	98	123	101	126	120	261	122	146
I would choose the soft drink from the company which has half the emissions, and spend \$2 more	28%	28%	28%	27%	46%	44%	22%	14%	15%	26%	29%	25%	32%
I would choose the soft drink which costs what I would normally spend	64%	66%	62%	60%	51%	53%	71%	77%	71%	66%	64%	66%	61%
Don't Know	8%	6%	9%	13%	3%	3%	7%	9%	14%	8%	8%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(98.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	641	437	90	44	45	20	176	157	232	271	209	191	450
Weighted	649	394	82	37	120	11	169	167	232	271	199	197	452
I would choose the soft drink from the company which has half the emissions, and spend \$2 more	28%	27%	35%	26%	31%	17%	22%	20%	36%	35%	21%	35%	25%
I would choose the soft drink which costs what I would normally spend	64%	65%	56%	70%	64%	68%	72%	71%	56%	56%	73%	56%	67%
Don't Know	8%	9%	8%	4%	5%	15%	6%	9%	7%	8%	6%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(99.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	652	291	360	100	74	89	104	111	174	132	230	164	126
Weighted	660	325	334	77	123	93	120	104	143	101	255	142	162
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$00 more	63%	63%	63%	65%	68%	71%	68%	51%	59%	62%	65%	58%	67%
I would choose the soft drink which costs what I would normally spend	30%	32%	28%	29%	28%	23%	25%	39%	33%	27%	32%	33%	26%
Don't Know	7%	5%	9%	6%	4%	5%	7%	10%	8%	11%	4%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(99.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	652	440	93	39	52	24	159	171	247	281	199	209	443
Weighted	660	386	89	34	132	15	151	180	255	287	191	205	455
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$00 more	63%	61%	62%	66%	72%	54%	53%	61%	72%	74%	51%	70%	61%
I would choose the soft drink which costs what I would normally spend	30%	31%	33%	30%	24%	30%	43%	32%	22%	19%	43%	25%	32%
Don't Know	7%	8%	5%	4%	4%	16%	4%	6%	7%	7%	5%	5%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(100.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	621	267	347	101	78	99	82	112	149	116	226	159	120
Weighted	614	304	304	75	122	99	96	98	124	95	240	131	148
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$0.20 more	60%	60%	59%	63%	64%	59%	63%	55%	57%	65%	55%	58%	67%
I would choose the soft drink which costs what I would normally spend	35%	37%	34%	32%	34%	37%	34%	38%	35%	29%	41%	35%	30%
Don't Know	5%	3%	7%	4%	2%	3%	3%	7%	8%	6%	4%	7%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(100.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	621	408	102	47	43	20	156	139	250	274	190	193	428
Weighted	614	364	95	42	101	11	142	153	238	270	175	193	421
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$0.20 more	60%	57%	67%	60%	60%	78%	48%	60%	67%	70%	46%	68%	57%
I would choose the soft drink which costs what I would normally spend	35%	37%	28%	36%	38%	19%	47%	34%	29%	26%	48%	29%	38%
Don't Know	5%	6%	5%	4%	2%	3%	5%	6%	4%	4%	6%	3%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(101.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	612	247	363	108	78	104	75	93	154	135	223	137	117
Weighted	619	276	341	85	118	117	85	91	123	115	239	109	156
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	54%	54%	53%	58%	68%	55%	54%	41%	46%	49%	56%	50%	57%
I would choose the soft drink which costs what I would normally spend	38%	38%	38%	36%	26%	40%	35%	49%	42%	41%	37%	41%	34%
Don't Know	8%	7%	9%	6%	6%	5%	12%	10%	12%	11%	6%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(101.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	612	393	98	48	48	22	160	145	229	261	185	207	405
Weighted	619	351	90	40	125	11	155	150	230	262	174	215	404
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	54%	48%	49%	67%	72%	47%	41%	55%	63%	60%	47%	61%	50%
I would choose the soft drink which costs what I would normally spend	38%	42%	45%	31%	23%	41%	51%	33%	30%	33%	43%	33%	40%
Don't Know	8%	10%	6%	2%	5%	12%	8%	11%	7%	7%	10%	6%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(102.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	673	296	374	106	69	114	90	129	165	140	252	162	119
Weighted	672	323	346	82	107	133	103	115	131	121	259	133	159
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$1 more	43%	42%	44%	47%	61%	52%	31%	33%	33%	34%	46%	39%	47%
I would choose the soft drink which costs what I would normally spend	47%	49%	45%	43%	31%	44%	53%	57%	53%	52%	46%	49%	45%
Don't Know	10%	9%	11%	10%	8%	4%	15%	10%	13%	14%	8%	12%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(102.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	673	444	97	51	51	30	183	152	260	293	218	204	469
Weighted	672	400	87	45	126	14	178	144	269	304	198	211	461
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$1 more	43%	39%	42%	53%	51%	47%	29%	42%	53%	52%	28%	49%	40%
I would choose the soft drink which costs what I would normally spend	47%	51%	48%	45%	37%	43%	62%	48%	38%	38%	64%	44%	49%
Don't Know	10%	10%	10%	2%	12%	10%	9%	10%	10%	11%	7%	7%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(103.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	645	277	363	105	75	85	97	118	165	137	232	168	108
Weighted	647	301	339	80	124	88	115	108	132	116	252	147	131
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$1.50 more	37%	37%	37%	44%	51%	43%	33%	30%	23%	42%	39%	31%	35%
I would choose the soft drink which costs what I would normally spend	55%	56%	55%	47%	44%	47%	59%	64%	65%	53%	52%	61%	56%
Don't Know	8%	8%	9%	8%	5%	10%	9%	6%	12%	5%	10%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(103.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	645	419	93	51	54	26	156	172	239	286	175	199	446
Weighted	647	372	82	41	136	13	149	180	237	281	161	203	444
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$1.50 more	37%	34%	38%	47%	39%	56%	29%	39%	38%	36%	35%	42%	34%
I would choose the soft drink which costs what I would normally spend	55%	57%	51%	49%	56%	28%	67%	53%	50%	52%	60%	48%	58%
Don't Know	8%	9%	12%	5%	5%	16%	4%	8%	13%	12%	5%	11%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(104.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	645	284	359	108	76	97	86	131	147	136	217	160	132
Weighted	646	317	327	85	118	104	99	122	118	108	230	138	171
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$2 more	35%	36%	34%	46%	37%	41%	37%	38%	16%	35%	39%	35%	30%
I would choose the soft drink which costs what I would normally spend	57%	56%	58%	46%	57%	50%	55%	58%	71%	57%	54%	58%	60%
Don't Know	8%	7%	9%	8%	6%	9%	7%	4%	13%	8%	7%	7%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(104.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	645	430	95	42	44	30	180	141	235	271	195	192	453
Weighted	646	392	86	36	112	17	180	153	232	274	187	205	441
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend \$2 more	35%	32%	48%	40%	36%	37%	30%	32%	42%	39%	26%	42%	32%
I would choose the soft drink which costs what I would normally spend	57%	60%	47%	52%	57%	44%	62%	58%	53%	55%	66%	53%	59%
Don't Know	8%	8%	5%	8%	7%	19%	8%	9%	5%	6%	8%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(105.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	599	285	312	92	69	100	73	121	144	133	206	145	115
Weighted	610	317	291	74	118	106	87	110	116	109	217	127	158
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$00 more	51%	53%	49%	50%	54%	54%	44%	51%	50%	55%	46%	48%	57%
I would choose the soft drink which costs what I would normally spend	41%	40%	42%	43%	40%	37%	45%	40%	42%	37%	47%	45%	34%
Don't Know	8%	7%	8%	7%	6%	8%	10%	8%	7%	8%	7%	7%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(105.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

		Ethnicity					Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	599	397	98	37	47	18	162	136	236	255	176	188	411
Weighted	610	360	90	34	115	9	168	151	235	253	168	201	410
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$00 more	51%	53%	45%	54%	50%	48%	45%	45%	60%	61%	50%	57%	48%
I would choose the soft drink which costs what I would normally spend	41%	40%	45%	41%	42%	38%	50%	44%	34%	33%	44%	36%	44%
Don't Know	8%	8%	10%	5%	7%	14%	4%	11%	6%	7%	6%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(106.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	653	249	401	101	75	104	79	116	178	127	244	153	129
Weighted	644	275	366	75	115	114	87	110	142	109	255	122	158
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$0.20 more	51%	56%	48%	46%	56%	53%	51%	50%	49%	51%	53%	49%	50%
I would choose the soft drink which costs what I would normally spend	42%	38%	45%	46%	39%	41%	40%	44%	41%	42%	41%	42%	44%
Don't Know	7%	6%	8%	7%	4%	6%	9%	5%	10%	8%	6%	9%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(106.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	653	437	92	48	44	28	175	167	237	281	216	198	455
Weighted	644	383	87	41	114	14	163	172	235	282	198	204	440
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$0.20 more	51%	50%	49%	52%	58%	48%	49%	50%	59%	57%	45%	58%	48%
I would choose the soft drink which costs what I would normally spend	42%	42%	46%	43%	40%	35%	45%	43%	35%	37%	46%	38%	43%
Don't Know	7%	9%	5%	5%	1%	17%	6%	8%	6%	6%	9%	4%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(107.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	651	297	349	107	81	98	98	115	152	143	237	154	117
Weighted	642	323	315	86	115	102	116	104	119	118	250	135	140
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$0.50 more	45%	45%	46%	44%	55%	54%	43%	36%	40%	45%	46%	41%	48%
I would choose the soft drink which costs what I would normally spend	46%	46%	46%	45%	40%	42%	48%	50%	52%	46%	46%	49%	43%
Don't Know	8%	9%	8%	10%	6%	4%	9%	14%	8%	9%	8%	10%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(107.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	651	423	97	54	47	27	151	168	241	281	192	215	436
Weighted	642	380	92	47	104	17	136	171	241	285	178	213	429
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$0.50 more	45%	44%	48%	51%	48%	29%	34%	52%	53%	52%	39%	49%	44%
I would choose the soft drink which costs what I would normally spend	46%	46%	46%	43%	44%	60%	57%	39%	40%	41%	52%	43%	48%
Don't Know	8%	9%	6%	6%	7%	12%	8%	9%	7%	7%	9%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(108.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	660	279	378	117	76	87	104	112	164	139	239	166	116
Weighted	654	307	343	83	122	99	116	101	133	115	256	129	154
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$1 more	34%	30%	38%	34%	38%	46%	31%	28%	29%	35%	32%	33%	37%
I would choose the soft drink which costs what I would normally spend	56%	61%	52%	49%	53%	51%	61%	63%	59%	56%	57%	57%	54%
Don't Know	10%	8%	10%	17%	9%	3%	8%	9%	12%	9%	11%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(108.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	660	446	95	41	48	28	175	150	245	275	201	205	455
Weighted	654	391	86	38	123	15	166	159	244	279	191	207	447
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$1 more	34%	33%	28%	41%	37%	51%	24%	36%	41%	42%	25%	40%	31%
I would choose the soft drink which costs what I would normally spend	56%	56%	65%	58%	52%	39%	69%	49%	52%	51%	64%	52%	58%
Don't Know	10%	10%	8%	2%	11%	10%	7%	15%	7%	8%	11%	8%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(109.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	665	276	384	109	79	105	92	125	155	130	225	182	128
Weighted	688	316	367	88	135	113	112	118	124	105	253	164	167
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$1.50 more	32%	37%	29%	40%	47%	44%	18%	26%	19%	26%	34%	27%	39%
I would choose the soft drink which costs what I would normally spend	60%	60%	61%	49%	48%	52%	75%	65%	70%	60%	59%	64%	58%
Don't Know	7%	3%	11%	11%	5%	4%	7%	9%	10%	14%	6%	9%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(109.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	665	430	89	54	62	28	174	152	266	295	201	215	450
Weighted	688	388	81	43	159	15	170	159	277	308	185	228	460
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$1.50 more	32%	25%	42%	38%	44%	26%	24%	28%	40%	38%	23%	35%	31%
I would choose the soft drink which costs what I would normally spend	60%	66%	50%	60%	52%	57%	71%	63%	54%	56%	71%	59%	61%
Don't Know	7%	9%	9%	3%	4%	17%	4%	9%	6%	7%	6%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(110.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	620	276	342	102	70	94	88	105	161	124	229	150	117
Weighted	620	309	309	78	109	100	101	96	137	101	245	123	151
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$2 more	23%	24%	21%	33%	32%	34%	13%	19%	11%	24%	24%	15%	27%
I would choose the soft drink which costs what I would normally spend	69%	68%	68%	59%	64%	61%	72%	74%	76%	69%	68%	71%	67%
Don't Know	9%	7%	11%	8%	4%	5%	15%	7%	13%	8%	8%	15%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(110.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the US, but is \$2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	620	401	107	44	44	23	157	147	235	279	176	183	437
Weighted	620	365	94	34	114	12	153	149	228	272	166	179	441
I would choose the soft drink from the company which pays significantly more tax in the US, and spend \$2 more	23%	20%	26%	21%	26%	35%	21%	21%	24%	25%	19%	32%	19%
I would choose the soft drink which costs what I would normally spend	69%	69%	65%	69%	71%	54%	73%	65%	69%	66%	73%	60%	72%
Don't Know	9%	11%	9%	10%	2%	11%	6%	14%	7%	9%	8%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(111.A) Thinking of the company or brand you just mentioned, in which of the following ways do you think they are leading the way?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Protecting and nurturing the environment	41%	46%	36%	43%	47%	43%	37%	41%	34%	42%	40%	36%	45%
Good governance and management	38%	45%	32%	44%	46%	40%	36%	34%	32%	40%	40%	33%	39%
Promoting virtues like tolerance and diversity among their staff and customers	37%	43%	31%	50%	45%	37%	36%	32%	27%	33%	41%	32%	38%
Protecting and nurturing the people they are in contact with	32%	36%	28%	44%	37%	35%	29%	28%	22%	32%	33%	26%	35%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	19%	27%	14%	16%	17%	23%	30%	34%	23%	21%	29%	23%
Other (Please specify)	3%	3%	2%	1%	1%	2%	3%	4%	3%	3%	2%	3%	3%
Don't Know	11%	7%	14%	8%	8%	12%	11%	10%	14%	10%	11%	13%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(111.B) Thinking of the company or brand you just mentioned, in which of the following ways do you think they are leading the way?

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Protecting and nurturing the environment	41%	38%	40%	43%	46%	42%	37%	43%	47%	49%	36%	47%	37%
Good governance and management	38%	35%	44%	38%	44%	53%	38%	35%	43%	42%	37%	42%	36%
Promoting virtues like tolerance and diversity among their staff and customers	37%	32%	46%	34%	45%	58%	31%	37%	44%	44%	29%	41%	35%
Protecting and nurturing the people they are in contact with	32%	30%	42%	25%	33%	46%	31%	31%	36%	35%	29%	33%	31%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	27%	18%	22%	16%	25%	25%	25%	19%	19%	26%	20%	25%
Other (Please specify)	3%	3%	0%	1%	3%	1%	3%	3%	2%	3%	3%	3%	2%
Don't Know	11%	12%	9%	11%	9%	7%	11%	10%	9%	9%	11%	8%	12%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(112.A) Thinking again about the brand that you named, over the past year, how has your spending on this brand changed?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Increased	24%	28%	20%	35%	29%	31%	19%	18%	15%	24%	23%	22%	27%
Stayed the same	40%	41%	39%	38%	39%	41%	47%	41%	36%	38%	44%	37%	38%
Decreased	5%	4%	6%	8%	6%	6%	5%	5%	2%	7%	4%	5%	5%
N/A - I do not spend on this brand	6%	6%	5%	5%	4%	4%	7%	8%	7%	6%	5%	7%	6%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	19%	15%	23%	8%	14%	13%	16%	25%	32%	20%	18%	23%	17%
Don't Know	6%	5%	7%	5%	8%	5%	5%	4%	8%	5%	6%	7%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(112.B) Thinking again about the brand that you named, over the past year, how has your spending on this brand changed?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Increased	24%	22%	30%	19%	26%	25%	25%	22%	27%	27%	24%	28%	22%
Stayed the same	40%	38%	40%	48%	46%	37%	39%	39%	44%	43%	39%	41%	40%
Decreased	5%	5%	5%	4%	8%	1%	6%	5%	4%	3%	4%	3%	6%
N/A - I do not spend on this brand	6%	7%	5%	8%	4%	8%	5%	7%	6%	6%	5%	7%	5%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	19%	23%	15%	18%	10%	24%	19%	20%	17%	17%	21%	17%	20%
Don't Know	6%	6%	6%	4%	5%	5%	6%	7%	3%	3%	7%	4%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(113.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Mainstream media

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	21%	25%	17%	16%	22%	17%	19%	23%	26%	20%	22%	21%	19%
Do not really trust	23%	22%	24%	23%	21%	25%	26%	21%	24%	24%	22%	22%	25%
Trust a little	37%	34%	39%	38%	33%	42%	37%	39%	35%	40%	37%	34%	37%
Trust a lot	11%	13%	10%	11%	13%	11%	12%	10%	9%	9%	11%	12%	11%
Not relevant to me	8%	6%	9%	12%	10%	5%	7%	8%	6%	7%	7%	10%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(113.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Mainstream media

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	21%	23%	19%	19%	14%	29%	32%	26%	10%	10%	37%	20%	21%
Do not really trust	23%	24%	23%	16%	25%	15%	27%	26%	20%	20%	27%	20%	25%
Trust a little	37%	35%	36%	45%	41%	42%	27%	35%	48%	49%	22%	40%	35%
Trust a lot	11%	10%	13%	15%	12%	8%	8%	5%	18%	17%	8%	16%	9%
Not relevant to me	8%	8%	9%	5%	8%	6%	6%	8%	4%	4%	6%	4%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(114.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Specialist media

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	17%	20%	15%	14%	13%	12%	17%	20%	24%	16%	17%	19%	16%
Do not really trust	26%	25%	27%	26%	26%	29%	26%	23%	26%	25%	26%	24%	28%
Trust a little	32%	31%	33%	34%	30%	40%	33%	32%	26%	31%	31%	31%	35%
Trust a lot	8%	9%	8%	10%	13%	11%	7%	5%	5%	9%	9%	6%	8%
Not relevant to me	16%	14%	19%	17%	18%	8%	17%	19%	19%	19%	16%	19%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(114.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Specialist media

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	17%	18%	16%	11%	16%	24%	23%	20%	11%	12%	26%	15%	18%
Do not really trust	26%	26%	23%	26%	29%	14%	29%	26%	25%	26%	28%	26%	26%
Trust a little	32%	31%	32%	42%	31%	39%	31%	30%	37%	35%	26%	36%	30%
Trust a lot	8%	7%	11%	10%	9%	10%	6%	6%	12%	11%	7%	12%	6%
Not relevant to me	16%	17%	18%	11%	14%	13%	11%	17%	16%	16%	12%	11%	19%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(115.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Social media

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	28%	32%	24%	13%	16%	18%	27%	40%	46%	30%	28%	29%	26%
Do not really trust	27%	27%	27%	24%	27%	25%	33%	26%	25%	28%	25%	28%	26%
Trust a little	28%	22%	33%	37%	35%	34%	25%	24%	16%	26%	29%	25%	30%
Trust a lot	10%	12%	7%	18%	14%	19%	8%	3%	1%	8%	10%	8%	12%
Not relevant to me	8%	7%	9%	8%	8%	5%	7%	7%	12%	8%	8%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(115.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Social media

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	28%	32%	20%	28%	22%	22%	33%	31%	24%	28%	35%	35%	25%
Do not really trust	27%	27%	24%	28%	26%	22%	28%	26%	27%	28%	26%	25%	27%
Trust a little	28%	24%	33%	30%	33%	37%	22%	29%	30%	25%	25%	20%	32%
Trust a lot	10%	7%	12%	6%	17%	7%	8%	5%	13%	13%	7%	14%	7%
Not relevant to me	8%	9%	11%	7%	2%	11%	8%	8%	6%	6%	8%	6%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(116.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Friends and family

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	2%	3%	2%	2%	4%	3%	1%	2%	2%	1%	3%	4%	1%
Do not really trust	5%	4%	6%	7%	5%	6%	5%	3%	5%	4%	5%	4%	5%
Trust a little	36%	35%	37%	32%	37%	36%	36%	38%	37%	39%	35%	35%	37%
Trust a lot	51%	52%	50%	51%	48%	53%	52%	52%	51%	51%	52%	51%	51%
Not relevant to me	5%	5%	6%	8%	6%	3%	5%	5%	5%	4%	6%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(116.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Friends and family

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	2%	2%	5%	1%	1%	6%	1%	4%	2%	3%	2%	2%	3%
Do not really trust	5%	5%	5%	4%	6%	9%	5%	5%	5%	4%	4%	5%	5%
Trust a little	36%	36%	37%	49%	30%	41%	33%	38%	36%	37%	33%	36%	36%
Trust a lot	51%	52%	45%	44%	58%	38%	56%	47%	52%	53%	57%	55%	49%
Not relevant to me	5%	5%	8%	2%	5%	7%	4%	5%	4%	3%	5%	3%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(117.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
 Colleagues or work contacts

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	5%	6%	4%	4%	10%	3%	4%	5%	4%	4%	5%	5%	6%
Do not really trust	11%	10%	13%	14%	18%	12%	8%	7%	8%	12%	10%	11%	13%
Trust a little	44%	47%	41%	43%	37%	49%	51%	51%	36%	46%	43%	41%	46%
Trust a lot	18%	22%	15%	21%	22%	22%	19%	13%	13%	15%	20%	18%	17%
Not relevant to me	22%	15%	28%	18%	12%	14%	17%	25%	38%	22%	22%	25%	18%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(117.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
 Colleagues or work contacts

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	5%	5%	6%	2%	5%	10%	4%	7%	4%	5%	5%	4%	6%
Do not really trust	11%	8%	14%	10%	18%	13%	10%	13%	10%	10%	9%	10%	12%
Trust a little	44%	42%	48%	56%	44%	39%	43%	43%	48%	47%	44%	49%	42%
Trust a lot	18%	18%	14%	18%	21%	17%	22%	17%	17%	18%	24%	24%	15%
Not relevant to me	22%	26%	17%	14%	12%	21%	20%	20%	20%	20%	18%	14%	26%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(118.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
My employer

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	6%	7%	5%	8%	11%	6%	3%	6%	5%	5%	6%	7%	7%
Do not really trust	11%	11%	10%	12%	12%	13%	15%	7%	5%	11%	10%	10%	12%
Trust a little	36%	38%	33%	44%	39%	41%	39%	36%	21%	38%	37%	32%	35%
Trust a lot	16%	19%	14%	15%	23%	25%	18%	14%	6%	16%	16%	17%	18%
Not relevant to me	31%	24%	37%	21%	15%	14%	25%	37%	63%	30%	31%	34%	29%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(118.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
My employer

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	6%	5%	8%	6%	9%	9%	5%	7%	5%	6%	6%	4%	7%
Do not really trust	11%	10%	13%	15%	11%	9%	9%	12%	10%	9%	10%	11%	10%
Trust a little	36%	31%	39%	41%	49%	36%	36%	37%	37%	36%	35%	36%	36%
Trust a lot	16%	17%	17%	20%	13%	16%	20%	16%	17%	18%	20%	24%	13%
Not relevant to me	31%	38%	23%	18%	19%	30%	30%	29%	31%	31%	28%	25%	34%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(119.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Government

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	26%	27%	24%	24%	28%	23%	26%	27%	25%	26%	28%	25%	22%
Do not really trust	26%	23%	30%	28%	26%	24%	30%	25%	27%	26%	25%	25%	31%
Trust a little	32%	35%	29%	29%	28%	31%	30%	37%	36%	34%	32%	32%	31%
Trust a lot	9%	11%	8%	9%	11%	17%	6%	6%	7%	9%	9%	11%	9%
Not relevant to me	6%	4%	8%	10%	8%	5%	7%	5%	5%	5%	6%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(119.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?: Government

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	26%	27%	23%	17%	24%	35%	34%	29%	14%	14%	41%	18%	29%
Do not really trust	26%	26%	28%	23%	29%	18%	27%	29%	23%	25%	25%	22%	29%
Trust a little	32%	33%	31%	39%	30%	30%	26%	28%	44%	43%	23%	41%	28%
Trust a lot	9%	9%	10%	18%	9%	8%	6%	6%	15%	15%	6%	16%	6%
Not relevant to me	6%	6%	8%	3%	7%	8%	6%	7%	4%	3%	5%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(120.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?: Charities and NGOs

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	10%	12%	8%	12%	12%	9%	9%	8%	8%	8%	10%	9%	10%
Do not really trust	15%	16%	14%	15%	16%	12%	17%	16%	14%	17%	15%	14%	15%
Trust a little	43%	40%	45%	41%	34%	44%	42%	49%	46%	42%	45%	43%	40%
Trust a lot	17%	19%	16%	15%	19%	24%	18%	15%	15%	20%	17%	17%	17%
Not relevant to me	15%	12%	18%	17%	19%	12%	15%	12%	16%	13%	13%	18%	18%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(120.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?: Charities and NGOs

		Ethnicity					Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	10%	8%	11%	5%	14%	14%	12%	13%	5%	6%	14%	8%	10%
Do not really trust	15%	16%	10%	18%	15%	11%	16%	16%	12%	11%	17%	15%	15%
Trust a little	43%	44%	41%	49%	38%	43%	46%	44%	44%	46%	44%	45%	42%
Trust a lot	17%	16%	20%	16%	19%	22%	15%	13%	26%	25%	12%	23%	14%
Not relevant to me	15%	15%	18%	13%	15%	10%	12%	15%	12%	11%	13%	9%	18%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(121.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Religious leaders

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	20%	22%	17%	22%	24%	16%	17%	23%	18%	14%	22%	19%	20%
Do not really trust	18%	18%	19%	22%	19%	16%	18%	19%	17%	21%	18%	16%	18%
Trust a little	33%	31%	34%	30%	30%	37%	34%	32%	32%	35%	32%	32%	33%
Trust a lot	16%	19%	13%	12%	16%	21%	17%	12%	15%	17%	14%	17%	15%
Not relevant to me	14%	11%	17%	14%	11%	11%	14%	14%	18%	13%	13%	15%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(121.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Religious leaders

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	20%	19%	16%	29%	21%	28%	13%	25%	21%	23%	14%	22%	19%
Do not really trust	18%	18%	19%	21%	17%	10%	14%	20%	19%	18%	17%	18%	18%
Trust a little	33%	31%	35%	27%	38%	30%	39%	32%	30%	29%	38%	31%	34%
Trust a lot	16%	16%	19%	11%	13%	12%	21%	11%	17%	18%	19%	19%	14%
Not relevant to me	14%	16%	11%	13%	10%	19%	13%	11%	12%	11%	12%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(122.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?: Politicians

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	37%	39%	36%	33%	36%	32%	37%	42%	42%	36%	41%	38%	33%
Do not really trust	31%	31%	32%	27%	26%	27%	34%	35%	37%	31%	30%	31%	33%
Trust a little	18%	17%	19%	16%	22%	23%	20%	15%	13%	22%	17%	15%	19%
Trust a lot	5%	6%	4%	10%	8%	10%	3%	1%	1%	4%	5%	5%	6%
Not relevant to me	8%	7%	9%	14%	9%	8%	7%	7%	7%	7%	7%	11%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(122.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?: Politicians

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	37%	39%	32%	27%	37%	44%	43%	42%	29%	31%	50%	34%	39%
Do not really trust	31%	32%	27%	39%	31%	24%	27%	32%	35%	36%	25%	34%	30%
Trust a little	18%	17%	22%	23%	16%	20%	17%	14%	23%	21%	15%	20%	17%
Trust a lot	5%	5%	7%	5%	5%	0%	6%	3%	7%	8%	5%	9%	3%
Not relevant to me	8%	7%	12%	6%	10%	12%	7%	8%	5%	5%	5%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(123.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Other customers via reviews

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Do not trust at all	6%	8%	5%	4%	9%	4%	4%	7%	8%	4%	7%	8%	5%
Do not really trust	16%	18%	14%	19%	13%	16%	16%	13%	18%	17%	15%	16%	16%
Trust a little	49%	45%	53%	36%	46%	49%	55%	52%	52%	52%	47%	48%	51%
Trust a lot	20%	22%	19%	29%	24%	26%	16%	18%	13%	19%	22%	17%	21%
Not relevant to me	9%	7%	10%	12%	8%	5%	8%	10%	10%	7%	8%	12%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(123.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behavior?:  
Other customers via reviews

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Do not trust at all	6%	6%	9%	4%	7%	13%	9%	7%	5%	5%	9%	6%	7%
Do not really trust	16%	16%	15%	10%	17%	9%	14%	15%	16%	18%	14%	17%	15%
Trust a little	49%	51%	43%	60%	44%	52%	48%	51%	50%	49%	49%	51%	48%
Trust a lot	20%	19%	22%	19%	26%	17%	21%	19%	22%	23%	22%	22%	20%
Not relevant to me	9%	9%	11%	7%	6%	9%	7%	8%	7%	6%	6%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(124.A) Thinking about businesses in the public eye, whose political or social actions you have disagreed with, what have you done, if anything, to protest against their behavior? Select all that apply

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Written to a politician to complain about them	9%	11%	6%	13%	15%	10%	4%	6%	6%	8%	7%	7%	13%
Joined a social media page or campaign hostile to them	8%	10%	7%	18%	15%	13%	4%	3%	1%	10%	8%	5%	10%
Lodged a complaint with an ombudsman or regulator about the company	7%	9%	6%	20%	10%	12%	3%	3%	1%	6%	7%	7%	9%
Attended a rally against their behaviour	6%	8%	4%	16%	10%	7%	2%	1%	1%	6%	4%	4%	9%
Don't Know	5%	4%	6%	8%	9%	5%	2%	4%	2%	3%	5%	5%	6%
I haven't done anything to protest against their behavior	43%	38%	48%	25%	31%	40%	51%	52%	53%	44%	44%	46%	38%
Actively used a different business instead when possible	27%	28%	27%	27%	30%	25%	25%	28%	29%	27%	26%	26%	31%
Encouraged others to use the services of other businesses instead	21%	22%	20%	26%	28%	21%	19%	18%	17%	22%	19%	21%	23%
Left a negative review online	18%	21%	16%	30%	27%	20%	16%	11%	11%	18%	19%	16%	19%
Signed a petition against them	15%	14%	15%	23%	21%	17%	10%	12%	9%	15%	14%	15%	16%
Made negative comments to them on social media	13%	17%	10%	21%	20%	16%	14%	8%	5%	14%	14%	11%	13%
Written to them or contacted them directly	12%	14%	10%	20%	15%	14%	9%	9%	7%	11%	12%	10%	14%
Other (Please Specify)	1%	2%	1%	0%	0%	0%	1%	3%	2%	2%	0%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(124.B) Thinking about businesses in the public eye, whose political or social actions you have disagreed with, what have you done, if anything, to protest against their behavior? Select all that apply

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Written to a politician to complain about them	9%	8%	11%	11%	10%	7%	10%	7%	10%	11%	8%	12%	7%
Joined a social media page or campaign hostile to them	8%	6%	10%	4%	15%	3%	8%	6%	9%	8%	6%	9%	8%
Lodged a complaint with an ombudsman or regulator about the company	7%	6%	11%	6%	8%	14%	6%	7%	8%	7%	6%	8%	7%
Attended a rally against their behaviour	6%	3%	10%	6%	10%	7%	5%	5%	6%	6%	4%	6%	6%
Don't Know	5%	4%	7%	3%	6%	11%	4%	4%	4%	3%	4%	2%	6%
I haven't done anything to protest against their behavior	43%	47%	37%	46%	37%	28%	50%	42%	38%	38%	46%	38%	45%
Actively used a different business instead when possible	27%	27%	25%	28%	27%	41%	22%	29%	31%	31%	24%	33%	25%
Encouraged others to use the services of other businesses instead	21%	20%	21%	25%	22%	33%	17%	22%	24%	24%	20%	24%	20%
Left a negative review online	18%	16%	15%	12%	29%	29%	19%	16%	19%	18%	19%	18%	19%
Signed a petition against them	15%	13%	16%	14%	18%	25%	11%	17%	18%	18%	12%	15%	15%
Made negative comments to them on social media	13%	10%	17%	10%	21%	16%	12%	12%	15%	15%	12%	14%	13%
Written to them or contacted them directly	12%	10%	15%	10%	18%	13%	10%	11%	15%	14%	10%	14%	11%
Other (Please Specify)	1%	2%	2%	0%	0%	1%	1%	2%	1%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(125.A) To what extent do you agree or disagree with the following statements?: I spend more money to buy products from companies that protect the environment

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	12%	15%	9%	14%	16%	20%	10%	9%	5%	9%	13%	9%	14%
Agree	28%	27%	28%	26%	32%	28%	30%	22%	27%	33%	27%	28%	25%
Neither agree nor Disagree	35%	33%	37%	34%	32%	34%	33%	37%	41%	34%	35%	36%	36%
Disagree	14%	13%	14%	14%	11%	13%	15%	19%	14%	11%	15%	14%	14%
Strongly Disagree	7%	9%	6%	6%	6%	6%	10%	10%	7%	9%	7%	7%	8%
Don't Know	4%	3%	5%	6%	4%	1%	3%	4%	5%	4%	3%	6%	3%
Total Agree:	40%	42%	38%	40%	48%	48%	40%	30%	33%	42%	40%	37%	39%
Total Disagree:	21%	22%	21%	20%	16%	18%	24%	28%	21%	20%	21%	21%	22%
Net:	18%	20%	17%	20%	32%	29%	16%	2%	12%	23%	19%	16%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(125.B) To what extent do you agree or disagree with the following statements?: I spend more money to buy products from companies that protect the environment

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	12%	11%	16%	11%	13%	8%	8%	8%	18%	17%	8%	17%	9%
Agree	28%	27%	29%	30%	29%	33%	25%	26%	33%	32%	24%	31%	26%
Neither agree nor Disagree	35%	35%	34%	34%	38%	31%	33%	41%	31%	32%	33%	32%	37%
Disagree	14%	14%	12%	18%	13%	14%	18%	15%	11%	12%	18%	13%	14%
Strongly Disagree	7%	9%	4%	6%	6%	9%	13%	5%	5%	4%	15%	6%	8%
Don't Know	4%	4%	5%	2%	2%	5%	3%	5%	2%	3%	2%	2%	4%
Total Agree:	40%	37%	45%	40%	42%	41%	33%	34%	50%	49%	32%	48%	35%
Total Disagree:	21%	23%	16%	24%	19%	23%	32%	20%	16%	16%	32%	18%	23%
Net:	18%	14%	29%	16%	23%	18%	1%	14%	35%	33%	0%	29%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(126.A) To what extent do you agree or disagree with the following statements?: I spend more money to buy products that from companies that emphasise protecting people

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	11%	13%	10%	17%	16%	17%	9%	8%	4%	9%	14%	8%	11%
Agree	27%	27%	27%	28%	30%	31%	27%	25%	24%	30%	27%	27%	26%
Neither agree nor Disagree	38%	36%	39%	29%	32%	35%	35%	41%	49%	38%	37%	39%	39%
Disagree	12%	13%	12%	13%	11%	10%	17%	15%	10%	12%	11%	13%	13%
Strongly Disagree	5%	7%	4%	6%	5%	4%	7%	6%	4%	5%	5%	6%	6%
Don't Know	6%	4%	8%	8%	7%	3%	5%	5%	8%	5%	6%	7%	5%
Total Agree:	38%	40%	37%	44%	46%	48%	35%	32%	28%	39%	41%	35%	37%
Total Disagree:	18%	19%	16%	19%	15%	15%	24%	21%	15%	17%	17%	19%	19%
Net:	21%	21%	20%	25%	31%	33%	11%	11%	14%	22%	24%	16%	18%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(126.B) To what extent do you agree or disagree with the following statements?: I spend more money to buy products that from companies that emphasise protecting people

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	11%	10%	17%	8%	12%	14%	10%	9%	15%	14%	9%	14%	10%
Agree	27%	27%	29%	26%	28%	32%	24%	28%	32%	34%	24%	32%	25%
Neither agree nor Disagree	38%	38%	35%	45%	39%	25%	40%	41%	35%	33%	40%	37%	38%
Disagree	12%	14%	9%	11%	12%	12%	14%	11%	10%	11%	14%	10%	14%
Strongly Disagree	5%	5%	5%	7%	5%	9%	7%	4%	5%	4%	8%	4%	6%
Don't Know	6%	7%	4%	3%	4%	8%	5%	6%	4%	4%	5%	3%	7%
Total Agree:	38%	37%	47%	34%	39%	46%	34%	37%	47%	48%	34%	46%	35%
Total Disagree:	18%	19%	14%	18%	18%	21%	21%	15%	15%	15%	21%	14%	20%
Net:	21%	18%	32%	16%	22%	25%	12%	21%	32%	33%	12%	33%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(127.A) To what extent do you agree or disagree with the following statements?: I spend more money to buy products from companies that are transparent and trustworthy

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	13%	15%	11%	18%	22%	16%	11%	8%	7%	9%	14%	13%	14%
Agree	36%	37%	35%	34%	40%	40%	33%	36%	33%	40%	36%	32%	37%
Neither agree nor Disagree	33%	30%	35%	29%	22%	31%	35%	36%	41%	34%	32%	32%	34%
Disagree	10%	10%	10%	10%	9%	10%	12%	12%	10%	8%	10%	14%	10%
Strongly Disagree	4%	4%	4%	3%	2%	3%	6%	6%	4%	6%	4%	4%	3%
Don't Know	4%	3%	5%	6%	5%	1%	4%	3%	5%	3%	4%	5%	3%
Total Agree:	49%	52%	46%	52%	61%	56%	43%	44%	40%	49%	50%	45%	51%
Total Disagree:	14%	15%	13%	13%	12%	12%	17%	17%	14%	14%	14%	18%	12%
Net:	35%	37%	33%	39%	50%	44%	26%	26%	26%	35%	37%	27%	39%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(127.B) To what extent do you agree or disagree with the following statements?: I spend more money to buy products from companies that are transparent and trustworthy

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	13%	13%	18%	11%	10%	18%	11%	12%	16%	15%	11%	15%	12%
Agree	36%	34%	38%	38%	41%	34%	37%	31%	42%	42%	33%	42%	33%
Neither agree nor Disagree	33%	33%	28%	36%	36%	23%	32%	38%	29%	30%	34%	30%	34%
Disagree	10%	12%	7%	7%	7%	13%	13%	11%	7%	8%	13%	7%	12%
Strongly Disagree	4%	4%	3%	4%	4%	5%	5%	3%	3%	3%	6%	2%	5%
Don't Know	4%	4%	5%	4%	2%	6%	3%	6%	2%	3%	2%	3%	4%
Total Agree:	49%	46%	57%	49%	51%	52%	47%	43%	58%	57%	45%	57%	45%
Total Disagree:	14%	16%	10%	11%	11%	18%	18%	14%	10%	11%	19%	10%	17%
Net:	35%	30%	46%	38%	40%	34%	29%	30%	48%	46%	26%	48%	28%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(128.A) To what extent do you agree or disagree with the following statements?: Making more sustainable choices will increase the cost of living

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	14%	17%	12%	16%	14%	16%	17%	13%	10%	11%	16%	12%	15%
Agree	36%	36%	36%	30%	35%	33%	33%	39%	43%	41%	35%	32%	36%
Neither agree nor Disagree	30%	29%	31%	31%	27%	34%	33%	26%	31%	31%	29%	31%	32%
Disagree	10%	11%	10%	10%	12%	10%	9%	11%	8%	8%	10%	12%	11%
Strongly Disagree	3%	4%	3%	3%	4%	4%	3%	4%	2%	2%	4%	5%	3%
Don't Know	6%	4%	9%	9%	8%	4%	5%	7%	6%	7%	6%	9%	4%
Total Agree:	50%	53%	48%	46%	49%	49%	50%	52%	53%	52%	52%	44%	51%
Total Disagree:	13%	14%	12%	14%	16%	14%	12%	15%	11%	10%	14%	16%	13%
Net:	37%	38%	35%	32%	33%	35%	37%	37%	42%	43%	38%	27%	38%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(128.B) To what extent do you agree or disagree with the following statements?: Making more sustainable choices will increase the cost of living

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	14%	16%	14%	8%	12%	13%	17%	13%	13%	14%	19%	17%	13%
Agree	36%	37%	30%	48%	33%	17%	43%	32%	37%	37%	40%	41%	33%
Neither agree nor Disagree	30%	28%	32%	29%	36%	35%	22%	37%	29%	29%	26%	25%	33%
Disagree	10%	9%	14%	7%	13%	9%	7%	11%	12%	13%	7%	10%	11%
Strongly Disagree	3%	3%	4%	2%	2%	13%	3%	2%	4%	4%	3%	3%	3%
Don't Know	6%	7%	7%	7%	4%	12%	7%	4%	4%	5%	5%	4%	7%
Total Agree:	50%	53%	44%	56%	45%	30%	61%	45%	50%	50%	60%	58%	46%
Total Disagree:	13%	12%	18%	9%	15%	23%	10%	13%	16%	16%	9%	13%	14%
Net:	37%	41%	27%	48%	30%	7%	50%	32%	35%	34%	50%	45%	32%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(129.A) To what extent do you agree or disagree with the following statements?: I don't tend to think that much about the companies I'm buying goods from

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	12%	14%	10%	14%	14%	12%	9%	11%	11%	9%	12%	11%	13%
Agree	29%	28%	30%	30%	17%	27%	31%	34%	36%	28%	30%	32%	26%
Neither agree nor Disagree	29%	28%	30%	28%	34%	30%	30%	25%	28%	34%	26%	26%	34%
Disagree	20%	21%	19%	18%	22%	21%	19%	20%	19%	21%	20%	21%	17%
Strongly Disagree	8%	8%	7%	4%	10%	9%	7%	8%	5%	5%	9%	6%	8%
Don't Know	3%	1%	4%	5%	3%	1%	4%	2%	1%	2%	2%	5%	2%
Total Agree:	41%	42%	40%	44%	30%	39%	40%	45%	47%	37%	43%	43%	39%
Total Disagree:	27%	29%	26%	22%	32%	30%	26%	28%	24%	26%	29%	27%	25%
Net:	14%	13%	15%	22%	-2%	9%	14%	18%	22%	11%	14%	16%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(129.B) To what extent do you agree or disagree with the following statements?: I don't tend to think that much about the companies I'm buying goods from

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	12%	11%	15%	11%	13%	10%	13%	11%	11%	11%	15%	14%	11%
Agree	29%	32%	24%	31%	25%	17%	31%	29%	29%	29%	30%	30%	29%
Neither agree nor Disagree	29%	27%	23%	32%	39%	27%	30%	29%	26%	26%	30%	24%	31%
Disagree	20%	21%	22%	21%	14%	22%	17%	20%	23%	24%	16%	24%	18%
Strongly Disagree	8%	7%	12%	4%	7%	19%	7%	8%	9%	9%	7%	7%	8%
Don't Know	3%	2%	4%	1%	2%	6%	3%	3%	1%	1%	2%	1%	4%
Total Agree:	41%	43%	39%	42%	37%	27%	44%	40%	40%	40%	45%	44%	40%
Total Disagree:	27%	27%	34%	25%	21%	41%	24%	28%	32%	33%	23%	31%	25%
Net:	14%	16%	5%	18%	16%	-15%	20%	12%	8%	7%	21%	12%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(130.A) To what extent do you agree or disagree with the following statements?: My actions when buying products have no real effect on what a company does

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	12%	14%	9%	17%	13%	11%	8%	8%	13%	10%	13%	10%	12%
Agree	27%	26%	28%	29%	27%	26%	28%	29%	24%	31%	27%	27%	25%
Neither agree nor Disagree	30%	28%	32%	27%	30%	31%	36%	25%	30%	31%	29%	31%	30%
Disagree	20%	21%	19%	16%	17%	19%	15%	27%	23%	18%	19%	22%	22%
Strongly Disagree	8%	8%	7%	5%	9%	10%	8%	7%	6%	6%	9%	6%	8%
Don't Know	4%	3%	5%	5%	3%	3%	4%	4%	3%	5%	3%	5%	3%
Total Agree:	39%	41%	37%	46%	40%	37%	36%	37%	37%	40%	40%	37%	37%
Total Disagree:	28%	29%	26%	21%	26%	29%	23%	34%	29%	24%	28%	27%	29%
Net:	11%	12%	10%	25%	14%	9%	13%	3%	8%	16%	12%	9%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(130.B) To what extent do you agree or disagree with the following statements?: My actions when buying products have no real effect on what a company does

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	12%	11%	14%	8%	12%	10%	14%	9%	12%	12%	13%	12%	11%
Agree	27%	29%	21%	30%	27%	19%	34%	26%	25%	25%	31%	27%	27%
Neither agree nor Disagree	30%	29%	31%	33%	32%	27%	24%	37%	29%	27%	30%	27%	32%
Disagree	20%	21%	18%	17%	18%	30%	18%	18%	24%	26%	16%	24%	18%
Strongly Disagree	8%	6%	12%	8%	9%	9%	7%	8%	8%	8%	8%	7%	8%
Don't Know	4%	4%	4%	3%	2%	5%	4%	3%	2%	3%	3%	2%	4%
Total Agree:	39%	40%	35%	39%	39%	29%	48%	34%	37%	37%	44%	40%	38%
Total Disagree:	28%	27%	29%	25%	27%	39%	25%	26%	32%	34%	23%	31%	26%
Net:	11%	13%	6%	14%	12%	-10%	23%	9%	5%	4%	20%	9%	12%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(131.A) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which damage the environment

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	21%	23%	19%	18%	26%	22%	19%	21%	19%	18%	24%	19%	21%
Agree	36%	35%	37%	29%	33%	32%	36%	38%	43%	40%	34%	37%	33%
Neither agree nor Disagree	29%	28%	30%	31%	27%	31%	30%	30%	29%	28%	29%	30%	30%
Disagree	7%	7%	6%	10%	7%	9%	6%	6%	3%	8%	7%	6%	6%
Strongly Disagree	4%	4%	3%	4%	4%	5%	3%	3%	3%	3%	3%	3%	5%
Don't Know	4%	3%	5%	8%	4%	1%	5%	3%	3%	3%	3%	6%	4%
Total Agree:	56%	58%	55%	47%	58%	54%	55%	59%	62%	58%	58%	55%	54%
Total Disagree:	10%	11%	9%	14%	11%	14%	9%	9%	6%	11%	10%	9%	12%
Net:	46%	47%	46%	33%	47%	39%	46%	50%	56%	47%	48%	47%	43%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(131.B) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which damage the environment

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	21%	20%	23%	18%	22%	29%	14%	17%	29%	27%	14%	24%	20%
Agree	36%	37%	33%	39%	32%	28%	36%	37%	38%	39%	33%	40%	33%
Neither agree nor Disagree	29%	29%	30%	29%	29%	31%	32%	33%	23%	24%	35%	26%	31%
Disagree	7%	7%	7%	7%	7%	2%	11%	5%	5%	5%	9%	6%	7%
Strongly Disagree	4%	3%	3%	3%	6%	2%	3%	3%	4%	3%	5%	3%	4%
Don't Know	4%	4%	4%	4%	3%	7%	4%	4%	1%	2%	3%	1%	5%
Total Agree:	56%	57%	56%	57%	54%	58%	50%	54%	67%	67%	48%	64%	53%
Total Disagree:	10%	9%	10%	10%	14%	4%	14%	9%	9%	8%	14%	9%	11%
Net:	46%	48%	46%	47%	41%	54%	36%	46%	58%	59%	34%	55%	42%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(132.A) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which depend upon exploitation of people overseas

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	25%	26%	24%	20%	30%	28%	24%	24%	23%	21%	29%	24%	23%
Agree	37%	36%	38%	31%	33%	33%	38%	40%	44%	40%	34%	36%	41%
Neither agree nor Disagree	24%	25%	23%	27%	25%	23%	24%	25%	22%	27%	23%	26%	22%
Disagree	6%	6%	5%	8%	5%	9%	4%	5%	3%	6%	5%	4%	7%
Strongly Disagree	3%	3%	2%	5%	2%	3%	2%	2%	3%	2%	3%	3%	2%
Don't Know	6%	4%	8%	8%	6%	4%	8%	4%	5%	5%	5%	8%	6%
Total Agree:	62%	62%	62%	51%	62%	61%	62%	64%	67%	61%	63%	60%	63%
Total Disagree:	8%	9%	7%	14%	7%	12%	6%	7%	6%	8%	8%	7%	9%
Net:	54%	53%	55%	38%	55%	49%	56%	57%	61%	53%	55%	52%	54%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(132.B) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	25%	24%	30%	26%	23%	31%	21%	23%	31%	31%	22%	29%	23%
Agree	37%	38%	31%	37%	39%	25%	39%	37%	39%	41%	36%	43%	34%
Neither agree nor Disagree	24%	23%	27%	25%	23%	25%	24%	29%	19%	18%	29%	19%	26%
Disagree	6%	5%	6%	6%	7%	8%	5%	5%	5%	4%	5%	4%	7%
Strongly Disagree	3%	3%	4%	0%	3%	2%	3%	2%	3%	2%	3%	2%	3%
Don't Know	6%	7%	3%	5%	5%	9%	8%	4%	3%	3%	5%	3%	7%
Total Agree:	62%	62%	61%	63%	62%	56%	60%	59%	70%	72%	57%	72%	57%
Total Disagree:	8%	8%	10%	6%	10%	10%	8%	7%	8%	7%	9%	5%	10%
Net:	54%	55%	51%	57%	52%	46%	52%	52%	62%	65%	49%	67%	47%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(133.A) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Given up a car e.g. sold a car and not replaced it	7%	7%	7%	9%	11%	10%	4%	5%	4%	6%	6%	6%	10%
Bought an electric car / hybrid	6%	8%	5%	11%	5%	12%	5%	4%	3%	6%	7%	6%	6%
Joined a campaign or protest in support of the environment	6%	8%	4%	12%	7%	8%	6%	4%	1%	4%	6%	5%	8%
Moved to a vegetarian diet	6%	6%	6%	11%	7%	6%	6%	5%	4%	7%	6%	4%	6%
Turned lights off and used less energy where possible	59%	53%	65%	45%	52%	50%	56%	67%	78%	61%	59%	62%	55%
Recycled more	51%	51%	50%	38%	39%	50%	50%	55%	65%	58%	49%	50%	50%
Moved to a vegan diet	5%	5%	5%	11%	6%	7%	2%	2%	2%	5%	5%	3%	5%
Taken your own bags to the supermarket	43%	38%	47%	30%	33%	40%	41%	49%	56%	58%	34%	41%	47%
Moved to a green energy tariff with your energy provider	4%	5%	3%	8%	5%	7%	3%	2%	1%	5%	4%	3%	4%
Avoided buying single-use plastics items	27%	24%	30%	23%	25%	24%	22%	30%	36%	26%	26%	31%	28%
Bought things second-hand more often	25%	19%	31%	31%	26%	28%	24%	28%	19%	22%	25%	27%	27%
Cycling or walking more for shorter journeys	21%	24%	18%	25%	26%	24%	18%	18%	17%	25%	19%	21%	23%
Paid more for products to ensure they are locally sourced	17%	16%	17%	20%	18%	18%	14%	15%	15%	18%	17%	16%	16%
Used smart technology solutions to save energy	17%	23%	12%	17%	26%	22%	15%	12%	13%	14%	16%	14%	24%
Bought sustainable clothing and fashion	15%	15%	16%	21%	24%	19%	12%	10%	9%	16%	16%	12%	16%
Avoided taking flights where possible	13%	14%	12%	15%	25%	7%	14%	8%	11%	13%	13%	11%	15%
Used public transport more often	12%	14%	10%	18%	14%	17%	14%	9%	5%	16%	11%	9%	14%
None of the above	13%	14%	12%	9%	12%	16%	16%	14%	12%	12%	16%	15%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(133.B) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Given up a car e.g. sold a car and not replaced it	7%	6%	7%	4%	11%	9%	7%	4%	9%	7%	5%	8%	6%
Bought an electric car / hybrid	6%	5%	8%	7%	7%	7%	5%	5%	9%	8%	4%	9%	5%
Joined a campaign or protest in support of the environment	6%	4%	8%	8%	8%	10%	5%	5%	7%	7%	4%	7%	5%
Moved to a vegetarian diet	6%	5%	9%	6%	5%	15%	4%	5%	8%	7%	4%	9%	4%
Turned lights off and used less energy where possible	59%	62%	49%	62%	55%	63%	56%	61%	62%	64%	56%	62%	58%
Recycled more	51%	51%	42%	61%	50%	56%	48%	51%	57%	58%	47%	53%	49%
Moved to a vegan diet	5%	4%	9%	5%	4%	4%	4%	3%	6%	5%	4%	6%	4%
Taken your own bags to the supermarket	43%	42%	38%	60%	40%	49%	39%	41%	50%	50%	39%	50%	39%
Moved to a green energy tariff with your energy provider	4%	4%	6%	4%	4%	3%	4%	3%	6%	5%	3%	6%	3%
Avoided buying single-use plastics items	27%	28%	21%	41%	25%	36%	19%	31%	33%	36%	20%	36%	23%
Bought things second-hand more often	25%	27%	19%	22%	23%	34%	23%	23%	27%	25%	23%	21%	28%
Cycling or walking more for shorter journeys	21%	18%	23%	24%	27%	43%	18%	21%	24%	25%	17%	24%	20%
Paid more for products to ensure they are locally sourced	17%	16%	14%	23%	17%	27%	14%	17%	20%	20%	15%	20%	15%
Used smart technology solutions to save energy	17%	15%	22%	23%	20%	22%	14%	18%	21%	21%	15%	21%	15%
Bought sustainable clothing and fashion	15%	13%	17%	19%	18%	25%	11%	14%	19%	19%	9%	20%	13%
Avoided taking flights where possible	13%	11%	14%	11%	20%	19%	11%	14%	14%	15%	10%	16%	12%
Used public transport more often	12%	8%	20%	15%	19%	16%	7%	10%	18%	15%	6%	11%	13%
None of the above	13%	15%	13%	8%	9%	16%	17%	15%	8%	8%	18%	8%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(134.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	14%	19%	10%	25%	20%	16%	14%	7%	8%	15%	14%	11%	17%
Somewhat confident	24%	27%	22%	25%	28%	28%	20%	24%	21%	24%	25%	24%	25%
Not very confident	31%	32%	31%	30%	29%	27%	33%	36%	33%	30%	30%	35%	32%
Not confident at all	18%	14%	22%	13%	11%	16%	19%	23%	25%	22%	19%	17%	15%
Have never heard this phrase before	12%	7%	15%	7%	11%	13%	13%	10%	14%	10%	12%	13%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(134.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	14%	12%	14%	16%	22%	19%	11%	15%	18%	18%	12%	21%	11%
Somewhat confident	24%	25%	21%	29%	23%	29%	23%	25%	27%	27%	24%	32%	20%
Not very confident	31%	31%	33%	30%	35%	25%	30%	34%	31%	31%	30%	27%	33%
Not confident at all	18%	21%	17%	16%	11%	18%	23%	14%	16%	17%	21%	14%	20%
Have never heard this phrase before	12%	11%	15%	10%	10%	9%	13%	11%	8%	7%	12%	4%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(135.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	12%	17%	7%	18%	15%	15%	11%	8%	7%	13%	12%	10%	13%
Somewhat confident	29%	34%	25%	28%	27%	31%	30%	31%	30%	28%	27%	30%	34%
Not very confident	31%	29%	33%	27%	33%	24%	31%	36%	34%	29%	34%	30%	28%
Not confident at all	17%	13%	21%	11%	15%	19%	16%	17%	19%	18%	17%	15%	17%
Have never heard this phrase before	11%	7%	15%	16%	11%	11%	13%	8%	9%	12%	10%	15%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(135.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	12%	11%	14%	13%	12%	15%	9%	10%	16%	15%	10%	19%	8%
Somewhat confident	29%	32%	23%	33%	25%	23%	30%	30%	31%	36%	28%	40%	24%
Not very confident	31%	30%	33%	37%	31%	35%	30%	36%	31%	28%	34%	26%	34%
Not confident at all	17%	17%	15%	14%	17%	18%	22%	14%	13%	13%	19%	11%	20%
Have never heard this phrase before	11%	10%	15%	3%	15%	9%	9%	10%	9%	8%	8%	4%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(136.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	9%	12%	5%	10%	17%	13%	7%	4%	2%	9%	9%	7%	9%
Somewhat confident	17%	22%	12%	22%	17%	23%	19%	13%	10%	16%	18%	14%	19%
Not very confident	29%	29%	29%	26%	31%	29%	28%	33%	27%	28%	26%	32%	31%
Not confident at all	20%	19%	20%	19%	13%	17%	24%	23%	23%	20%	21%	20%	18%
Have never heard this phrase before	26%	18%	33%	23%	23%	18%	22%	26%	38%	27%	26%	27%	23%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(136.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	9%	8%	12%	6%	9%	8%	6%	8%	12%	11%	8%	11%	7%
Somewhat confident	17%	15%	22%	16%	19%	16%	18%	15%	18%	18%	16%	22%	14%
Not very confident	29%	27%	27%	32%	35%	35%	26%	32%	29%	28%	28%	31%	28%
Not confident at all	20%	21%	14%	22%	20%	16%	24%	18%	19%	20%	20%	17%	21%
Have never heard this phrase before	26%	29%	25%	24%	17%	26%	26%	27%	22%	23%	27%	19%	29%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(137.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	28%	34%	22%	38%	35%	28%	24%	20%	23%	28%	27%	25%	31%
Somewhat confident	42%	41%	43%	35%	36%	40%	43%	46%	48%	43%	40%	43%	43%
Not very confident	19%	16%	21%	17%	19%	19%	17%	22%	19%	18%	21%	20%	17%
Not confident at all	9%	7%	11%	6%	7%	11%	13%	9%	8%	9%	10%	8%	8%
Have never heard this phrase before	3%	1%	4%	4%	3%	3%	3%	2%	1%	2%	2%	4%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(137.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	28%	26%	28%	26%	33%	32%	24%	25%	33%	35%	22%	35%	24%
Somewhat confident	42%	43%	39%	47%	39%	37%	40%	43%	45%	45%	44%	46%	40%
Not very confident	19%	19%	22%	17%	19%	15%	21%	20%	15%	15%	19%	13%	22%
Not confident at all	9%	10%	9%	10%	7%	10%	11%	10%	5%	5%	11%	6%	11%
Have never heard this phrase before	3%	3%	3%	0%	2%	6%	3%	2%	1%	1%	3%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(138.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	15%	20%	12%	22%	21%	18%	14%	10%	11%	13%	17%	15%	16%
Somewhat confident	37%	41%	35%	36%	33%	35%	42%	42%	36%	43%	36%	36%	36%
Not very confident	30%	27%	32%	25%	27%	29%	28%	32%	35%	28%	28%	32%	31%
Not confident at all	13%	9%	16%	10%	13%	14%	11%	12%	15%	13%	13%	12%	13%
Have never heard this phrase before	5%	3%	6%	8%	7%	4%	4%	4%	2%	4%	5%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(138.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	15%	13%	20%	12%	21%	23%	14%	13%	20%	18%	16%	21%	13%
Somewhat confident	37%	39%	35%	37%	33%	39%	39%	39%	37%	40%	38%	43%	34%
Not very confident	30%	31%	27%	37%	27%	18%	28%	32%	30%	29%	29%	26%	32%
Not confident at all	13%	12%	12%	13%	15%	11%	14%	11%	11%	11%	11%	9%	15%
Have never heard this phrase before	5%	5%	6%	0%	4%	9%	5%	4%	3%	2%	5%	1%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(139.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	14%	19%	9%	19%	16%	15%	15%	11%	10%	13%	15%	13%	12%
Somewhat confident	33%	39%	27%	31%	29%	35%	33%	37%	34%	35%	33%	29%	36%
Not very confident	29%	26%	32%	27%	32%	26%	25%	32%	32%	24%	29%	33%	29%
Not confident at all	16%	11%	21%	14%	13%	18%	16%	14%	20%	19%	16%	15%	15%
Have never heard this phrase before	8%	5%	11%	9%	10%	7%	12%	7%	4%	9%	7%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(139.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	14%	13%	17%	16%	12%	18%	12%	14%	17%	18%	13%	20%	11%
Somewhat confident	33%	35%	26%	36%	31%	28%	33%	34%	36%	38%	33%	40%	30%
Not very confident	29%	28%	32%	34%	29%	28%	28%	30%	29%	28%	31%	28%	30%
Not confident at all	16%	17%	15%	14%	16%	19%	20%	15%	12%	12%	17%	11%	19%
Have never heard this phrase before	8%	7%	10%	0%	11%	6%	7%	7%	6%	5%	6%	2%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(140.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	30%	33%	27%	39%	39%	30%	31%	24%	23%	30%	32%	27%	30%
Somewhat confident	45%	45%	45%	36%	39%	47%	43%	49%	52%	49%	41%	49%	46%
Not very confident	16%	15%	18%	18%	13%	16%	15%	19%	17%	14%	20%	14%	14%
Not confident at all	6%	5%	7%	3%	4%	5%	8%	6%	7%	6%	5%	7%	6%
Have never heard this phrase before	3%	2%	3%	4%	5%	2%	3%	2%	1%	2%	2%	4%	3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(140.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	30%	27%	38%	22%	38%	37%	23%	30%	36%	36%	28%	35%	28%
Somewhat confident	45%	48%	42%	53%	37%	42%	50%	44%	46%	48%	46%	48%	44%
Not very confident	16%	16%	15%	19%	17%	11%	16%	19%	14%	12%	17%	13%	18%
Not confident at all	6%	7%	2%	6%	5%	4%	9%	5%	3%	3%	7%	3%	8%
Have never heard this phrase before	3%	2%	2%	0%	4%	6%	3%	2%	1%	0%	3%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(141.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	16%	20%	13%	26%	30%	19%	13%	8%	7%	16%	16%	15%	20%
Somewhat confident	28%	30%	25%	31%	28%	30%	30%	30%	20%	25%	29%	30%	25%
Not very confident	25%	24%	27%	21%	22%	23%	27%	27%	29%	25%	23%	28%	27%
Not confident at all	17%	16%	17%	11%	12%	16%	18%	19%	21%	19%	18%	13%	16%
Have never heard this phrase before	14%	10%	18%	11%	8%	12%	12%	16%	23%	15%	14%	15%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(141.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	16%	13%	27%	8%	23%	24%	13%	15%	20%	19%	15%	19%	15%
Somewhat confident	28%	25%	32%	34%	28%	38%	24%	29%	31%	31%	25%	30%	26%
Not very confident	25%	27%	19%	34%	23%	15%	25%	31%	23%	24%	24%	25%	26%
Not confident at all	17%	17%	11%	15%	19%	17%	19%	13%	16%	15%	17%	13%	18%
Have never heard this phrase before	14%	18%	10%	10%	7%	7%	19%	12%	11%	11%	19%	13%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(142.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	10%	14%	6%	12%	14%	14%	11%	6%	4%	10%	10%	8%	11%
Somewhat confident	20%	24%	16%	20%	18%	23%	21%	20%	19%	20%	19%	19%	23%
Not very confident	30%	31%	30%	29%	31%	30%	29%	32%	31%	28%	31%	34%	28%
Not confident at all	20%	16%	24%	17%	16%	19%	21%	24%	24%	23%	21%	20%	18%
Have never heard this phrase before	19%	15%	23%	22%	20%	14%	18%	19%	22%	19%	18%	20%	20%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(142.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	10%	9%	13%	7%	13%	14%	8%	8%	13%	13%	8%	14%	8%
Somewhat confident	20%	20%	23%	28%	15%	16%	20%	21%	22%	23%	20%	29%	15%
Not very confident	30%	30%	29%	37%	30%	33%	28%	32%	34%	32%	28%	31%	30%
Not confident at all	20%	21%	19%	18%	20%	17%	27%	18%	17%	18%	23%	16%	23%
Have never heard this phrase before	19%	20%	16%	11%	22%	21%	18%	20%	15%	13%	21%	10%	24%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(143.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	24%	26%	21%	27%	30%	23%	25%	20%	20%	25%	26%	23%	21%
Somewhat confident	44%	46%	43%	39%	35%	45%	42%	52%	49%	45%	41%	43%	48%
Not very confident	18%	16%	20%	19%	17%	17%	20%	17%	18%	16%	19%	20%	16%
Not confident at all	11%	9%	12%	11%	10%	13%	10%	10%	11%	11%	11%	10%	12%
Have never heard this phrase before	3%	3%	4%	4%	7%	3%	3%	2%	1%	2%	4%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(143.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	24%	23%	31%	23%	22%	40%	21%	27%	27%	27%	25%	32%	20%
Somewhat confident	44%	47%	36%	49%	39%	41%	45%	44%	48%	50%	42%	50%	41%
Not very confident	18%	17%	19%	15%	22%	11%	17%	19%	15%	15%	16%	12%	21%
Not confident at all	11%	11%	10%	11%	12%	3%	14%	8%	9%	7%	12%	5%	14%
Have never heard this phrase before	3%	3%	4%	2%	5%	5%	3%	3%	1%	1%	5%	1%	5%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(144.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	10%	13%	8%	15%	17%	14%	9%	5%	3%	10%	12%	6%	11%
Somewhat confident	24%	27%	22%	30%	23%	32%	21%	24%	18%	25%	21%	26%	28%
Not very confident	30%	32%	29%	24%	34%	23%	34%	33%	31%	26%	31%	31%	32%
Not confident at all	17%	16%	19%	12%	10%	15%	22%	22%	22%	20%	19%	16%	14%
Have never heard this phrase before	18%	13%	23%	19%	17%	16%	14%	17%	25%	19%	17%	21%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(144.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	10%	8%	17%	6%	11%	13%	8%	8%	13%	12%	9%	12%	9%
Somewhat confident	24%	24%	22%	31%	23%	22%	22%	26%	26%	24%	23%	29%	22%
Not very confident	30%	30%	29%	28%	32%	35%	32%	32%	31%	31%	31%	32%	29%
Not confident at all	17%	19%	14%	20%	16%	13%	20%	16%	17%	17%	19%	16%	18%
Have never heard this phrase before	18%	19%	17%	14%	17%	16%	17%	18%	14%	15%	17%	10%	22%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(145.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	10%	14%	7%	15%	17%	15%	10%	4%	4%	10%	11%	9%	11%
Somewhat confident	26%	30%	24%	28%	29%	29%	28%	23%	22%	25%	28%	24%	27%
Not very confident	29%	29%	30%	31%	25%	27%	25%	37%	32%	29%	28%	29%	33%
Not confident at all	16%	14%	17%	10%	12%	13%	19%	18%	20%	15%	16%	19%	13%
Have never heard this phrase before	18%	13%	22%	17%	17%	15%	17%	18%	22%	21%	17%	19%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(145.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	10%	9%	13%	11%	13%	14%	8%	8%	14%	14%	8%	15%	8%
Somewhat confident	26%	24%	36%	31%	26%	23%	26%	27%	29%	29%	25%	32%	24%
Not very confident	29%	29%	25%	30%	32%	30%	28%	35%	28%	29%	29%	28%	30%
Not confident at all	16%	17%	11%	15%	15%	10%	19%	13%	14%	15%	18%	14%	17%
Have never heard this phrase before	18%	20%	14%	13%	14%	23%	19%	17%	14%	14%	20%	11%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(146.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	18%	23%	14%	19%	22%	18%	18%	15%	17%	19%	21%	18%	15%
Somewhat confident	44%	47%	41%	40%	32%	45%	48%	49%	48%	47%	42%	44%	44%
Not very confident	24%	20%	28%	24%	28%	23%	21%	25%	24%	22%	25%	21%	26%
Not confident at all	10%	7%	12%	10%	12%	12%	8%	8%	9%	9%	9%	10%	11%
Have never heard this phrase before	4%	2%	6%	7%	5%	3%	6%	3%	2%	3%	3%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(146.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	18%	19%	20%	15%	17%	19%	19%	18%	20%	20%	22%	25%	15%
Somewhat confident	44%	47%	41%	41%	35%	47%	44%	45%	45%	48%	42%	49%	41%
Not very confident	24%	21%	23%	29%	34%	19%	23%	24%	26%	25%	21%	20%	26%
Not confident at all	10%	9%	10%	13%	9%	10%	10%	8%	8%	6%	10%	4%	13%
Have never heard this phrase before	4%	4%	5%	2%	5%	5%	4%	4%	2%	1%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(147.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	17%	22%	13%	28%	22%	22%	16%	11%	10%	17%	20%	15%	16%
Somewhat confident	42%	44%	41%	37%	41%	45%	39%	46%	44%	47%	37%	42%	47%
Not very confident	25%	23%	28%	21%	24%	21%	23%	31%	29%	21%	29%	25%	22%
Not confident at all	11%	9%	13%	7%	10%	8%	14%	10%	15%	11%	10%	14%	11%
Have never heard this phrase before	4%	3%	6%	8%	4%	4%	7%	2%	2%	4%	4%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(147.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	17%	17%	26%	13%	14%	28%	13%	18%	22%	20%	16%	22%	15%
Somewhat confident	42%	42%	38%	49%	43%	36%	40%	44%	46%	49%	39%	50%	38%
Not very confident	25%	25%	23%	29%	27%	20%	30%	25%	22%	22%	29%	20%	28%
Not confident at all	11%	12%	10%	7%	10%	9%	13%	8%	8%	8%	12%	7%	13%
Have never heard this phrase before	4%	4%	4%	1%	5%	7%	4%	4%	2%	1%	5%	1%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(148.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	8%	11%	5%	10%	12%	12%	9%	4%	2%	10%	10%	5%	6%
Somewhat confident	20%	25%	16%	24%	25%	29%	19%	14%	12%	20%	19%	20%	23%
Not very confident	29%	30%	29%	24%	29%	28%	30%	33%	30%	25%	28%	31%	32%
Not confident at all	18%	16%	21%	19%	15%	13%	17%	23%	23%	19%	20%	20%	14%
Have never heard this phrase before	24%	18%	30%	23%	19%	18%	25%	26%	33%	26%	24%	24%	24%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(148.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	8%	7%	12%	6%	7%	12%	7%	5%	11%	11%	6%	11%	6%
Somewhat confident	20%	18%	26%	24%	21%	9%	19%	19%	23%	21%	19%	25%	18%
Not very confident	29%	29%	26%	32%	31%	33%	29%	35%	28%	29%	29%	28%	30%
Not confident at all	18%	19%	17%	18%	19%	21%	21%	14%	18%	18%	20%	18%	19%
Have never heard this phrase before	24%	27%	18%	19%	22%	25%	24%	26%	19%	21%	25%	18%	28%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(149.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Very confident	8%	10%	5%	13%	12%	11%	7%	5%	1%	7%	8%	7%	8%
Somewhat confident	21%	26%	17%	31%	31%	29%	18%	16%	9%	20%	21%	19%	25%
Not very confident	30%	31%	29%	23%	25%	32%	31%	34%	30%	30%	30%	29%	29%
Not confident at all	17%	15%	19%	12%	16%	14%	19%	19%	22%	18%	18%	17%	15%
Have never heard this phrase before	24%	18%	30%	20%	17%	15%	24%	26%	37%	24%	22%	28%	23%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(149.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Very confident	8%	6%	15%	8%	7%	11%	6%	8%	9%	9%	7%	10%	7%
Somewhat confident	21%	17%	27%	20%	32%	13%	21%	16%	26%	24%	20%	24%	20%
Not very confident	30%	30%	23%	32%	32%	29%	29%	36%	27%	28%	30%	31%	29%
Not confident at all	17%	18%	14%	19%	16%	22%	18%	16%	18%	17%	16%	15%	18%
Have never heard this phrase before	24%	29%	21%	21%	13%	25%	26%	25%	20%	21%	27%	21%	26%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(150.A) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can pay their staff more

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	5%	8%	3%	9%	11%	9%	3%	1%	0%	5%	6%	4%	6%
Agree	15%	17%	12%	22%	22%	21%	10%	8%	9%	11%	15%	15%	17%
Neither Agree nor Disagree	29%	30%	28%	37%	24%	30%	30%	29%	29%	31%	26%	29%	33%
Disagree	29%	26%	31%	19%	20%	24%	34%	34%	37%	31%	28%	31%	26%
Strongly Disagree	18%	16%	19%	6%	17%	15%	21%	24%	21%	20%	20%	17%	14%
Don't Know	4%	2%	5%	6%	7%	1%	2%	4%	3%	3%	4%	4%	5%
Total Agree:	20%	25%	16%	32%	34%	30%	13%	9%	9%	16%	22%	19%	23%
Total Disagree:	47%	42%	51%	26%	36%	39%	54%	58%	59%	51%	48%	48%	40%
Net:	-26%	-17%	-35%	6%	-2%	-9%	-41%	-48%	-49%	-35%	-26%	-29%	-17%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(150.B) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can pay their staff more

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	5%	5%	8%	6%	5%	1%	5%	4%	7%	6%	5%	8%	4%
Agree	15%	12%	19%	17%	21%	8%	14%	11%	19%	17%	13%	19%	13%
Neither Agree nor Disagree	29%	28%	32%	33%	32%	26%	22%	36%	30%	30%	23%	30%	29%
Disagree	29%	32%	23%	29%	23%	35%	34%	28%	28%	29%	33%	28%	29%
Strongly Disagree	18%	20%	14%	14%	15%	21%	22%	17%	15%	15%	23%	13%	20%
Don't Know	4%	4%	4%	2%	3%	9%	3%	4%	2%	2%	3%	2%	5%
Total Agree:	20%	17%	28%	23%	27%	9%	19%	16%	26%	23%	18%	26%	17%
Total Disagree:	47%	51%	37%	43%	38%	56%	56%	45%	42%	44%	56%	41%	49%
Net:	-26%	-34%	-10%	-20%	-11%	-47%	-36%	-29%	-17%	-21%	-37%	-15%	-32%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(151.A) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	6%	8%	4%	10%	13%	10%	4%	0%	1%	6%	4%	4%	10%
Agree	15%	18%	11%	20%	17%	18%	14%	11%	11%	12%	15%	15%	17%
Neither Agree nor Disagree	26%	24%	28%	28%	29%	25%	27%	25%	23%	26%	24%	29%	28%
Disagree	29%	27%	32%	22%	24%	25%	33%	30%	38%	30%	30%	31%	26%
Strongly Disagree	20%	20%	20%	13%	11%	18%	21%	30%	24%	24%	23%	18%	13%
Don't Know	4%	3%	5%	7%	5%	3%	2%	4%	3%	3%	4%	3%	5%
Total Agree:	21%	26%	16%	30%	30%	28%	18%	11%	12%	18%	19%	19%	28%
Total Disagree:	49%	46%	52%	35%	35%	43%	53%	60%	62%	53%	53%	49%	40%
Net:	-28%	-20%	-36%	-6%	-5%	-14%	-35%	-49%	-50%	-35%	-34%	-30%	-12%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(151.B) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	6%	5%	10%	3%	9%	0%	5%	4%	8%	8%	4%	10%	4%
Agree	15%	13%	17%	19%	18%	5%	13%	14%	18%	18%	10%	20%	12%
Neither Agree nor Disagree	26%	26%	24%	31%	29%	27%	18%	33%	26%	27%	22%	25%	27%
Disagree	29%	31%	29%	28%	25%	30%	35%	29%	29%	30%	33%	28%	30%
Strongly Disagree	20%	22%	16%	15%	16%	25%	25%	16%	17%	16%	28%	15%	22%
Don't Know	4%	4%	4%	3%	3%	11%	4%	3%	2%	2%	3%	2%	5%
Total Agree:	21%	18%	28%	23%	27%	5%	18%	19%	25%	26%	14%	30%	16%
Total Disagree:	49%	53%	45%	43%	41%	56%	60%	45%	46%	46%	61%	43%	52%
Net:	-28%	-35%	-18%	-20%	-14%	-50%	-42%	-26%	-21%	-20%	-46%	-13%	-36%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(152.A) Do you agree or disagree with the following?: Businesses can afford to reduce their impact on the environment without having to raise prices

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	23%	24%	23%	26%	33%	26%	24%	18%	15%	20%	26%	22%	23%
Agree	38%	39%	38%	30%	34%	38%	41%	42%	44%	46%	36%	41%	36%
Neither Agree nor Disagree	22%	20%	24%	22%	22%	24%	20%	21%	22%	19%	21%	24%	23%
Disagree	8%	9%	7%	14%	3%	7%	10%	10%	8%	7%	8%	7%	11%
Strongly Disagree	3%	4%	2%	2%	0%	2%	3%	5%	5%	3%	3%	3%	2%
Don't Know	5%	4%	6%	6%	8%	3%	2%	5%	6%	5%	6%	3%	5%
Total Agree:	62%	63%	61%	56%	67%	64%	65%	59%	59%	66%	61%	63%	59%
Total Disagree:	11%	14%	9%	16%	3%	9%	13%	15%	13%	10%	11%	10%	14%
Net:	51%	49%	52%	40%	63%	55%	52%	45%	46%	56%	50%	53%	45%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(152.B) Do you agree or disagree with the following?: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	23%	22%	31%	19%	24%	31%	19%	19%	29%	28%	21%	22%	24%
Agree	38%	40%	35%	45%	35%	33%	38%	37%	42%	44%	33%	43%	36%
Neither Agree nor Disagree	22%	21%	21%	19%	28%	19%	20%	27%	20%	19%	21%	20%	23%
Disagree	8%	9%	6%	10%	9%	3%	10%	10%	6%	7%	13%	9%	8%
Strongly Disagree	3%	4%	1%	1%	0%	2%	7%	3%	0%	0%	8%	3%	3%
Don't Know	5%	5%	6%	6%	3%	10%	5%	5%	2%	2%	5%	3%	6%
Total Agree:	62%	61%	66%	64%	59%	65%	57%	56%	72%	72%	53%	65%	60%
Total Disagree:	11%	13%	7%	11%	9%	6%	18%	12%	6%	7%	21%	12%	11%
Net:	51%	48%	59%	53%	50%	59%	40%	43%	65%	65%	32%	52%	50%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(153.A) Do you agree or disagree with the following?: Businesses can afford to pay their staff more without having to raise prices

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	24%	24%	25%	24%	37%	28%	23%	18%	16%	22%	27%	24%	22%
Agree	37%	37%	36%	31%	32%	42%	39%	34%	40%	40%	34%	39%	37%
Neither Agree nor Disagree	22%	20%	23%	25%	18%	18%	23%	22%	24%	23%	21%	20%	23%
Disagree	10%	11%	9%	11%	5%	9%	9%	16%	11%	10%	9%	10%	11%
Strongly Disagree	3%	4%	2%	2%	1%	2%	2%	5%	5%	2%	3%	3%	3%
Don't Know	5%	3%	6%	6%	7%	2%	3%	5%	5%	4%	5%	5%	4%
Total Agree:	61%	61%	61%	55%	69%	70%	63%	53%	56%	62%	61%	63%	59%
Total Disagree:	13%	15%	11%	13%	6%	10%	12%	21%	16%	12%	13%	13%	14%
Net:	48%	45%	50%	42%	63%	59%	51%	32%	40%	50%	49%	50%	44%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(153.B) Do you agree or disagree with the following?: Businesses can afford to pay their staff more without having to raise prices

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	24%	20%	33%	24%	31%	30%	19%	22%	31%	31%	19%	21%	26%
Agree	37%	37%	35%	41%	35%	37%	37%	32%	43%	40%	32%	40%	35%
Neither Agree nor Disagree	22%	22%	18%	22%	22%	16%	18%	30%	18%	18%	22%	20%	22%
Disagree	10%	11%	7%	9%	8%	7%	15%	9%	6%	7%	15%	12%	9%
Strongly Disagree	3%	4%	2%	1%	0%	2%	7%	3%	0%	1%	8%	3%	3%
Don't Know	5%	5%	5%	4%	3%	7%	4%	4%	2%	2%	4%	3%	5%
Total Agree:	61%	57%	68%	64%	66%	67%	56%	54%	73%	71%	51%	62%	61%
Total Disagree:	13%	16%	9%	11%	8%	10%	22%	12%	7%	8%	22%	15%	12%
Net:	48%	42%	59%	54%	58%	57%	34%	41%	66%	63%	29%	46%	49%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(154.A) Do you agree or disagree with the following?: At the moment the rich are getting richer at the expense of everyone else

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	39%	38%	40%	34%	44%	41%	37%	38%	40%	34%	41%	40%	40%
Agree	33%	34%	32%	28%	28%	34%	38%	35%	34%	38%	31%	35%	30%
Neither Agree nor Disagree	16%	16%	16%	22%	17%	17%	16%	14%	13%	15%	15%	13%	20%
Disagree	6%	7%	6%	7%	5%	6%	5%	8%	8%	7%	8%	5%	5%
Strongly Disagree	3%	4%	2%	4%	3%	2%	2%	3%	4%	3%	3%	3%	3%
Don't Know	2%	2%	3%	5%	3%	1%	2%	3%	2%	2%	2%	3%	3%
Total Agree:	72%	72%	72%	62%	72%	75%	74%	73%	74%	73%	72%	75%	69%
Total Disagree:	9%	11%	8%	11%	8%	8%	7%	10%	12%	10%	10%	9%	7%
Net:	63%	61%	64%	51%	64%	67%	67%	62%	63%	62%	62%	66%	62%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(154.B) Do you agree or disagree with the following?: At the moment the rich are getting richer at the expense of everyone else

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	39%	38%	44%	40%	39%	46%	32%	34%	48%	48%	34%	37%	40%
Agree	33%	33%	29%	39%	32%	31%	31%	35%	34%	35%	28%	36%	31%
Neither Agree nor Disagree	16%	16%	16%	12%	18%	9%	17%	19%	13%	11%	18%	14%	17%
Disagree	6%	6%	7%	5%	7%	6%	12%	7%	3%	3%	12%	7%	6%
Strongly Disagree	3%	3%	1%	4%	2%	3%	5%	3%	1%	2%	5%	4%	2%
Don't Know	2%	3%	3%	1%	1%	5%	3%	2%	1%	1%	2%	1%	3%
Total Agree:	72%	71%	73%	79%	72%	77%	63%	69%	82%	83%	62%	73%	72%
Total Disagree:	9%	10%	7%	9%	9%	9%	17%	11%	4%	5%	18%	11%	8%
Net:	63%	61%	66%	70%	62%	68%	47%	58%	78%	78%	44%	62%	63%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(155.A) If you had to choose, would you prefer...

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1 - Businesses to pay their staff less and make their products cheaper	10%	11%	10%	13%	14%	14%	10%	8%	5%	10%	11%	12%	9%
2	26%	28%	24%	23%	21%	29%	24%	33%	26%	28%	25%	27%	25%
3	41%	40%	43%	34%	32%	33%	49%	43%	53%	45%	42%	40%	40%
4 - Businesses to pay their staff more and make their products more expensive	22%	22%	22%	30%	33%	24%	17%	15%	15%	17%	22%	21%	26%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(155.B) If you had to choose, would you prefer...

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1 - Businesses to pay their staff less and make their products cheaper	10%	11%	13%	5%	10%	10%	12%	11%	8%	8%	12%	7%	12%
2	26%	27%	25%	29%	23%	27%	33%	23%	23%	22%	33%	27%	26%
3	41%	43%	40%	45%	35%	42%	35%	50%	44%	49%	38%	45%	40%
4 - Businesses to pay their staff more and make their products more expensive	22%	19%	23%	22%	32%	21%	19%	17%	25%	21%	18%	21%	23%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(156.A) If you had to choose, would you prefer...

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
1 - Businesses to do less damage to the environment and make their products more expensive	28%	29%	27%	36%	35%	27%	28%	21%	22%	24%	30%	26%	29%
2	44%	41%	47%	34%	36%	40%	48%	47%	54%	50%	42%	44%	42%
3	19%	20%	18%	14%	16%	21%	18%	22%	20%	18%	18%	20%	20%
4 - Businesses to do more damage to the environment and make their products cheaper	9%	10%	8%	15%	12%	12%	6%	10%	4%	8%	9%	10%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(156.B) If you had to choose, would you prefer...

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
1 - Businesses to do less damage to the environment and make their products more expensive	28%	25%	27%	25%	39%	28%	19%	27%	33%	29%	19%	26%	29%
2	44%	47%	43%	49%	34%	39%	42%	50%	43%	49%	40%	47%	42%
3	19%	19%	18%	19%	18%	28%	26%	17%	16%	15%	27%	18%	19%
4 - Businesses to do more damage to the environment and make their products cheaper	9%	10%	12%	7%	8%	6%	13%	6%	8%	7%	13%	9%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(157.A) How well off would you say you feel?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I am very comfortable financially	15%	20%	10%	15%	16%	20%	7%	12%	17%	13%	17%	12%	16%
I am relatively comfortable financially	29%	32%	26%	25%	22%	27%	25%	30%	41%	33%	27%	28%	30%
I do not have money for luxuries but can normally comfortably cover the essentials	32%	28%	35%	36%	31%	29%	34%	34%	29%	31%	32%	33%	31%
I can only just afford my costs and often struggle to make ends meet	19%	17%	21%	18%	21%	14%	27%	20%	13%	19%	20%	19%	15%
I cannot afford my costs and often have to go without essentials like food and heating	6%	3%	8%	6%	10%	9%	7%	4%	0%	3%	5%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(157.B) How well off would you say you feel?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I am very comfortable financially	15%	15%	17%	16%	14%	3%	14%	13%	18%	18%	13%	26%	9%
I am relatively comfortable financially	29%	31%	24%	38%	25%	25%	34%	30%	30%	34%	35%	41%	23%
I do not have money for luxuries but can normally comfortably cover the essentials	32%	29%	38%	30%	36%	34%	31%	34%	30%	29%	30%	23%	36%
I can only just afford my costs and often struggle to make ends meet	19%	19%	19%	14%	17%	26%	16%	18%	18%	17%	18%	9%	24%
I cannot afford my costs and often have to go without essentials like food and heating	6%	6%	3%	2%	8%	12%	5%	6%	4%	3%	4%	1%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(158.A) How financially well off do you feel compared to a year ago (early 2022)?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I feel significantly better off	9%	12%	7%	15%	15%	17%	5%	2%	3%	7%	10%	6%	12%
I feel somewhat better off	19%	23%	16%	27%	20%	24%	19%	18%	13%	16%	23%	16%	18%
Neither better nor worse off	37%	34%	39%	30%	36%	31%	36%	36%	46%	42%	31%	39%	40%
I feel a little worse off	20%	19%	20%	14%	12%	13%	20%	28%	28%	20%	22%	20%	15%
I feel much worse off	13%	11%	16%	11%	15%	13%	16%	15%	10%	14%	12%	15%	13%
Don't know	2%	1%	3%	4%	2%	2%	3%	0%	0%	1%	2%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(158.B) How financially well off do you feel compared to a year ago (early 2022)?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I feel significantly better off	9%	7%	13%	6%	14%	10%	8%	6%	11%	11%	8%	13%	7%
I feel somewhat better off	19%	16%	27%	24%	22%	21%	18%	19%	23%	22%	18%	24%	17%
Neither better nor worse off	37%	38%	34%	42%	33%	33%	35%	38%	38%	41%	31%	35%	37%
I feel a little worse off	20%	22%	16%	16%	15%	13%	21%	21%	18%	18%	24%	19%	20%
I feel much worse off	13%	14%	8%	10%	14%	18%	16%	14%	9%	8%	18%	9%	16%
Don't know	2%	2%	2%	2%	3%	5%	1%	2%	1%	1%	1%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(159.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How expensive the products I’m buying are

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	64%	62%	66%	53%	55%	56%	66%	73%	77%	68%	67%	65%	56%
I have paid no more or less attention to this in the last year	25%	27%	22%	24%	26%	31%	27%	21%	19%	23%	22%	24%	30%
I have paid less attention to this in the last year	6%	7%	5%	15%	9%	7%	2%	4%	2%	5%	7%	3%	8%
Don't Know	5%	4%	7%	8%	10%	6%	5%	2%	2%	4%	4%	9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(159.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How expensive the products I'm buying are

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	64%	67%	60%	59%	60%	69%	71%	65%	63%	65%	68%	63%	65%
I have paid no more or less attention to this in the last year	25%	24%	23%	31%	26%	20%	19%	23%	28%	27%	22%	30%	22%
I have paid less attention to this in the last year	6%	5%	11%	6%	7%	9%	7%	6%	6%	5%	5%	5%	7%
Don't Know	5%	5%	6%	5%	7%	2%	4%	6%	3%	3%	5%	2%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(160.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How much packaging there is on the products I'm buying

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	34%	34%	34%	30%	38%	34%	34%	32%	35%	35%	33%	34%	36%
I have paid no more or less attention to this in the last year	48%	51%	46%	44%	38%	51%	47%	54%	55%	48%	54%	46%	43%
I have paid less attention to this in the last year	10%	10%	10%	16%	17%	7%	13%	6%	4%	9%	8%	8%	15%
Don't Know	7%	5%	10%	10%	7%	8%	7%	7%	6%	8%	6%	11%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(160.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How much packaging there is on the products I'm buying

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	34%	34%	36%	36%	31%	43%	28%	37%	39%	41%	28%	40%	31%
I have paid no more or less attention to this in the last year	48%	52%	41%	51%	43%	39%	55%	48%	46%	46%	55%	49%	48%
I have paid less attention to this in the last year	10%	7%	15%	8%	17%	12%	11%	7%	11%	9%	11%	7%	12%
Don't Know	7%	7%	7%	6%	10%	6%	6%	8%	5%	4%	6%	4%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(161.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The quality of the products I'm buying

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	47%	47%	46%	37%	55%	47%	42%	47%	49%	50%	44%	45%	50%
I have paid no more or less attention to this in the last year	39%	40%	37%	36%	25%	36%	44%	43%	46%	36%	42%	39%	34%
I have paid less attention to this in the last year	7%	8%	6%	13%	9%	9%	6%	6%	2%	7%	7%	5%	9%
Don't Know	8%	5%	10%	14%	11%	9%	8%	4%	3%	7%	7%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(161.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The quality of the products I'm buying

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	47%	46%	50%	47%	46%	48%	51%	47%	48%	49%	50%	47%	46%
I have paid no more or less attention to this in the last year	39%	43%	32%	42%	28%	35%	38%	38%	39%	39%	39%	45%	35%
I have paid less attention to this in the last year	7%	5%	9%	7%	11%	12%	7%	5%	7%	6%	6%	4%	8%
Don't Know	8%	6%	9%	4%	15%	6%	4%	9%	6%	5%	6%	3%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(162.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How good for the environment the products I'm buying are

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	30%	31%	29%	29%	35%	32%	29%	26%	28%	29%	31%	28%	30%
I have paid no more or less attention to this in the last year	51%	54%	49%	45%	41%	48%	53%	56%	62%	54%	52%	50%	51%
I have paid less attention to this in the last year	10%	10%	10%	13%	15%	10%	11%	9%	4%	9%	10%	9%	11%
Don't Know	9%	5%	12%	13%	8%	10%	7%	9%	5%	8%	7%	13%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(162.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How good for the environment the products I'm buying are

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	30%	30%	32%	31%	29%	34%	24%	32%	35%	35%	25%	34%	28%
I have paid no more or less attention to this in the last year	51%	55%	44%	55%	46%	46%	56%	51%	50%	53%	56%	56%	49%
I have paid less attention to this in the last year	10%	8%	13%	9%	13%	10%	13%	8%	8%	6%	12%	6%	12%
Don't Know	9%	7%	11%	5%	12%	10%	7%	9%	7%	6%	7%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(163.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The reputation of the brands behind the products I'm buying

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	33%	35%	31%	37%	37%	35%	28%	29%	31%	33%	32%	33%	33%
I have paid no more or less attention to this in the last year	50%	52%	49%	36%	39%	47%	57%	59%	58%	50%	54%	47%	47%
I have paid less attention to this in the last year	9%	9%	10%	15%	15%	11%	7%	6%	4%	9%	9%	8%	12%
Don't Know	8%	5%	11%	11%	9%	7%	8%	6%	7%	8%	6%	12%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(163.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The reputation of the brands behind the products I'm buying

	Ethnicity						Party Affiliation			2020 vote		Education	
	Total	White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	33%	30%	40%	36%	34%	37%	30%	33%	37%	38%	30%	36%	31%
I have paid no more or less attention to this in the last year	50%	56%	39%	48%	41%	36%	54%	50%	49%	51%	54%	54%	48%
I have paid less attention to this in the last year	9%	6%	12%	10%	16%	17%	10%	9%	9%	7%	10%	6%	11%
Don't Know	8%	7%	9%	5%	9%	9%	5%	9%	5%	5%	6%	5%	9%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(164.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How fairly those involved in making the products I'm buying tend to be paid

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
I have paid more attention to this in the last year	23%	25%	21%	24%	33%	28%	22%	19%	15%	24%	26%	18%	23%
I have paid no more or less attention to this in the last year	55%	57%	53%	50%	45%	49%	58%	58%	67%	57%	56%	55%	53%
I have paid less attention to this in the last year	11%	11%	11%	17%	11%	12%	11%	10%	6%	10%	8%	9%	16%
Don't Know	11%	7%	15%	10%	11%	11%	9%	13%	12%	9%	10%	19%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(164.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How fairly those involved in making the products I'm buying tend to be paid

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
I have paid more attention to this in the last year	23%	21%	30%	24%	27%	26%	20%	24%	28%	26%	20%	24%	23%
I have paid no more or less attention to this in the last year	55%	60%	43%	54%	50%	42%	60%	55%	54%	57%	59%	61%	52%
I have paid less attention to this in the last year	11%	8%	15%	14%	14%	15%	11%	10%	8%	7%	12%	7%	12%
Don't Know	11%	11%	12%	8%	9%	17%	9%	11%	11%	10%	9%	8%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(165.A) Do you agree or disagree with the following?: Buying environmentally friendly products is something only the rich can afford to do

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	12%	12%	12%	14%	17%	16%	12%	9%	7%	11%	11%	11%	16%
Agree	24%	22%	26%	31%	27%	26%	22%	25%	15%	20%	24%	25%	25%
Neither Agree nor Disagree	31%	30%	32%	34%	31%	30%	32%	28%	32%	34%	31%	29%	31%
Disagree	21%	24%	19%	12%	13%	17%	21%	27%	33%	23%	22%	23%	17%
Strongly Disagree	8%	9%	7%	4%	8%	9%	8%	8%	9%	8%	10%	6%	7%
Don't Know	4%	3%	4%	6%	4%	3%	4%	3%	3%	4%	3%	7%	3%
Total Agree:	36%	34%	38%	44%	44%	42%	35%	34%	23%	31%	35%	35%	41%
Total Disagree:	29%	33%	26%	16%	21%	26%	29%	35%	42%	31%	32%	29%	24%
Net:	7%	1%	12%	28%	23%	16%	5%	-1%	-20%	0%	4%	6%	17%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(165.B) Do you agree or disagree with the following?: Buying environmentally friendly products is something only the rich can afford to do

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	12%	11%	15%	10%	13%	17%	18%	9%	12%	12%	16%	10%	13%
Agree	24%	23%	21%	33%	26%	20%	25%	19%	25%	22%	27%	24%	23%
Neither Agree nor Disagree	31%	30%	33%	25%	36%	25%	29%	35%	28%	29%	28%	28%	33%
Disagree	21%	23%	22%	20%	16%	18%	18%	25%	25%	27%	18%	27%	19%
Strongly Disagree	8%	9%	5%	8%	7%	14%	6%	8%	9%	9%	9%	10%	7%
Don't Know	4%	4%	4%	4%	2%	5%	3%	3%	1%	2%	3%	1%	5%
Total Agree:	36%	34%	37%	43%	39%	37%	43%	29%	36%	34%	43%	35%	37%
Total Disagree:	29%	32%	27%	28%	23%	33%	25%	33%	34%	36%	27%	36%	26%
Net:	7%	2%	10%	16%	16%	5%	19%	-4%	3%	-2%	16%	-2%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(166.A) Do you agree or disagree with the following?: The demand for businesses to be environmentally friendly is damaging the economy

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	10%	13%	8%	14%	13%	11%	10%	8%	7%	10%	9%	8%	14%
Agree	16%	18%	14%	21%	17%	16%	16%	16%	12%	17%	18%	14%	14%
Neither Agree nor Disagree	31%	28%	33%	29%	34%	36%	30%	27%	29%	27%	31%	32%	32%
Disagree	25%	26%	24%	18%	19%	22%	25%	33%	30%	27%	22%	28%	26%
Strongly Disagree	11%	11%	12%	9%	11%	10%	12%	11%	15%	12%	13%	11%	9%
Don't Know	6%	4%	9%	8%	7%	5%	6%	5%	7%	6%	7%	8%	5%
Total Agree:	26%	31%	22%	35%	29%	27%	26%	25%	19%	28%	27%	22%	28%
Total Disagree:	36%	37%	35%	27%	30%	31%	37%	44%	45%	39%	35%	38%	35%
Net:	-10%	-6%	-13%	8%	-1%	-4%	-11%	-19%	-26%	-11%	-8%	-16%	-7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(166.B) Do you agree or disagree with the following?: The demand for businesses to be environmentally friendly is damaging the economy

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	10%	11%	10%	7%	11%	5%	15%	7%	9%	8%	17%	10%	10%
Agree	16%	15%	19%	20%	15%	18%	24%	14%	12%	12%	24%	17%	15%
Neither Agree nor Disagree	31%	30%	33%	24%	36%	29%	33%	30%	28%	26%	32%	24%	34%
Disagree	25%	26%	17%	28%	25%	18%	17%	32%	29%	33%	17%	30%	22%
Strongly Disagree	11%	11%	13%	11%	10%	24%	7%	10%	17%	17%	6%	14%	10%
Don't Know	6%	7%	8%	9%	3%	7%	5%	6%	4%	3%	5%	4%	8%
Total Agree:	26%	26%	29%	27%	26%	23%	39%	21%	21%	20%	40%	28%	26%
Total Disagree:	36%	38%	30%	39%	35%	42%	23%	43%	46%	51%	22%	44%	32%
Net:	-10%	-12%	-1%	-13%	-8%	-18%	15%	-21%	-25%	-30%	18%	-16%	-7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(167.A) Do you agree or disagree with the following?: Environmentally friendly products tend to be higher quality

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	13%	14%	12%	14%	23%	20%	13%	6%	4%	12%	15%	9%	14%
Agree	23%	22%	24%	30%	29%	30%	22%	14%	16%	22%	23%	22%	26%
Neither Agree nor Disagree	39%	38%	39%	29%	34%	32%	38%	48%	46%	38%	38%	41%	39%
Disagree	15%	17%	14%	15%	5%	11%	17%	21%	21%	17%	16%	16%	12%
Strongly Disagree	5%	5%	5%	5%	2%	3%	8%	7%	5%	7%	5%	5%	4%
Don't Know	5%	4%	6%	7%	6%	4%	3%	4%	6%	4%	5%	7%	5%
Total Agree:	36%	36%	36%	44%	52%	50%	35%	21%	21%	34%	37%	31%	40%
Total Disagree:	20%	22%	18%	20%	7%	14%	24%	28%	26%	24%	20%	21%	16%
Net:	16%	14%	18%	24%	44%	36%	10%	-7%	-6%	10%	17%	10%	24%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(167.B) Do you agree or disagree with the following?: Environmentally friendly products tend to be higher quality

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	13%	10%	21%	9%	19%	13%	11%	8%	18%	16%	11%	14%	12%
Agree	23%	21%	23%	27%	30%	27%	18%	22%	28%	27%	15%	24%	23%
Neither Agree nor Disagree	39%	41%	33%	43%	34%	32%	36%	43%	38%	38%	37%	38%	39%
Disagree	15%	17%	12%	11%	11%	17%	21%	16%	11%	13%	21%	16%	15%
Strongly Disagree	5%	5%	5%	6%	2%	7%	8%	5%	3%	3%	10%	4%	5%
Don't Know	5%	6%	6%	4%	3%	4%	5%	5%	4%	3%	5%	3%	6%
Total Agree:	36%	30%	44%	35%	49%	40%	29%	31%	45%	43%	27%	39%	35%
Total Disagree:	20%	23%	17%	17%	14%	24%	29%	22%	13%	16%	31%	20%	20%
Net:	16%	8%	26%	18%	35%	16%	0%	9%	32%	27%	-4%	18%	15%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(168.A) Do you agree or disagree with the following?: I feel unable to worry about how environmentally friendly a product is because I need to focus on whether or not I can afford it

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	19%	19%	19%	21%	22%	21%	24%	15%	15%	17%	20%	18%	21%
Agree	31%	28%	33%	27%	29%	32%	30%	33%	32%	32%	32%	31%	28%
Neither Agree nor Disagree	29%	30%	28%	34%	30%	26%	32%	29%	24%	32%	28%	26%	31%
Disagree	13%	16%	11%	10%	8%	13%	8%	17%	22%	13%	13%	15%	13%
Strongly Disagree	5%	6%	4%	2%	7%	6%	5%	4%	4%	4%	6%	5%	4%
Don't Know	3%	2%	4%	6%	4%	3%	2%	1%	3%	3%	2%	5%	3%
Total Agree:	50%	47%	53%	48%	51%	53%	53%	48%	47%	49%	51%	50%	49%
Total Disagree:	18%	21%	15%	12%	15%	18%	12%	21%	26%	17%	19%	19%	17%
Net:	32%	26%	37%	36%	37%	34%	41%	27%	21%	33%	33%	30%	32%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(168.B) Do you agree or disagree with the following?: I feel unable to worry about how environmentally friendly a product is because I need to focus on whether or not I can afford it

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	19%	20%	19%	8%	20%	21%	25%	16%	17%	17%	24%	14%	22%
Agree	31%	31%	30%	38%	28%	26%	33%	33%	30%	30%	36%	27%	33%
Neither Agree nor Disagree	29%	27%	30%	28%	33%	25%	27%	33%	27%	27%	26%	30%	28%
Disagree	13%	14%	11%	18%	10%	15%	10%	14%	17%	18%	10%	21%	9%
Strongly Disagree	5%	4%	7%	4%	5%	7%	4%	3%	7%	6%	4%	7%	4%
Don't Know	3%	3%	3%	4%	3%	6%	2%	2%	2%	2%	2%	1%	4%
Total Agree:	50%	51%	49%	46%	49%	47%	58%	49%	47%	47%	59%	41%	55%
Total Disagree:	18%	19%	18%	22%	15%	22%	14%	17%	24%	24%	13%	28%	13%
Net:	32%	33%	32%	24%	33%	25%	44%	32%	23%	23%	46%	13%	42%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(169.A) Which of the following comes closest to your view?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
If a product is cheaper, I tend to assume it is worse for the environment	18%	20%	17%	33%	21%	19%	19%	14%	10%	16%	20%	16%	20%
I do not tend to think cheaper products are any better or worse for the environment	62%	63%	61%	44%	59%	59%	60%	68%	74%	63%	60%	65%	62%
If a product is cheaper, I tend to assume it is better for the environment	7%	6%	7%	12%	7%	10%	7%	3%	3%	5%	8%	7%	5%
Don't Know	13%	11%	15%	12%	12%	11%	14%	14%	14%	16%	12%	13%	13%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(169.B) Which of the following comes closest to your view?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
If a product is cheaper, I tend to assume it is worse for the environment	18%	16%	20%	16%	24%	19%	15%	14%	22%	21%	15%	18%	18%
I do not tend to think cheaper products are any better or worse for the environment	62%	64%	56%	73%	55%	62%	69%	65%	58%	60%	70%	64%	61%
If a product is cheaper, I tend to assume it is better for the environment	7%	5%	10%	2%	9%	8%	5%	9%	6%	7%	5%	8%	6%
Don't Know	13%	14%	14%	9%	12%	11%	11%	12%	13%	12%	10%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(170.A) Which of the following comes closest to your view?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
If a product is cheaper, I tend to assume those involved in making the product have been paid less	23%	26%	19%	28%	32%	25%	20%	16%	17%	24%	21%	18%	28%
I do not tend to think those involved in making cheaper products have been paid any more or less	55%	54%	56%	42%	47%	53%	55%	64%	61%	52%	56%	59%	50%
If a product is cheaper, I tend to assume those involved in making the product have been paid more	7%	7%	8%	16%	8%	8%	9%	4%	4%	8%	7%	7%	8%
Don't Know	15%	13%	18%	14%	13%	14%	16%	16%	18%	16%	16%	15%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(170.B) Which of the following comes closest to your view?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
If a product is cheaper, I tend to assume those involved in making the product have been paid less	23%	21%	28%	19%	26%	28%	19%	23%	27%	28%	19%	28%	20%
I do not tend to think those involved in making cheaper products have been paid any more or less	55%	57%	51%	63%	46%	51%	62%	53%	52%	51%	62%	54%	55%
If a product is cheaper, I tend to assume those involved in making the product have been paid more	7%	6%	8%	5%	13%	5%	8%	8%	7%	6%	6%	7%	8%
Don't Know	15%	16%	12%	14%	15%	16%	12%	16%	15%	14%	12%	11%	17%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(171.A) Which of the following comes closest to your view?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
When money is tight, I prefer to buy cheaper products, even if they last for less time than more expensive products	51%	47%	55%	55%	50%	51%	54%	54%	46%	43%	55%	55%	48%
When money is tight, I prefer to buy more expensive products that last for longer than cheaper alternatives	35%	40%	29%	32%	37%	37%	32%	32%	36%	41%	32%	28%	39%
Don't know	14%	13%	16%	13%	13%	12%	14%	14%	18%	16%	12%	17%	14%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(171.B) Which of the following comes closest to your view?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
When money is tight, I prefer to buy cheaper products, even if they last for less time than more expensive products	51%	50%	57%	54%	50%	54%	56%	48%	49%	49%	53%	46%	54%
When money is tight, I prefer to buy more expensive products that last for longer than cheaper alternatives	35%	34%	33%	35%	37%	32%	33%	37%	37%	39%	33%	41%	31%
Don't know	14%	16%	10%	12%	13%	14%	11%	15%	13%	12%	14%	13%	15%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(172.A) Which of the following comes closest to your view?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
With the cost of living as high as it is currently, I have been less concerned about how good for the environment the things I buy are	43%	44%	41%	49%	43%	53%	44%	38%	35%	41%	45%	38%	46%
Even with the cost of living as high as it is, I am no less concerned about how good for the environment the things I buy are	41%	42%	40%	38%	40%	33%	42%	45%	48%	43%	41%	44%	38%
Don't Know	16%	13%	18%	14%	17%	14%	14%	17%	18%	16%	14%	18%	16%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(172.B) Which of the following comes closest to your view?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
With the cost of living as high as it is currently, I have been less concerned about how good for the environment the things I buy are	43%	41%	45%	37%	52%	37%	48%	40%	41%	40%	49%	38%	45%
Even with the cost of living as high as it is, I am no less concerned about how good for the environment the things I buy are	41%	43%	41%	45%	34%	49%	39%	44%	46%	47%	37%	49%	37%
Don't Know	16%	17%	14%	18%	14%	14%	13%	16%	14%	13%	14%	13%	17%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(173.A) Which of the following comes closest to your view?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A business would be more successful if it sold products which are better for the environment, even if they are more expensive	46%	48%	44%	43%	51%	49%	46%	44%	43%	45%	45%	45%	50%
A business would be more successful if it sold products more cheaply, even if it meant they were worse for the environment	24%	27%	22%	38%	25%	27%	22%	23%	18%	21%	26%	24%	24%
Don't Know	30%	25%	34%	19%	23%	24%	33%	34%	39%	33%	30%	31%	26%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(173.B) Which of the following comes closest to your view?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A business would be more successful if it sold products which are better for the environment, even if they are more expensive	46%	44%	50%	55%	48%	47%	38%	45%	56%	55%	36%	48%	45%
A business would be more successful if it sold products more cheaply, even if it meant they were worse for the environment	24%	26%	24%	16%	23%	21%	33%	23%	20%	19%	33%	26%	24%
Don't Know	30%	31%	26%	29%	29%	32%	28%	33%	24%	26%	31%	27%	31%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(174.A) How often do you personally visit some form of green space (e.g. national parks, local green spaces, your own backyard)?

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Every day	21%	21%	21%	23%	20%	19%	18%	22%	26%	18%	24%	19%	21%
A few times a week	23%	24%	22%	21%	24%	25%	19%	22%	26%	30%	19%	26%	22%
Once a week	10%	11%	10%	12%	9%	16%	8%	11%	7%	7%	12%	10%	12%
A few times a month	11%	12%	10%	14%	10%	14%	14%	9%	9%	11%	11%	10%	13%
Once a month	4%	4%	3%	5%	3%	3%	5%	3%	2%	4%	2%	4%	5%
Every couple of months	4%	4%	3%	4%	5%	5%	3%	3%	3%	3%	3%	4%	5%
A few times a year	5%	6%	4%	1%	6%	4%	8%	6%	6%	3%	6%	6%	5%
Yearly	1%	2%	1%	4%	2%	2%	1%	1%	1%	0%	1%	1%	3%
Less often, but still on occasion	7%	5%	9%	3%	7%	3%	7%	9%	10%	8%	8%	6%	6%
Never	10%	8%	11%	10%	11%	6%	12%	11%	9%	12%	12%	8%	6%
Don't Know	3%	2%	4%	4%	4%	2%	5%	3%	2%	4%	2%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(174.B) How often do you personally visit some form of green space (e.g. national parks, local green spaces, your own backyard)?

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Every day	21%	22%	14%	16%	24%	28%	25%	18%	19%	19%	26%	23%	20%
A few times a week	23%	25%	23%	26%	17%	29%	25%	23%	24%	27%	22%	29%	20%
Once a week	10%	11%	10%	14%	8%	9%	11%	11%	11%	12%	11%	13%	9%
A few times a month	11%	10%	15%	14%	11%	8%	8%	13%	13%	12%	9%	12%	11%
Once a month	4%	3%	5%	4%	4%	3%	3%	3%	4%	4%	2%	3%	4%
Every couple of months	4%	4%	3%	7%	4%	2%	4%	5%	3%	3%	4%	4%	4%
A few times a year	5%	6%	3%	5%	7%	1%	6%	5%	6%	6%	6%	4%	6%
Yearly	1%	1%	2%	0%	4%	0%	1%	2%	1%	1%	0%	1%	2%
Less often, but still on occasion	7%	7%	7%	7%	7%	3%	6%	7%	7%	6%	6%	3%	9%
Never	10%	9%	14%	5%	10%	8%	9%	11%	8%	8%	10%	5%	12%
Don't Know	3%	3%	4%	3%	2%	8%	3%	3%	3%	2%	2%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(175.A) Do you agree or disagree with the following?: Visiting green spaces has a positive impact on my mental well being

	Gender		Age						State Area				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	40%	39%	41%	40%	45%	42%	38%	37%	37%	40%	39%	35%	45%
Agree	35%	38%	33%	27%	29%	36%	36%	41%	40%	36%	34%	39%	34%
Neither Agree nor Disagree	17%	16%	17%	19%	17%	14%	18%	13%	19%	17%	17%	17%	17%
Disagree	3%	3%	3%	5%	2%	4%	2%	4%	1%	3%	3%	2%	2%
Strongly Disagree	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%
Don't Know	4%	3%	4%	6%	6%	3%	5%	3%	1%	4%	4%	5%	2%
Total Agree:	75%	76%	74%	68%	73%	78%	74%	78%	77%	76%	74%	74%	78%
Total Disagree:	4%	4%	4%	7%	4%	5%	3%	5%	2%	4%	6%	4%	3%
Net:	71%	72%	70%	61%	69%	73%	71%	73%	75%	72%	68%	70%	76%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(175.B) Do you agree or disagree with the following?: Visiting green spaces has a positive impact on my mental well being

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	40%	39%	32%	42%	47%	50%	36%	37%	46%	46%	37%	47%	36%
Agree	35%	38%	35%	42%	25%	29%	40%	35%	34%	35%	39%	38%	34%
Neither Agree nor Disagree	17%	17%	23%	11%	15%	7%	17%	19%	15%	15%	16%	11%	20%
Disagree	3%	2%	1%	4%	5%	7%	3%	3%	2%	2%	2%	3%	3%
Strongly Disagree	2%	1%	2%	0%	2%	2%	1%	3%	1%	1%	3%	1%	2%
Don't Know	4%	2%	8%	0%	6%	5%	3%	3%	3%	2%	3%	1%	5%
Total Agree:	75%	77%	67%	84%	72%	78%	76%	72%	80%	81%	76%	85%	70%
Total Disagree:	4%	4%	3%	4%	7%	9%	4%	6%	2%	3%	5%	3%	5%
Net:	71%	73%	64%	80%	65%	69%	72%	65%	78%	78%	71%	82%	66%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(176.A) Do you agree or disagree with the following?: I find it calming to visit a green space

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	40%	39%	40%	39%	43%	41%	37%	38%	39%	39%	40%	36%	42%
Agree	38%	39%	36%	28%	36%	36%	38%	43%	42%	38%	35%	40%	40%
Neither Agree nor Disagree	14%	13%	15%	21%	8%	14%	16%	12%	16%	16%	15%	14%	13%
Disagree	2%	3%	2%	3%	4%	2%	3%	2%	1%	2%	3%	3%	2%
Strongly Disagree	2%	2%	2%	4%	2%	2%	1%	1%	1%	1%	2%	2%	1%
Don't Know	4%	3%	5%	6%	6%	3%	4%	5%	1%	5%	5%	5%	2%
Total Agree:	77%	79%	76%	67%	79%	78%	75%	81%	81%	76%	75%	77%	82%
Total Disagree:	4%	5%	4%	7%	6%	5%	5%	3%	2%	3%	5%	5%	3%
Net:	73%	74%	72%	60%	72%	73%	71%	78%	79%	73%	70%	71%	80%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(176.B) Do you agree or disagree with the following?: I find it calming to visit a green space

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	40%	40%	32%	36%	45%	52%	36%	36%	45%	44%	39%	46%	36%
Agree	38%	40%	35%	47%	32%	23%	44%	35%	37%	38%	41%	40%	37%
Neither Agree nor Disagree	14%	14%	20%	12%	12%	14%	14%	18%	12%	12%	13%	10%	16%
Disagree	2%	2%	3%	2%	3%	3%	2%	4%	2%	2%	2%	1%	3%
Strongly Disagree	2%	1%	2%	3%	3%	2%	1%	3%	1%	1%	2%	1%	2%
Don't Know	4%	3%	8%	1%	5%	5%	3%	4%	3%	3%	3%	1%	5%
Total Agree:	77%	80%	66%	82%	77%	75%	80%	71%	82%	82%	80%	86%	73%
Total Disagree:	4%	3%	5%	5%	6%	5%	3%	7%	3%	3%	4%	3%	5%
Net:	73%	76%	61%	78%	70%	70%	76%	64%	79%	79%	76%	83%	68%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(177.A) Do you agree or disagree with the following?: I enjoy walking in nature

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	43%	41%	45%	42%	45%	42%	41%	41%	45%	43%	43%	40%	45%
Agree	38%	41%	36%	33%	33%	41%	40%	42%	39%	40%	36%	42%	38%
Neither Agree nor Disagree	13%	12%	13%	12%	16%	13%	12%	10%	13%	13%	14%	11%	13%
Disagree	3%	3%	3%	6%	1%	3%	3%	4%	3%	2%	5%	2%	3%
Strongly Disagree	1%	1%	1%	3%	2%	1%	0%	1%	1%	1%	1%	1%	1%
Don't Know	2%	1%	2%	3%	3%	1%	2%	1%	0%	2%	1%	4%	1%
Total Agree:	81%	82%	80%	76%	78%	83%	82%	83%	83%	83%	79%	82%	82%
Total Disagree:	5%	5%	4%	9%	3%	3%	4%	6%	4%	3%	6%	3%	4%
Net:	76%	77%	76%	66%	75%	79%	78%	78%	79%	80%	73%	79%	78%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(177.B) Do you agree or disagree with the following?: I enjoy walking in nature

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	43%	45%	37%	31%	42%	51%	40%	43%	45%	46%	43%	47%	41%
Agree	38%	37%	33%	56%	40%	23%	44%	35%	39%	39%	40%	41%	37%
Neither Agree nor Disagree	13%	12%	19%	7%	11%	12%	11%	13%	12%	11%	13%	8%	15%
Disagree	3%	3%	5%	4%	3%	7%	3%	5%	3%	4%	2%	3%	3%
Strongly Disagree	1%	1%	3%	1%	0%	2%	1%	2%	1%	1%	1%	0%	2%
Don't Know	2%	1%	2%	1%	3%	4%	2%	2%	1%	0%	1%	0%	2%
Total Agree:	81%	83%	70%	87%	83%	74%	83%	78%	84%	84%	83%	88%	77%
Total Disagree:	5%	4%	9%	5%	3%	9%	4%	7%	3%	4%	4%	4%	5%
Net:	76%	79%	61%	82%	80%	65%	79%	71%	81%	80%	79%	85%	72%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(178.A) Do you agree or disagree with the following?: It's important for communities to have easy access to green spaces

	Gender			Age						State Area			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	40%	39%	41%	38%	45%	39%	41%	39%	40%	43%	40%	38%	42%
Agree	40%	43%	37%	32%	31%	40%	38%	48%	46%	40%	37%	41%	42%
Neither Agree nor Disagree	13%	12%	15%	19%	13%	13%	14%	10%	12%	13%	14%	14%	11%
Disagree	2%	2%	1%	4%	3%	2%	2%	0%	0%	1%	3%	0%	1%
Strongly Disagree	1%	1%	1%	1%	1%	3%	1%	2%	0%	1%	2%	1%	1%
Don't Know	4%	3%	5%	7%	7%	3%	4%	2%	1%	2%	4%	6%	3%
Total Agree:	80%	82%	78%	69%	76%	80%	79%	86%	86%	82%	77%	79%	84%
Total Disagree:	3%	3%	3%	5%	4%	4%	3%	2%	0%	2%	4%	1%	2%
Net:	77%	79%	75%	64%	72%	75%	77%	84%	85%	80%	73%	77%	81%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(178.B) Do you agree or disagree with the following?: It's important for communities to have easy access to green spaces

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	40%	41%	36%	39%	42%	49%	37%	39%	45%	47%	37%	46%	37%
Agree	40%	41%	33%	50%	37%	34%	43%	38%	41%	40%	42%	43%	38%
Neither Agree nor Disagree	13%	13%	19%	8%	13%	6%	14%	15%	10%	10%	16%	9%	16%
Disagree	2%	1%	2%	0%	3%	3%	2%	2%	1%	1%	2%	1%	2%
Strongly Disagree	1%	1%	2%	2%	1%	2%	1%	1%	0%	0%	1%	0%	2%
Don't Know	4%	3%	7%	2%	5%	5%	2%	5%	2%	2%	2%	1%	5%
Total Agree:	80%	82%	70%	88%	79%	83%	80%	77%	86%	87%	79%	89%	76%
Total Disagree:	3%	3%	4%	2%	3%	5%	3%	3%	1%	1%	3%	1%	4%
Net:	77%	79%	66%	86%	75%	78%	77%	74%	85%	86%	76%	88%	72%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(179.A) Do you agree or disagree with the following?: Access to green spaces makes an area more desirable to live in

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Strongly Agree	40%	40%	41%	38%	42%	39%	39%	38%	44%	42%	40%	38%	42%
Agree	39%	41%	37%	28%	31%	42%	38%	47%	42%	38%	39%	40%	38%
Neither Agree nor Disagree	14%	13%	15%	21%	19%	13%	14%	8%	12%	13%	14%	15%	15%
Disagree	2%	2%	2%	4%	1%	3%	2%	2%	1%	2%	2%	1%	1%
Strongly Disagree	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Don't Know	4%	4%	5%	7%	6%	2%	6%	4%	1%	4%	4%	6%	3%
Total Agree:	79%	80%	77%	66%	73%	81%	77%	86%	86%	80%	79%	78%	80%
Total Disagree:	3%	3%	3%	6%	2%	4%	3%	3%	1%	3%	3%	2%	2%
Net:	76%	77%	75%	60%	71%	77%	74%	83%	85%	76%	75%	75%	78%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(179.B) Do you agree or disagree with the following?: Access to green spaces makes an area more desirable to live in

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Strongly Agree	40%	41%	35%	37%	40%	47%	36%	39%	45%	47%	37%	48%	37%
Agree	39%	41%	35%	42%	35%	30%	44%	38%	39%	39%	42%	39%	38%
Neither Agree nor Disagree	14%	12%	17%	17%	18%	11%	14%	16%	11%	10%	15%	11%	16%
Disagree	2%	2%	4%	2%	1%	4%	2%	2%	1%	2%	2%	2%	2%
Strongly Disagree	1%	1%	1%	0%	1%	2%	1%	1%	1%	0%	1%	0%	1%
Don't Know	4%	3%	7%	2%	6%	4%	3%	4%	3%	2%	3%	1%	6%
Total Agree:	79%	82%	70%	79%	75%	78%	80%	77%	84%	86%	79%	87%	75%
Total Disagree:	3%	3%	5%	3%	2%	6%	3%	3%	2%	2%	3%	2%	3%
Net:	76%	79%	65%	77%	73%	71%	77%	74%	82%	84%	76%	85%	72%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(180.A) In general, would you say businesses have a positive or negative impact on the following?: The number of animal species in the world

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A very positive impact	16%	18%	14%	15%	19%	22%	20%	14%	8%	16%	14%	13%	21%
A positive impact	20%	23%	18%	22%	22%	27%	19%	18%	16%	18%	21%	21%	21%
Neither a positive nor negative impact	27%	24%	29%	26%	19%	23%	26%	26%	37%	29%	26%	30%	23%
A negative impact	21%	22%	21%	22%	22%	18%	19%	25%	22%	25%	21%	20%	20%
A very negative impact	7%	7%	8%	8%	9%	7%	7%	7%	7%	5%	8%	6%	8%
Don't Know	8%	6%	10%	7%	10%	4%	9%	9%	10%	7%	9%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(180.B) In general, would you say businesses have a positive or negative impact on the following?: The number of animal species in the world

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A very positive impact	16%	16%	20%	19%	11%	16%	15%	16%	18%	18%	16%	18%	15%
A positive impact	20%	19%	26%	20%	23%	13%	24%	16%	22%	19%	22%	22%	20%
Neither a positive nor negative impact	27%	27%	26%	25%	25%	34%	32%	29%	22%	23%	31%	26%	27%
A negative impact	21%	22%	13%	19%	27%	13%	19%	24%	22%	23%	19%	22%	21%
A very negative impact	7%	7%	5%	9%	9%	16%	4%	7%	9%	9%	4%	7%	8%
Don't Know	8%	9%	11%	8%	5%	8%	7%	7%	8%	7%	8%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(181.A) In general, would you say businesses have a positive or negative impact on the following?: The amount of green space available in my local area

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A very positive impact	19%	21%	17%	20%	23%	23%	20%	17%	10%	16%	18%	17%	23%
A positive impact	22%	24%	20%	21%	21%	23%	20%	21%	24%	23%	23%	21%	20%
Neither a positive nor negative impact	32%	29%	35%	27%	23%	31%	32%	34%	41%	34%	29%	37%	31%
A negative impact	16%	15%	17%	14%	16%	13%	21%	19%	15%	16%	16%	14%	19%
A very negative impact	5%	5%	4%	7%	8%	4%	1%	5%	3%	5%	5%	4%	4%
Don't Know	7%	6%	8%	10%	10%	6%	5%	4%	6%	6%	9%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(181.B) In general, would you say businesses have a positive or negative impact on the following?: The amount of green space available in my local area

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A very positive impact	19%	17%	23%	19%	19%	24%	20%	16%	21%	21%	20%	23%	16%
A positive impact	22%	22%	25%	24%	20%	11%	26%	18%	23%	22%	24%	22%	22%
Neither a positive nor negative impact	32%	33%	27%	29%	31%	35%	31%	37%	28%	31%	34%	30%	33%
A negative impact	16%	17%	12%	20%	14%	15%	13%	19%	18%	18%	13%	17%	16%
A very negative impact	5%	4%	4%	3%	7%	8%	3%	4%	5%	5%	3%	4%	5%
Don't Know	7%	6%	8%	5%	9%	8%	6%	7%	4%	4%	7%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(182.A) In general, would you say businesses have a positive or negative impact on the following?: How clean water is

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A very positive impact	23%	26%	20%	25%	25%	28%	27%	20%	15%	23%	21%	22%	27%
A positive impact	22%	26%	18%	19%	24%	24%	20%	23%	20%	21%	23%	20%	21%
Neither a positive nor negative impact	19%	15%	23%	24%	13%	20%	20%	18%	23%	18%	20%	20%	18%
A negative impact	23%	23%	23%	20%	21%	17%	24%	25%	29%	27%	21%	23%	23%
A very negative impact	8%	6%	9%	8%	10%	7%	5%	11%	6%	6%	7%	8%	8%
Don't Know	5%	4%	7%	5%	8%	5%	4%	4%	6%	6%	7%	6%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(182.B) In general, would you say businesses have a positive or negative impact on the following?: How clean water is

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A very positive impact	23%	21%	32%	25%	22%	25%	24%	22%	25%	24%	23%	23%	23%
A positive impact	22%	21%	23%	21%	26%	9%	22%	20%	23%	22%	24%	24%	20%
Neither a positive nor negative impact	19%	21%	17%	14%	17%	22%	24%	21%	14%	15%	23%	14%	22%
A negative impact	23%	25%	14%	25%	22%	26%	19%	26%	24%	26%	19%	26%	22%
A very negative impact	8%	7%	6%	8%	9%	8%	7%	5%	10%	10%	7%	8%	7%
Don't Know	5%	5%	8%	6%	3%	10%	4%	6%	4%	3%	5%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(183.A) In general, would you say businesses have a positive or negative impact on the following?: How clean the air is

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A very positive impact	23%	26%	20%	23%	32%	28%	24%	19%	13%	20%	22%	20%	28%
A positive impact	20%	23%	18%	21%	18%	22%	20%	21%	21%	21%	21%	22%	17%
Neither a positive nor negative impact	18%	16%	20%	18%	11%	23%	18%	16%	20%	18%	17%	18%	18%
A negative impact	24%	24%	25%	18%	19%	14%	27%	29%	34%	27%	24%	26%	22%
A very negative impact	10%	9%	11%	13%	13%	9%	6%	12%	8%	8%	11%	8%	12%
Don't Know	5%	3%	6%	6%	7%	3%	4%	2%	5%	5%	5%	6%	2%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(183.B) In general, would you say businesses have a positive or negative impact on the following?: How clean the air is

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A very positive impact	23%	20%	31%	25%	26%	24%	22%	21%	26%	25%	22%	25%	22%
A positive impact	20%	20%	21%	22%	22%	11%	22%	21%	21%	19%	23%	21%	20%
Neither a positive nor negative impact	18%	19%	15%	11%	17%	23%	23%	18%	12%	11%	24%	13%	20%
A negative impact	24%	27%	16%	28%	22%	22%	23%	24%	26%	28%	21%	29%	22%
A very negative impact	10%	10%	11%	10%	12%	11%	6%	10%	13%	13%	6%	10%	11%
Don't Know	5%	5%	6%	4%	2%	9%	4%	5%	3%	3%	4%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(184.A) In general, would you say businesses have a positive or negative impact on the following?: The world's forests

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
A very positive impact	19%	21%	17%	24%	21%	22%	22%	16%	12%	17%	18%	17%	23%
A positive impact	22%	25%	19%	24%	23%	28%	19%	19%	18%	19%	21%	22%	24%
Neither a positive nor negative impact	21%	18%	24%	18%	16%	20%	22%	21%	26%	22%	21%	21%	18%
A negative impact	23%	24%	23%	19%	17%	20%	24%	28%	30%	29%	22%	22%	22%
A very negative impact	9%	8%	9%	9%	16%	6%	7%	9%	6%	7%	10%	10%	8%
Don't Know	6%	4%	8%	6%	7%	4%	6%	6%	7%	5%	7%	7%	4%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(184.B) In general, would you say businesses have a positive or negative impact on the following?: The world's forests

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
A very positive impact	19%	19%	24%	19%	18%	15%	21%	19%	19%	20%	20%	20%	19%
A positive impact	22%	19%	26%	28%	25%	16%	20%	20%	26%	23%	22%	24%	21%
Neither a positive nor negative impact	21%	22%	19%	16%	20%	23%	25%	22%	16%	16%	26%	17%	23%
A negative impact	23%	25%	14%	25%	25%	20%	21%	22%	25%	28%	18%	26%	22%
A very negative impact	9%	9%	9%	9%	10%	15%	7%	11%	10%	10%	7%	9%	9%
Don't Know	6%	6%	9%	3%	3%	10%	6%	5%	5%	4%	6%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(185.A) In your view, which of the following are the most important things in nature to protect? Select up to three of the following

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Domestic animals and pets (e.g. cats, dogs)	9%	9%	10%	15%	9%	10%	12%	8%	5%	12%	8%	9%	10%
Clean water, rivers and seas	60%	59%	61%	45%	54%	56%	61%	68%	69%	62%	58%	61%	60%
Fish	6%	8%	5%	9%	7%	7%	7%	4%	5%	5%	8%	5%	6%
Clean air	46%	45%	48%	43%	44%	41%	44%	49%	53%	48%	42%	47%	51%
Trees and woodlands	32%	34%	29%	31%	28%	34%	33%	32%	32%	31%	30%	31%	35%
Rainforests	27%	31%	23%	15%	28%	24%	25%	30%	33%	25%	27%	25%	28%
Clean and healthy soil	20%	19%	22%	23%	21%	21%	18%	23%	18%	24%	20%	22%	17%
Don't Know	2%	1%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Endangered species (e.g. tiger, panda)	19%	18%	20%	23%	26%	23%	20%	14%	13%	15%	19%	21%	23%
Local wildlife (e.g. native birds)	17%	14%	19%	16%	20%	18%	19%	17%	11%	18%	17%	18%	14%
Local green spaces	13%	15%	11%	17%	13%	16%	13%	11%	11%	11%	16%	11%	13%
Livestock and farm animals (e.g. cows, sheep, pigs)	12%	12%	13%	19%	16%	15%	12%	7%	8%	12%	13%	12%	11%
Coral reefs	11%	13%	10%	14%	9%	7%	11%	13%	14%	9%	13%	9%	13%
Insects (e.g. bees, butterflies)	10%	9%	11%	9%	8%	9%	9%	11%	14%	12%	11%	13%	6%
None of the above are important to protect	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	2%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(185.B) In your view, which of the following are the most important things in nature to protect? Select up to three of the following

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Domestic animals and pets (e.g. cats, dogs)	9%	10%	6%	6%	11%	5%	12%	6%	9%	8%	10%	9%	9%
Clean water, rivers and seas	60%	61%	57%	68%	57%	54%	63%	59%	60%	62%	61%	64%	58%
Fish	6%	6%	10%	7%	4%	3%	7%	8%	4%	4%	7%	5%	7%
Clean air	46%	46%	51%	50%	42%	40%	48%	45%	48%	49%	46%	49%	45%
Trees and woodlands	32%	33%	26%	25%	32%	38%	33%	30%	31%	30%	35%	29%	33%
Rainforests	27%	27%	21%	34%	27%	24%	25%	29%	27%	29%	25%	32%	24%
Clean and healthy soil	20%	20%	21%	19%	22%	18%	18%	22%	21%	22%	21%	23%	19%
Don't Know	2%	2%	3%	2%	1%	11%	2%	3%	2%	2%	2%	2%	3%
Endangered species (e.g. tiger, panda)	19%	19%	13%	20%	24%	22%	16%	21%	21%	18%	19%	17%	21%
Local wildlife (e.g. native birds)	17%	17%	14%	13%	20%	11%	15%	17%	18%	18%	14%	16%	17%
Local green spaces	13%	11%	17%	13%	18%	10%	13%	14%	14%	15%	12%	13%	14%
Livestock and farm animals (e.g. cows, sheep, pigs)	12%	11%	21%	7%	11%	10%	12%	12%	11%	10%	15%	9%	14%
Coral reefs	11%	12%	11%	16%	10%	5%	12%	12%	11%	15%	10%	14%	10%
Insects (e.g. bees, butterflies)	10%	11%	7%	8%	11%	18%	8%	10%	12%	11%	8%	11%	10%
None of the above are important to protect	1%	1%	2%	0%	0%	2%	2%	1%	1%	0%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

Data weighted by interlocking age & gender, state, race and education

(186.A) Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any? Select up to three of the following

	Total	Gender		Age						State Area			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Northeast	South	Midwest	West
Unweighted	2006	878	1118	315	228	305	275	361	522	417	722	490	377
Weighted	2006	971	1025	244	360	328	319	332	423	342	770	412	482
Real estate activities	9%	9%	8%	15%	11%	9%	6%	9%	6%	8%	10%	8%	8%
Wholesale & retail trade including repair of motor vehicles	6%	4%	8%	9%	5%	8%	7%	5%	6%	7%	5%	8%	6%
Professional, scientific & technical activities	5%	6%	4%	10%	6%	5%	7%	3%	2%	6%	5%	5%	5%
Human health & social work activities	5%	6%	4%	6%	8%	5%	5%	3%	3%	4%	5%	6%	4%
None of these industries have a negative impact on nature and the natural world	5%	5%	5%	2%	2%	7%	11%	5%	4%	7%	5%	4%	5%
Accommodation & food service activities	4%	5%	3%	7%	6%	5%	3%	2%	1%	3%	4%	3%	5%
Financial & insurance activities	4%	5%	3%	5%	7%	6%	3%	2%	1%	4%	3%	4%	5%
Public administration & defence; social security	4%	4%	4%	6%	4%	7%	5%	2%	1%	1%	3%	4%	6%
Education	4%	4%	3%	7%	6%	6%	3%	1%	2%	4%	3%	4%	4%
Mining & quarrying	38%	43%	33%	27%	29%	32%	35%	47%	53%	34%	39%	40%	38%
Manufacturing	32%	32%	33%	26%	27%	25%	32%	38%	43%	28%	34%	32%	33%
Information & communication	3%	4%	2%	5%	6%	4%	3%	2%	1%	3%	4%	2%	3%
Arts, entertainment & recreation	3%	3%	2%	5%	4%	4%	2%	1%	1%	2%	3%	3%	3%
Electricity & gas supply	24%	24%	23%	29%	28%	20%	18%	26%	22%	24%	21%	24%	28%
Water supply, sewerage & waste management	24%	20%	28%	24%	22%	25%	22%	25%	27%	25%	25%	25%	23%
Construction	21%	21%	21%	21%	19%	22%	20%	21%	23%	22%	22%	20%	20%
Administrative & support service activities	2%	2%	2%	4%	4%	1%	1%	1%	2%	2%	2%	3%	2%
Agriculture, forestry & fishing	16%	18%	15%	17%	13%	18%	17%	18%	15%	17%	15%	16%	17%
Transportation & storage	15%	16%	15%	18%	18%	16%	15%	17%	10%	19%	12%	12%	21%
Don't know	12%	9%	16%	10%	12%	11%	14%	12%	14%	12%	13%	15%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023

(186.B) Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any? Select up to three of the following

	Total	Ethnicity					Party Affiliation			2020 vote		Education	
		White	Black	Asian	Hispanic	Mixed/Other	Republican	Independent	Democrat	Joe Biden (Democrat)	Donald Trump (Republican)	Graduate	NonGraduate
Unweighted	2006	1343	292	139	148	77	523	478	763	878	610	655	1351
Weighted	2006	1201	268	118	370	42	504	494	763	879	572	669	1337
Real estate activities	9%	8%	8%	9%	10%	10%	9%	9%	7%	7%	9%	9%	9%
Wholesale & retail trade including repair of motor vehicles	6%	7%	4%	6%	7%	6%	7%	7%	6%	6%	7%	4%	8%
Professional, scientific & technical activities	5%	4%	6%	5%	10%	2%	5%	4%	6%	4%	6%	4%	6%
Human health & social work activities	5%	4%	8%	1%	8%	3%	4%	4%	6%	5%	3%	3%	6%
None of these industries have a negative impact on nature and the natural world	5%	6%	8%	5%	1%	7%	8%	4%	5%	4%	7%	4%	6%
Accommodation & food service activities	4%	3%	5%	4%	8%	2%	3%	4%	4%	4%	3%	3%	4%
Financial & insurance activities	4%	4%	5%	2%	4%	3%	2%	4%	5%	4%	2%	4%	4%
Public administration & defence; social security	4%	3%	3%	6%	7%	3%	2%	5%	4%	3%	4%	4%	4%
Education	4%	3%	6%	2%	6%	3%	4%	3%	4%	3%	4%	2%	4%
Mining & quarrying	38%	41%	31%	45%	32%	35%	32%	43%	42%	45%	35%	47%	34%
Manufacturing	32%	34%	24%	35%	30%	31%	33%	34%	34%	36%	32%	38%	29%
Information & communication	3%	3%	6%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%
Arts, entertainment & recreation	3%	2%	4%	2%	3%	3%	3%	1%	3%	2%	3%	3%	3%
Electricity & gas supply	24%	24%	22%	20%	26%	28%	18%	26%	26%	25%	19%	23%	24%
Water supply, sewerage & waste management	24%	24%	23%	28%	27%	22%	23%	23%	27%	25%	22%	20%	27%
Construction	21%	22%	17%	16%	22%	23%	22%	21%	19%	19%	23%	20%	21%
Administrative & support service activities	2%	2%	2%	3%	3%	3%	2%	3%	1%	2%	2%	3%	2%
Agriculture, forestry & fishing	16%	17%	14%	22%	13%	19%	13%	17%	18%	20%	12%	21%	14%
Transportation & storage	15%	15%	11%	23%	19%	13%	15%	15%	18%	19%	13%	19%	14%
Don't know	12%	14%	15%	6%	7%	17%	15%	12%	9%	8%	15%	8%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 31st Mar 2023