

Public First Poll for BRODIE (US)

Fieldwork: 4th Mar - 9th Mar 2022
Interview method: Online Survey
Population represented: US Adults
Sample size: 2013

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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149 Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can reduce their impact on the environment . . 304

150 Do you agree or disagree with the following:: Businesses can afford to reduce their impact on the environment without having to raise prices 306

151 Do you agree or disagree with the following:: Businesses can afford to pay their staff more without having to raise prices 308

152 Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else 310

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154 If you had to choose, would you prefer... 314

155 If you had to choose, would you prefer... 316

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159 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes 324

160 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees 326

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162 In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount? 330

163 Which of the following comes closest to your view: 332

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165 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: Businesses which say they are reducing their impact on the environment are just lying to sell more products 336

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168 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: I would feel more comfortable buying products that have an independent environmental certification 342

169 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: I have never noticed any businesses making commitments to reduce their impact on the environment 344

170 How likely or unlikely do you think it is that a business which says it has reduced it's impact on the environment has actually done so? 346

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
State of the Armed Forces	8%	9%	5%	19%	4%	5%	5%	9%	7%	5%	3%	9%	9%
Number of people on welfare	7%	4%	9%	8%	7%	5%	7%	8%	7%	5%	3%	6%	2%
Quality of and access to schools / universities	6%	11%	10%	9%	4%	3%	3%	4%	11%	10%	7%	5%	13%
Access to good pensions	5%	5%	10%	6%	5%	3%	2%	4%	9%	7%	2%	6%	0%
Impact of new technology on society	5%	9%	9%	7%	5%	1%	2%	5%	8%	6%	1%	8%	4%
Cost or availability of childcare	5%	6%	8%	7%	3%	3%	2%	4%	4%	10%	2%	7%	12%
State of the economy	43%	29%	32%	30%	48%	58%	56%	48%	36%	36%	40%	41%	14%
Quality / cost of public transport	4%	10%	6%	6%	4%	2%	0%	2%	10%	7%	3%	7%	4%
The Coronavirus Pandemic	32%	35%	32%	28%	34%	35%	29%	27%	33%	44%	46%	39%	21%
Quality / cost of healthcare	28%	26%	25%	36%	27%	31%	25%	28%	31%	26%	39%	18%	15%
Levels of crime	24%	21%	22%	13%	25%	27%	32%	23%	23%	29%	24%	18%	18%
Threat of climate change	22%	26%	19%	16%	18%	28%	24%	22%	21%	22%	16%	33%	9%
Levels of immigration	17%	8%	8%	9%	14%	23%	33%	22%	11%	6%	13%	11%	15%
Threat of terrorism	16%	13%	15%	12%	18%	17%	19%	17%	12%	14%	21%	15%	6%
Level of taxation	14%	15%	14%	29%	8%	12%	10%	15%	16%	11%	10%	13%	11%
Availability of housing	12%	17%	14%	13%	17%	9%	6%	10%	13%	19%	20%	21%	6%
The rise of China	11%	7%	7%	8%	10%	13%	17%	13%	7%	7%	10%	5%	2%
None of the above	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	0%
Don't know	3%	6%	2%	1%	5%	1%	1%	2%	1%	4%	3%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
State of the Armed Forces	8%	6%	9%	5%	6%	19%	3%	5%	5%	9%	33%	10%
Number of people on welfare	7%	8%	6%	4%	9%	6%	8%	8%	4%	7%	4%	11%
Quality of and access to schools / universities	6%	7%	6%	6%	6%	7%	6%	7%	5%	6%	6%	13%
Access to good pensions	5%	5%	5%	5%	3%	10%	4%	6%	3%	5%	8%	13%
Impact of new technology on society	5%	6%	4%	4%	5%	9%	5%	4%	3%	7%	9%	6%
Cost or availability of childcare	5%	5%	4%	5%	4%	6%	5%	3%	5%	4%	5%	6%
State of the economy	43%	45%	41%	47%	45%	29%	38%	52%	50%	49%	28%	39%
Quality / cost of public transport	4%	5%	4%	4%	5%	5%	4%	3%	4%	5%	4%	11%
The Coronavirus Pandemic	32%	29%	34%	34%	30%	32%	34%	36%	33%	30%	19%	18%
Quality / cost of healthcare	28%	26%	31%	28%	27%	33%	26%	26%	26%	31%	41%	27%
Levels of crime	24%	24%	23%	24%	26%	17%	26%	23%	24%	27%	15%	10%
Threat of climate change	22%	22%	21%	24%	22%	15%	22%	23%	24%	22%	13%	33%
Levels of immigration	17%	20%	14%	19%	17%	13%	14%	19%	22%	19%	14%	14%
Threat of terrorism	16%	15%	17%	17%	17%	10%	17%	17%	19%	15%	12%	9%
Level of taxation	14%	14%	15%	11%	13%	27%	11%	11%	12%	15%	37%	5%
Availability of housing	12%	10%	14%	11%	10%	19%	14%	16%	7%	10%	6%	9%
The rise of China	11%	12%	9%	13%	10%	8%	9%	12%	13%	13%	11%	10%
None of the above	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	0%
Don't know	3%	1%	4%	3%	3%	1%	3%	2%	5%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	8%	7%	15%	14%	8%	4%	2%	8%	7%	15%	3%	9%	0%
Will get better	16%	28%	17%	14%	16%	16%	11%	15%	11%	24%	24%	25%	17%
Stay the same	23%	17%	21%	14%	24%	26%	33%	25%	27%	19%	18%	14%	0%
Will get worse	27%	23%	21%	16%	30%	35%	37%	27%	29%	22%	41%	27%	16%
Will get much worse	9%	9%	5%	7%	9%	12%	10%	10%	7%	5%	7%	14%	0%
Don't Know	16%	16%	20%	35%	14%	7%	7%	15%	19%	15%	8%	11%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	8%	9%	7%	8%	6%	15%	7%	10%	3%	8%	14%	11%
Will get better	16%	18%	14%	19%	16%	13%	15%	16%	17%	22%	13%	11%
Stay the same	23%	25%	22%	22%	26%	16%	22%	25%	26%	28%	14%	21%
Will get worse	27%	26%	29%	30%	27%	24%	29%	34%	34%	24%	15%	15%
Will get much worse	9%	7%	10%	7%	10%	7%	9%	10%	9%	7%	6%	13%
Don't Know	16%	14%	18%	13%	15%	25%	18%	6%	11%	12%	39%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	7%	6%	13%	11%	8%	2%	3%	7%	6%	10%	3%	5%	0%
Will get better	12%	13%	15%	12%	9%	14%	9%	11%	12%	16%	10%	10%	4%
Stay the same	25%	17%	20%	18%	31%	26%	32%	27%	24%	18%	16%	23%	16%
Will get worse	27%	32%	20%	12%	29%	33%	34%	26%	25%	27%	43%	27%	7%
Will get much worse	12%	13%	9%	11%	11%	13%	14%	11%	12%	13%	19%	23%	4%
Don't Know	18%	18%	23%	36%	13%	12%	9%	17%	21%	17%	9%	14%	69%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	7%	8%	6%	8%	5%	11%	7%	5%	2%	7%	14%	10%
Will get better	12%	13%	11%	15%	10%	11%	9%	13%	14%	15%	14%	5%
Stay the same	25%	26%	23%	21%	29%	18%	26%	30%	23%	26%	11%	14%
Will get worse	27%	24%	29%	30%	26%	24%	27%	27%	32%	29%	16%	21%
Will get much worse	12%	12%	12%	12%	12%	10%	11%	16%	14%	12%	5%	19%
Don't Know	18%	18%	18%	15%	18%	27%	20%	8%	15%	13%	40%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	7%	8%	15%	12%	6%	2%	2%	8%	5%	11%	3%	5%	0%
Will get better	16%	26%	15%	14%	15%	16%	12%	15%	16%	17%	17%	16%	5%
Stay the same	31%	21%	26%	21%	31%	38%	42%	32%	33%	27%	29%	20%	10%
Will get worse	20%	14%	18%	11%	24%	25%	24%	19%	20%	18%	27%	24%	9%
Will get much worse	8%	10%	5%	6%	10%	10%	9%	8%	8%	9%	13%	13%	0%
Don't Know	18%	20%	22%	36%	14%	9%	11%	18%	18%	17%	12%	22%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	7%	8%	7%	7%	6%	12%	7%	6%	4%	8%	15%	6%
Will get better	16%	18%	12%	16%	16%	14%	14%	15%	19%	20%	11%	8%
Stay the same	31%	29%	32%	32%	31%	27%	28%	40%	35%	33%	17%	27%
Will get worse	20%	18%	21%	21%	20%	16%	21%	21%	19%	20%	13%	17%
Will get much worse	8%	9%	8%	9%	9%	5%	10%	8%	8%	7%	5%	9%
Don't Know	18%	17%	20%	14%	18%	27%	20%	10%	15%	12%	40%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	8%	8%	16%	12%	8%	4%	3%	9%	6%	11%	2%	5%	0%
Will get better	20%	26%	18%	15%	20%	23%	21%	20%	22%	21%	18%	24%	7%
Stay the same	31%	22%	21%	23%	33%	38%	43%	32%	33%	24%	35%	24%	4%
Will get worse	15%	15%	15%	8%	15%	20%	16%	14%	11%	15%	27%	24%	17%
Will get much worse	8%	10%	10%	6%	10%	7%	9%	8%	10%	11%	8%	9%	0%
Don't Know	17%	19%	20%	37%	15%	8%	8%	17%	18%	18%	11%	14%	72%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	8%	10%	7%	8%	7%	11%	7%	7%	5%	10%	15%	7%
Will get better	20%	23%	18%	23%	20%	15%	19%	23%	24%	22%	12%	11%
Stay the same	31%	31%	30%	33%	31%	25%	29%	36%	30%	35%	20%	30%
Will get worse	15%	13%	17%	15%	15%	14%	17%	13%	18%	14%	9%	9%
Will get much worse	8%	9%	8%	8%	8%	9%	9%	12%	8%	7%	4%	11%
Don't Know	17%	15%	20%	13%	17%	26%	19%	8%	15%	13%	40%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	7%	5%	14%	13%	5%	2%	3%	7%	5%	11%	2%	5%	0%
Will get better	11%	13%	13%	10%	12%	10%	8%	10%	11%	14%	12%	15%	10%
Stay the same	23%	21%	24%	19%	22%	26%	25%	22%	26%	27%	20%	29%	12%
Will get worse	26%	26%	17%	14%	29%	34%	35%	28%	20%	20%	41%	21%	9%
Will get much worse	15%	12%	11%	8%	17%	19%	22%	16%	17%	10%	16%	18%	2%
Don't Know	18%	23%	21%	36%	16%	8%	7%	17%	22%	17%	9%	11%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	7%	9%	5%	7%	6%	11%	6%	6%	3%	9%	13%	8%
Will get better	11%	12%	10%	13%	10%	12%	10%	10%	9%	15%	10%	8%
Stay the same	23%	22%	24%	24%	23%	20%	24%	26%	26%	20%	13%	24%
Will get worse	26%	26%	26%	28%	26%	22%	24%	28%	33%	31%	14%	14%
Will get much worse	15%	17%	14%	16%	17%	8%	15%	21%	17%	13%	10%	13%
Don't Know	18%	15%	21%	12%	19%	27%	20%	8%	13%	12%	40%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	8%	3%	15%	14%	8%	3%	2%	8%	7%	10%	3%	5%	0%
Will get better	16%	25%	18%	12%	13%	19%	13%	16%	13%	21%	20%	17%	0%
Stay the same	36%	27%	32%	23%	33%	43%	50%	36%	37%	31%	40%	38%	29%
Will get worse	15%	16%	11%	10%	21%	19%	15%	15%	16%	14%	21%	16%	4%
Will get much worse	7%	8%	5%	5%	7%	8%	7%	7%	9%	6%	3%	4%	0%
Don't Know	19%	20%	21%	36%	17%	8%	12%	18%	19%	19%	13%	21%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	8%	9%	6%	7%	6%	13%	6%	8%	2%	10%	15%	9%
Will get better	16%	17%	15%	17%	16%	15%	14%	15%	17%	23%	12%	9%
Stay the same	36%	37%	35%	39%	35%	30%	37%	39%	37%	37%	19%	35%
Will get worse	15%	15%	15%	16%	16%	12%	16%	18%	21%	13%	10%	8%
Will get much worse	7%	6%	7%	7%	7%	4%	6%	10%	7%	5%	3%	9%
Don't Know	19%	16%	22%	15%	19%	25%	21%	10%	16%	13%	40%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	9%	7%	14%	14%	6%	6%	5%	9%	6%	14%	2%	7%	0%
Will get better	21%	30%	20%	14%	20%	24%	20%	19%	20%	28%	23%	24%	19%
Stay the same	23%	13%	22%	18%	19%	25%	33%	25%	25%	14%	20%	20%	8%
Will get worse	20%	18%	15%	9%	29%	23%	25%	19%	19%	19%	33%	23%	10%
Will get much worse	9%	10%	8%	10%	10%	11%	6%	8%	12%	10%	11%	12%	0%
Don't Know	19%	21%	20%	35%	15%	11%	11%	19%	19%	15%	11%	13%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	9%	10%	8%	9%	8%	12%	7%	8%	6%	13%	14%	7%
Will get better	21%	23%	19%	24%	21%	15%	19%	21%	24%	25%	18%	26%
Stay the same	23%	24%	22%	22%	24%	20%	24%	28%	22%	25%	10%	8%
Will get worse	20%	19%	21%	21%	19%	19%	21%	25%	22%	18%	12%	13%
Will get much worse	9%	7%	11%	8%	11%	6%	10%	10%	13%	6%	6%	12%
Don't Know	19%	17%	20%	15%	18%	27%	21%	8%	13%	14%	40%	34%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Will get much better	16%	23%	25%	17%	14%	8%	11%	14%	17%	25%	15%	15%	2%
Will get better	32%	32%	22%	22%	36%	44%	36%	31%	34%	31%	41%	33%	15%
Stay the same	18%	17%	17%	15%	14%	22%	22%	20%	14%	16%	19%	25%	4%
Will get worse	11%	6%	12%	7%	15%	12%	15%	13%	8%	11%	14%	4%	0%
Will get much worse	6%	5%	6%	3%	6%	8%	7%	6%	8%	1%	2%	11%	0%
Don't Know	17%	17%	19%	36%	15%	7%	9%	16%	18%	16%	10%	12%	79%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Will get much better	16%	18%	13%	17%	13%	22%	13%	18%	11%	19%	19%	19%
Will get better	32%	35%	29%	33%	33%	25%	31%	34%	31%	37%	23%	24%
Stay the same	18%	16%	21%	20%	18%	14%	19%	18%	22%	20%	10%	11%
Will get worse	11%	11%	12%	11%	12%	10%	11%	18%	14%	10%	4%	5%
Will get much worse	6%	4%	7%	6%	6%	4%	6%	6%	10%	3%	4%	10%
Don't Know	17%	15%	19%	13%	17%	24%	19%	6%	12%	12%	40%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	11%	14%	15%	15%	12%	10%	5%	11%	10%	15%	15%	8%	5%
Agree	24%	25%	25%	32%	27%	20%	16%	23%	23%	28%	31%	24%	10%
Neither agree nor disagree	23%	26%	19%	18%	25%	27%	26%	22%	25%	27%	22%	25%	15%
Disagree	15%	13%	13%	6%	16%	17%	24%	17%	15%	9%	11%	21%	10%
Strongly disagree	12%	5%	6%	4%	12%	19%	24%	17%	8%	6%	6%	9%	0%
Don't Know	14%	17%	23%	24%	8%	7%	6%	11%	20%	14%	15%	13%	59%
Total Agree:	35%	39%	40%	47%	38%	30%	21%	33%	33%	43%	46%	32%	16%
Total Disagree:	28%	18%	19%	11%	28%	36%	48%	34%	23%	15%	16%	30%	10%
Net:	7%	21%	21%	36%	10%	-5%	-27%	0%	10%	28%	30%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	11%	11%	11%	12%	10%	14%	11%	7%	9%	14%	17%	12%
Agree	24%	21%	26%	23%	19%	41%	20%	23%	21%	23%	44%	25%
Neither agree nor disagree	23%	21%	26%	27%	23%	18%	27%	26%	22%	22%	9%	13%
Disagree	15%	18%	13%	16%	16%	12%	15%	19%	21%	14%	7%	12%
Strongly disagree	12%	15%	10%	10%	16%	4%	8%	16%	18%	16%	8%	8%
Don't Know	14%	14%	14%	12%	16%	12%	18%	9%	8%	10%	15%	29%
Total Agree:	35%	33%	37%	35%	29%	55%	32%	29%	30%	37%	61%	37%
Total Disagree:	28%	32%	23%	27%	32%	16%	23%	36%	39%	30%	15%	20%
Net:	7%	0%	14%	8%	-3%	39%	8%	-6%	-9%	7%	45%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	14%	20%	17%	16%	14%	10%	8%	13%	14%	20%	9%	17%	5%
Agree	32%	28%	30%	39%	28%	33%	32%	33%	26%	35%	37%	42%	9%
Neither agree nor disagree	25%	25%	21%	17%	31%	29%	28%	24%	31%	24%	27%	13%	10%
Disagree	11%	8%	8%	5%	15%	13%	15%	12%	8%	8%	11%	13%	8%
Strongly disagree	6%	2%	4%	1%	3%	8%	12%	8%	3%	2%	0%	3%	2%
Don't Know	13%	17%	20%	22%	9%	7%	5%	10%	17%	11%	16%	12%	65%
Total Agree:	46%	48%	47%	55%	42%	43%	40%	45%	40%	55%	46%	59%	15%
Total Disagree:	16%	10%	12%	6%	18%	21%	27%	20%	11%	10%	11%	16%	10%
Net:	29%	38%	36%	49%	24%	21%	13%	25%	29%	46%	35%	42%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	14%	14%	13%	14%	13%	13%	13%	14%	11%	15%	17%	8%
Agree	32%	31%	33%	32%	28%	45%	28%	33%	33%	30%	51%	29%
Neither agree nor disagree	25%	23%	28%	27%	26%	21%	29%	25%	27%	27%	7%	21%
Disagree	11%	12%	10%	10%	12%	8%	9%	16%	15%	11%	5%	6%
Strongly disagree	6%	7%	4%	6%	6%	3%	4%	7%	7%	7%	5%	6%
Don't Know	13%	14%	12%	11%	15%	10%	17%	5%	8%	10%	15%	30%
Total Agree:	46%	45%	46%	47%	41%	58%	42%	47%	44%	44%	68%	37%
Total Disagree:	16%	19%	14%	16%	19%	11%	13%	23%	22%	18%	10%	12%
Net:	29%	26%	32%	31%	23%	47%	29%	24%	23%	26%	57%	25%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	9%	9%	15%	11%	9%	7%	3%	10%	7%	12%	4%	7%	0%
Agree	32%	16%	24%	32%	29%	40%	41%	37%	23%	23%	27%	29%	4%
Neither agree nor disagree	31%	29%	28%	22%	37%	31%	38%	29%	29%	40%	38%	38%	24%
Disagree	12%	23%	11%	8%	10%	13%	11%	11%	19%	8%	12%	11%	5%
Strongly disagree	5%	9%	3%	4%	7%	6%	4%	4%	6%	6%	10%	4%	0%
Don't Know	11%	14%	19%	22%	8%	3%	3%	9%	16%	11%	10%	10%	67%
Total Agree:	40%	25%	39%	43%	38%	48%	44%	47%	30%	35%	30%	36%	4%
Total Disagree:	17%	32%	14%	13%	16%	19%	15%	15%	25%	15%	21%	15%	5%
Net:	23%	-7%	25%	30%	22%	29%	30%	31%	5%	20%	9%	21%	-1%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	9%	10%	8%	8%	8%	13%	7%	9%	5%	11%	14%	10%
Agree	32%	32%	31%	31%	30%	36%	26%	31%	34%	35%	46%	30%
Neither agree nor disagree	31%	27%	35%	33%	31%	27%	36%	34%	31%	28%	15%	19%
Disagree	12%	12%	12%	13%	13%	9%	12%	15%	16%	12%	6%	9%
Strongly disagree	5%	6%	4%	5%	5%	6%	5%	6%	6%	5%	3%	4%
Don't Know	11%	12%	10%	10%	13%	9%	14%	5%	8%	10%	16%	28%
Total Agree:	40%	42%	38%	39%	39%	49%	33%	40%	39%	46%	60%	40%
Total Disagree:	17%	18%	16%	18%	17%	15%	17%	21%	23%	16%	9%	13%
Net:	23%	24%	22%	21%	21%	33%	16%	19%	16%	29%	52%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(13.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	15%	16%	16%	19%	16%	14%	11%	16%	10%	19%	16%	10%	5%
Agree	36%	40%	32%	39%	36%	39%	34%	35%	40%	36%	42%	35%	12%
Neither agree nor disagree	25%	19%	26%	15%	30%	28%	30%	24%	31%	25%	22%	32%	12%
Disagree	10%	7%	5%	6%	9%	13%	17%	13%	5%	7%	7%	8%	4%
Strongly disagree	2%	3%	1%	2%	2%	2%	3%	3%	1%	3%	4%	5%	0%
Don't Know	11%	15%	20%	19%	7%	3%	5%	9%	14%	10%	9%	10%	67%
Total Agree:	51%	56%	48%	58%	51%	54%	45%	52%	50%	55%	58%	46%	17%
Total Disagree:	12%	11%	6%	7%	12%	16%	20%	15%	6%	10%	10%	13%	4%
Net:	39%	45%	41%	51%	40%	38%	25%	36%	44%	46%	48%	33%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(13.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	15%	17%	14%	15%	15%	17%	16%	14%	15%	14%	18%	12%
Agree	36%	35%	38%	35%	35%	44%	31%	38%	39%	36%	55%	32%
Neither agree nor disagree	25%	24%	27%	28%	24%	20%	29%	27%	27%	24%	7%	20%
Disagree	10%	10%	10%	10%	11%	8%	8%	13%	11%	13%	5%	4%
Strongly disagree	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	1%	0%
Don't Know	11%	12%	10%	9%	13%	8%	14%	4%	6%	10%	14%	31%
Total Agree:	51%	51%	51%	50%	49%	62%	47%	52%	54%	50%	73%	45%
Total Disagree:	12%	13%	12%	12%	13%	10%	11%	17%	13%	15%	6%	4%
Net:	39%	38%	39%	38%	36%	51%	36%	36%	40%	34%	67%	41%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(14.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	13%	11%	16%	18%	11%	10%	13%	16%	10%	11%	6%	8%	0%
Agree	28%	19%	25%	26%	30%	27%	35%	31%	23%	21%	30%	26%	2%
Neither agree nor disagree	31%	35%	27%	22%	33%	41%	29%	30%	32%	35%	25%	37%	27%
Disagree	12%	11%	10%	6%	14%	13%	14%	10%	15%	11%	20%	12%	4%
Strongly disagree	5%	6%	3%	5%	5%	6%	4%	4%	4%	10%	4%	3%	0%
Don't Know	12%	18%	20%	23%	7%	3%	5%	9%	16%	12%	15%	13%	67%
Total Agree:	41%	30%	41%	44%	41%	36%	48%	47%	33%	32%	36%	34%	2%
Total Disagree:	16%	17%	13%	11%	18%	19%	19%	14%	19%	21%	24%	15%	4%
Net:	24%	13%	28%	33%	23%	17%	29%	33%	14%	12%	12%	19%	-3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(14.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	13%	14%	12%	12%	12%	22%	10%	11%	9%	16%	31%	12%
Agree	28%	31%	24%	30%	28%	21%	26%	27%	32%	28%	31%	24%
Neither agree nor disagree	31%	24%	38%	32%	30%	29%	36%	36%	35%	26%	12%	8%
Disagree	12%	12%	11%	10%	12%	13%	9%	13%	14%	14%	7%	19%
Strongly disagree	5%	6%	3%	6%	4%	4%	5%	6%	4%	5%	3%	8%
Don't Know	12%	13%	12%	10%	14%	10%	15%	6%	6%	11%	16%	29%
Total Agree:	41%	46%	36%	41%	40%	43%	35%	39%	41%	45%	62%	36%
Total Disagree:	16%	18%	15%	16%	16%	17%	14%	19%	18%	19%	10%	26%
Net:	24%	28%	21%	26%	24%	25%	21%	19%	23%	26%	52%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	8%	9%	11%	13%	9%	4%	3%	7%	6%	13%	7%	7%	5%
Agree	19%	22%	25%	27%	17%	13%	12%	18%	21%	23%	20%	25%	4%
Neither agree nor disagree	28%	27%	21%	23%	30%	34%	34%	29%	28%	27%	28%	31%	21%
Disagree	21%	19%	16%	7%	24%	27%	28%	24%	18%	13%	19%	15%	2%
Strongly disagree	10%	8%	6%	7%	10%	16%	13%	11%	11%	8%	9%	10%	0%
Don't Know	14%	15%	21%	22%	11%	7%	10%	12%	17%	15%	16%	11%	67%
Total Agree:	27%	31%	36%	40%	26%	17%	15%	25%	27%	36%	27%	33%	10%
Total Disagree:	31%	27%	21%	15%	34%	43%	41%	35%	29%	22%	29%	24%	2%
Net:	-4%	3%	15%	25%	-8%	-26%	-27%	-10%	-2%	14%	-2%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(15.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	8%	8%	7%	8%	6%	12%	7%	7%	4%	8%	15%	11%
Agree	19%	18%	20%	17%	15%	35%	16%	22%	18%	15%	38%	12%
Neither agree nor disagree	28%	28%	29%	29%	31%	20%	33%	30%	28%	28%	11%	19%
Disagree	21%	21%	21%	21%	22%	14%	17%	23%	30%	26%	11%	18%
Strongly disagree	10%	11%	9%	11%	10%	8%	9%	11%	12%	12%	8%	11%
Don't Know	14%	15%	13%	14%	15%	11%	18%	8%	8%	11%	17%	29%
Total Agree:	27%	26%	27%	26%	21%	46%	23%	29%	22%	23%	53%	23%
Total Disagree:	31%	31%	30%	32%	33%	22%	26%	34%	42%	38%	19%	29%
Net:	-4%	-6%	-3%	-6%	-12%	24%	-3%	-5%	-21%	-14%	34%	-6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(16.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	10%	10%	20%	14%	9%	5%	2%	8%	13%	12%	10%	7%	5%
Agree	19%	22%	20%	30%	17%	15%	14%	21%	12%	17%	25%	18%	9%
Neither agree nor disagree	32%	27%	23%	21%	39%	43%	39%	31%	36%	36%	30%	27%	10%
Disagree	19%	17%	13%	9%	21%	23%	27%	21%	15%	14%	22%	22%	4%
Strongly disagree	5%	7%	4%	4%	3%	7%	7%	5%	7%	5%	5%	5%	0%
Don't Know	15%	19%	21%	22%	10%	7%	11%	13%	17%	15%	8%	22%	71%
Total Agree:	29%	31%	39%	44%	26%	20%	16%	29%	25%	30%	35%	25%	15%
Total Disagree:	24%	23%	17%	13%	25%	30%	34%	26%	21%	19%	27%	27%	4%
Net:	5%	8%	23%	31%	1%	-10%	-18%	3%	4%	11%	8%	-2%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(16.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	10%	11%	8%	9%	8%	17%	9%	7%	7%	12%	15%	6%
Agree	19%	20%	18%	18%	17%	28%	15%	19%	16%	20%	45%	10%
Neither agree nor disagree	32%	29%	36%	35%	33%	26%	37%	39%	32%	27%	13%	27%
Disagree	19%	19%	19%	19%	19%	16%	15%	23%	28%	23%	9%	17%
Strongly disagree	5%	5%	6%	6%	6%	2%	5%	6%	8%	5%	3%	6%
Don't Know	15%	16%	14%	14%	17%	11%	19%	7%	9%	14%	15%	35%
Total Agree:	29%	31%	26%	27%	25%	45%	24%	26%	23%	31%	60%	15%
Total Disagree:	24%	24%	24%	25%	26%	18%	20%	28%	36%	28%	12%	23%
Net:	5%	7%	1%	2%	-1%	28%	4%	-2%	-13%	3%	47%	-7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(17.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	15%	16%	19%	25%	12%	12%	7%	15%	14%	18%	11%	7%	5%
Agree	31%	33%	26%	25%	38%	33%	35%	31%	34%	32%	38%	28%	4%
Neither agree nor disagree	28%	24%	25%	25%	29%	32%	33%	30%	23%	29%	24%	46%	16%
Disagree	9%	8%	8%	4%	8%	12%	12%	11%	6%	6%	6%	3%	0%
Strongly disagree	3%	2%	3%	1%	3%	4%	3%	2%	4%	3%	6%	3%	0%
Don't Know	14%	18%	19%	21%	10%	8%	11%	12%	18%	13%	15%	14%	75%
Total Agree:	46%	48%	45%	50%	50%	45%	42%	46%	49%	50%	49%	34%	9%
Total Disagree:	11%	10%	11%	5%	11%	15%	15%	13%	10%	9%	12%	6%	0%
Net:	35%	39%	34%	45%	39%	29%	27%	33%	39%	41%	37%	28%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(17.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	15%	16%	14%	14%	12%	26%	12%	14%	10%	14%	35%	10%
Agree	31%	31%	32%	34%	31%	28%	27%	36%	38%	35%	30%	18%
Neither agree nor disagree	28%	26%	30%	28%	30%	25%	32%	31%	33%	25%	13%	23%
Disagree	9%	9%	8%	8%	10%	7%	7%	12%	9%	11%	4%	12%
Strongly disagree	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	4%
Don't Know	14%	15%	13%	14%	15%	11%	19%	6%	8%	12%	16%	33%
Total Agree:	46%	47%	46%	48%	43%	54%	40%	49%	48%	48%	65%	28%
Total Disagree:	11%	12%	11%	10%	13%	10%	10%	14%	11%	14%	6%	16%
Net:	35%	35%	35%	38%	30%	44%	30%	35%	37%	34%	60%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(18.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	16%	13%	11%	27%	13%	18%	16%	20%	9%	15%	11%	14%	7%
Agree	34%	29%	28%	24%	36%	40%	42%	35%	29%	33%	38%	34%	5%
Neither agree nor disagree	22%	26%	23%	17%	25%	19%	21%	21%	25%	23%	21%	16%	10%
Disagree	12%	11%	10%	6%	13%	16%	14%	11%	14%	11%	15%	14%	4%
Strongly disagree	4%	4%	5%	3%	4%	4%	4%	4%	3%	6%	3%	8%	2%
Don't Know	13%	16%	23%	22%	10%	3%	4%	9%	20%	12%	12%	13%	71%
Total Agree:	50%	42%	39%	51%	49%	57%	57%	55%	38%	48%	49%	48%	13%
Total Disagree:	16%	16%	15%	10%	17%	21%	18%	16%	17%	17%	18%	22%	6%
Net:	34%	26%	24%	41%	32%	37%	40%	39%	22%	31%	31%	26%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(18.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	16%	16%	17%	16%	15%	23%	11%	18%	14%	16%	38%	16%
Agree	34%	34%	33%	38%	34%	23%	31%	36%	37%	34%	31%	37%
Neither agree nor disagree	22%	22%	22%	23%	20%	23%	25%	20%	22%	23%	10%	12%
Disagree	12%	11%	13%	9%	14%	11%	11%	15%	17%	12%	4%	6%
Strongly disagree	4%	4%	4%	4%	4%	5%	5%	6%	2%	4%	3%	0%
Don't Know	13%	14%	11%	11%	13%	13%	17%	5%	8%	10%	14%	28%
Total Agree:	50%	49%	50%	53%	49%	47%	43%	54%	51%	50%	69%	53%
Total Disagree:	16%	15%	17%	13%	18%	17%	15%	21%	20%	17%	7%	6%
Net:	34%	34%	33%	41%	31%	30%	27%	33%	31%	33%	63%	46%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly agree	10%	9%	14%	19%	9%	6%	4%	11%	10%	8%	7%	3%	0%
Agree	15%	22%	14%	20%	16%	11%	12%	15%	15%	17%	21%	18%	2%
Neither agree nor disagree	40%	37%	31%	24%	48%	49%	49%	38%	43%	45%	40%	50%	21%
Disagree	16%	11%	14%	12%	16%	20%	21%	19%	11%	13%	14%	7%	5%
Strongly disagree	4%	4%	6%	4%	3%	5%	3%	4%	5%	5%	2%	5%	0%
Don't Know	14%	17%	21%	22%	9%	9%	11%	13%	16%	12%	16%	17%	71%
Total Agree:	25%	32%	28%	39%	25%	17%	16%	26%	25%	25%	28%	20%	2%
Total Disagree:	20%	15%	20%	16%	19%	24%	24%	23%	15%	18%	16%	13%	5%
Net:	5%	17%	7%	23%	6%	-7%	-8%	3%	10%	7%	12%	8%	-3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(19.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly agree	10%	9%	11%	8%	8%	20%	8%	4%	6%	11%	29%	11%
Agree	15%	17%	14%	16%	13%	22%	14%	18%	18%	13%	23%	10%
Neither agree nor disagree	40%	38%	42%	43%	41%	31%	42%	46%	40%	39%	23%	33%
Disagree	16%	15%	17%	15%	18%	13%	16%	18%	19%	19%	7%	11%
Strongly disagree	4%	4%	4%	5%	4%	5%	3%	8%	4%	4%	2%	2%
Don't Know	14%	16%	13%	13%	17%	9%	17%	7%	12%	14%	17%	33%
Total Agree:	25%	26%	25%	24%	21%	42%	22%	22%	24%	24%	52%	21%
Total Disagree:	20%	20%	20%	20%	21%	17%	18%	26%	23%	23%	9%	14%
Net:	5%	6%	4%	4%	0%	25%	4%	-4%	1%	1%	44%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(20.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
2	8%	8%	11%	11%	6%	6%	7%	8%	9%	12%	2%	8%	4%
1	25%	23%	25%	27%	22%	25%	28%	28%	19%	19%	32%	24%	6%
0	27%	17%	22%	17%	34%	31%	37%	30%	22%	24%	28%	33%	16%
-1	22%	31%	22%	18%	24%	23%	19%	20%	27%	26%	29%	18%	13%
-2	17%	22%	20%	27%	14%	15%	9%	14%	23%	20%	10%	15%	60%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(20.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
2	8%	10%	6%	8%	8%	11%	6%	11%	7%	9%	11%	8%
1	25%	27%	23%	23%	25%	30%	22%	25%	23%	30%	33%	16%
0	27%	25%	30%	31%	27%	20%	27%	30%	33%	28%	13%	23%
-1	22%	19%	25%	23%	22%	20%	24%	21%	29%	18%	20%	23%
-2	17%	19%	15%	15%	18%	18%	20%	13%	8%	15%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(21.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
2	18%	22%	12%	23%	18%	21%	15%	18%	17%	23%	17%	20%	9%
1	29%	33%	24%	17%	33%	34%	35%	30%	26%	28%	32%	30%	18%
0	22%	13%	22%	14%	23%	24%	32%	24%	20%	17%	27%	17%	6%
-1	17%	19%	17%	15%	17%	17%	14%	16%	19%	15%	18%	21%	12%
-2	14%	13%	26%	30%	9%	4%	4%	12%	18%	17%	6%	12%	55%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(21.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
2	18%	18%	18%	15%	18%	25%	18%	16%	19%	16%	28%	11%
1	29%	30%	28%	33%	30%	19%	28%	35%	29%	30%	22%	24%
0	22%	19%	25%	23%	23%	18%	22%	22%	23%	26%	11%	24%
-1	17%	17%	16%	17%	16%	18%	17%	15%	25%	15%	16%	14%
-2	14%	16%	12%	12%	13%	19%	15%	11%	5%	13%	23%	27%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(22.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
2	18%	20%	10%	12%	19%	24%	22%	19%	19%	16%	18%	16%	4%
1	33%	30%	35%	23%	35%	39%	36%	32%	36%	32%	44%	33%	8%
0	19%	17%	14%	13%	23%	17%	26%	19%	17%	19%	17%	19%	17%
-1	17%	23%	18%	24%	13%	12%	12%	18%	11%	22%	12%	18%	11%
-2	14%	10%	23%	28%	10%	7%	5%	13%	17%	11%	8%	14%	60%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(22.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
2	18%	21%	14%	15%	20%	18%	16%	23%	22%	17%	16%	17%
1	33%	33%	33%	34%	32%	33%	30%	35%	39%	38%	21%	35%
0	19%	16%	21%	22%	18%	12%	23%	17%	21%	16%	7%	12%
-1	17%	13%	20%	15%	15%	24%	16%	14%	16%	14%	32%	10%
-2	14%	16%	12%	14%	14%	13%	14%	11%	2%	15%	23%	25%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(23.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
2	9%	5%	15%	11%	9%	4%	8%	8%	10%	12%	3%	11%	4%
1	26%	26%	20%	19%	25%	31%	31%	27%	24%	21%	27%	20%	13%
0	20%	14%	16%	11%	24%	25%	28%	22%	18%	16%	26%	18%	10%
-1	26%	38%	28%	17%	28%	25%	23%	23%	27%	32%	33%	37%	12%
-2	19%	16%	20%	42%	14%	15%	11%	19%	21%	19%	11%	14%	60%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(23.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
2	9%	9%	9%	7%	9%	12%	11%	9%	5%	7%	6%	10%
1	26%	26%	25%	28%	26%	20%	24%	27%	27%	31%	17%	20%
0	20%	18%	23%	23%	21%	14%	23%	23%	20%	19%	9%	17%
-1	26%	26%	26%	26%	26%	26%	24%	28%	39%	27%	19%	20%
-2	19%	21%	18%	16%	19%	28%	19%	14%	9%	16%	48%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(24.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
2	9%	10%	15%	10%	12%	6%	4%	9%	10%	14%	4%	11%	0%
1	28%	32%	27%	21%	28%	35%	25%	27%	32%	24%	35%	32%	12%
0	20%	16%	12%	23%	23%	20%	25%	22%	15%	18%	26%	19%	4%
-1	22%	25%	24%	15%	22%	23%	23%	21%	23%	24%	25%	18%	20%
-2	20%	16%	21%	31%	15%	16%	22%	20%	21%	20%	10%	19%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(24.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
2	9%	10%	8%	7%	9%	14%	10%	12%	7%	7%	13%	2%
1	28%	29%	27%	29%	27%	29%	27%	30%	35%	29%	19%	30%
0	20%	17%	23%	22%	19%	19%	20%	20%	18%	21%	24%	16%
-1	22%	22%	21%	22%	23%	19%	21%	23%	28%	22%	16%	20%
-2	20%	21%	20%	19%	22%	20%	22%	15%	13%	20%	28%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(25.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Whether it will increase the amount of money the business makes	49%	44%	46%	34%	52%	56%	59%	51%	47%	41%	56%	55%	37%
Whether it will increase the business's ability to operate for a long time into the future	41%	41%	38%	30%	35%	47%	53%	44%	36%	40%	41%	49%	23%
Whether it benefits the people who buy products or services from the business	38%	39%	38%	41%	33%	39%	39%	41%	35%	35%	32%	37%	15%
Whether it will benefit the world generally	26%	35%	33%	24%	27%	22%	21%	24%	25%	36%	31%	33%	27%
Whether it will reduce the number of employees the business requires	25%	29%	20%	35%	25%	20%	25%	25%	28%	25%	17%	26%	30%
Whether it makes the company appear more politically correct	25%	30%	28%	21%	24%	27%	22%	25%	25%	28%	25%	22%	20%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	37%	22%	34%	20%	19%	16%	24%	17%	38%	19%	23%	13%
None of the above	2%	2%	3%	2%	4%	1%	2%	2%	2%	2%	7%	1%	0%
Don't Know	9%	5%	5%	9%	11%	12%	10%	7%	13%	10%	10%	4%	8%

(25.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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Whether it will increase the amount of money the business makes	49%	53%	45%	48%	51%	43%	41%	59%	52%	57%	41%	58%
Whether it will increase the business's ability to operate for a long time into the future	41%	44%	38%	41%	44%	34%	37%	51%	45%	41%	31%	53%
Whether it benefits the people who buy products or services from the business	38%	35%	42%	37%	37%	45%	37%	36%	36%	42%	48%	21%
Whether it will benefit the world generally	26%	25%	28%	28%	26%	25%	29%	23%	24%	28%	24%	17%
Whether it will reduce the number of employees the business requires	25%	26%	24%	21%	24%	39%	21%	23%	22%	26%	45%	31%
Whether it makes the company appear more politically correct	25%	28%	21%	27%	24%	23%	21%	29%	26%	29%	22%	26%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	19%	29%	22%	22%	36%	20%	24%	26%	24%	41%	14%
None of the above	2%	1%	3%	2%	2%	3%	3%	3%	2%	1%	2%	1%
Don't Know	9%	8%	10%	11%	9%	6%	14%	8%	8%	5%	1%	3%

(26.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Whether it benefits the people who buy products or services from the business	49%	51%	39%	38%	49%	57%	60%	51%	53%	44%	42%	45%	24%
Whether it will increase the business's ability to operate for a long time into the future	38%	39%	33%	23%	37%	46%	49%	42%	32%	36%	32%	56%	4%
Whether it will benefit the world generally	38%	46%	39%	29%	37%	38%	41%	39%	37%	35%	38%	50%	30%
Whether it promotes virtues like tolerance and diversity among their staff and customers	33%	42%	31%	38%	26%	33%	32%	33%	30%	42%	30%	32%	24%
Whether it will increase the amount of money the business makes	30%	26%	30%	25%	34%	28%	36%	31%	27%	31%	32%	29%	24%
Whether it will reduce the number of employees the business requires	20%	26%	26%	30%	19%	13%	11%	19%	19%	26%	18%	24%	30%
Whether it makes the company appear more politically correct	18%	23%	25%	34%	18%	8%	6%	15%	19%	28%	19%	20%	24%
None of the above	3%	2%	5%	5%	2%	3%	2%	2%	5%	5%	4%	0%	0%
Don't Know	8%	5%	5%	6%	12%	12%	9%	7%	10%	7%	17%	4%	16%

(26.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Whether it benefits the people who buy products or services from the business	49%	51%	47%	50%	52%	39%	43%	57%	54%	56%	37%	53%
Whether it will increase the business's ability to operate for a long time into the future	38%	41%	36%	39%	39%	33%	34%	44%	43%	46%	28%	30%
Whether it will benefit the world generally	38%	38%	37%	41%	39%	28%	36%	40%	44%	43%	24%	35%
Whether it promotes virtues like tolerance and diversity among their staff and customers	33%	30%	37%	32%	30%	46%	31%	34%	33%	33%	46%	28%
Whether it will increase the amount of money the business makes	30%	36%	25%	30%	32%	26%	27%	33%	35%	33%	28%	33%
Whether it will reduce the number of employees the business requires	20%	17%	23%	19%	17%	33%	19%	17%	15%	17%	43%	20%
Whether it makes the company appear more politically correct	18%	17%	20%	15%	15%	36%	16%	14%	18%	16%	43%	14%
None of the above	3%	2%	4%	2%	4%	2%	5%	2%	2%	2%	2%	0%
Don't Know	8%	7%	10%	9%	8%	8%	13%	7%	8%	5%	1%	5%

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)

	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	48%	28%	23%
2	35%	35%	31%
3-Lowest Rank	17%	37%	46%
Not Selected	0%	0%	0%
Mean Rank	0.7	1.1	1.2
Standard Deviation	0.6	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(28.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	48%	43%	44%	38%	55%	49%	57%	50%	47%	44%	46%	53%	38%
2	35%	36%	31%	34%	30%	42%	35%	36%	29%	34%	40%	40%	33%
3-Lowest Rank	17%	21%	25%	28%	15%	9%	8%	14%	24%	22%	14%	7%	29%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.8	0.8	0.9	0.6	0.6	0.5	0.6	0.8	0.8	0.7	0.5	0.9
Standard Deviation	0.6	0.6	0.7	0.7	0.5	0.4	0.4	0.5	0.7	0.6	0.5	0.4	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(28.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	48%	46%	51%	48%	52%	36%	50%	52%	51%	47%	34%	48%
2	35%	36%	33%	36%	33%	38%	32%	33%	35%	39%	40%	34%
3-Lowest Rank	17%	18%	16%	16%	15%	27%	18%	15%	14%	14%	26%	18%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.7	0.7	0.7	0.6	0.9	0.7	0.6	0.6	0.7	0.9	0.7
Standard Deviation	0.6	0.6	0.5	0.5	0.5	0.6	0.6	0.5	0.5	0.5	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(29.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	28%	27%	31%	32%	24%	27%	28%	28%	28%	30%	27%	24%	29%
2	35%	30%	30%	36%	40%	35%	36%	36%	33%	34%	32%	22%	31%
3-Lowest Rank	37%	43%	39%	32%	36%	39%	36%	36%	39%	36%	40%	54%	40%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1.2	1	1	1	1	1	1	1	1	1	1.3	1
Standard Deviation	0.6	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(29.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	28%	29%	27%	25%	27%	39%	24%	29%	29%	30%	40%	28%
2	35%	36%	34%	35%	37%	24%	36%	37%	32%	33%	33%	23%
3-Lowest Rank	37%	35%	39%	40%	36%	36%	40%	34%	38%	37%	28%	49%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1	1	1	1	1	1.2	1	1	1	0.9	1.2
Standard Deviation	0.6	0.6	0.7	0.6	0.6	0.8	0.6	0.6	0.7	0.7	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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?: Protecting and nurturing the environment

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	23%	30%	25%	30%	21%	24%	15%	22%	25%	26%	27%	23%	33%
2	31%	34%	39%	30%	30%	23%	29%	28%	38%	32%	28%	37%	36%
3-Lowest Rank	46%	36%	36%	40%	49%	53%	56%	50%	37%	42%	45%	39%	31%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1	1	1.3	1.3	1.4	1.3	1	1.2	1.2	1.2	1
Standard Deviation	0.6	0.7	0.6	0.7	0.6	0.7	0.5	0.6	0.6	0.7	0.7	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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?: Protecting and nurturing the environment

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	23%	25%	22%	27%	21%	25%	26%	19%	19%	23%	26%	25%
2	31%	28%	33%	30%	29%	38%	32%	30%	33%	28%	27%	42%
3-Lowest Rank	46%	47%	45%	44%	50%	37%	42%	51%	48%	49%	47%	33%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.2	1.3	1	1.2	1.3	1.3	1.3	1.2	1
Standard Deviation	0.6	0.7	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.6	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(31.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Making it easy for outsiders to understand how decisions are made inside the company	9%	9%	11%	23%	6%	3%	3%	9%	8%	14%	6%	1%	10%
Community relations	9%	15%	13%	7%	9%	6%	6%	8%	13%	11%	4%	18%	6%
Employee health, safety, and wellbeing	42%	41%	39%	41%	39%	39%	49%	43%	39%	41%	43%	37%	21%
Human rights	27%	41%	30%	24%	26%	24%	20%	24%	26%	41%	17%	38%	32%
Job creation	27%	24%	23%	22%	30%	29%	31%	27%	23%	26%	28%	44%	19%
Preventing corruption and bribery	25%	17%	20%	15%	27%	30%	34%	25%	27%	20%	30%	14%	16%
Contributing to efforts to address climate change	23%	23%	16%	18%	19%	27%	33%	24%	25%	16%	26%	21%	5%
Minimum pay standards for employees and workers in supply chain	21%	20%	15%	15%	25%	23%	25%	21%	15%	25%	28%	25%	0%
Use of customer data	20%	14%	10%	26%	16%	26%	24%	23%	16%	15%	12%	29%	8%
Diversity and Inclusion	17%	22%	16%	14%	17%	20%	17%	15%	18%	31%	15%	13%	12%
Countering extremism and terrorism	17%	12%	14%	13%	19%	18%	21%	19%	13%	15%	16%	14%	4%
Responsible water use	16%	16%	17%	12%	10%	18%	23%	18%	16%	10%	15%	20%	6%
Reducing landfill waste	16%	19%	11%	11%	19%	17%	20%	16%	17%	13%	20%	23%	9%
Ensuring people and businesses pay their taxes	15%	10%	17%	9%	17%	14%	19%	15%	13%	13%	24%	9%	4%
Nutritional value of food	15%	20%	19%	15%	19%	11%	8%	13%	17%	21%	13%	15%	5%
Ethics and rules for new technology	14%	16%	9%	10%	14%	18%	18%	13%	15%	18%	19%	16%	8%
Product packaging and plastics	13%	11%	11%	10%	15%	16%	15%	13%	12%	17%	15%	7%	4%
Responsible sourcing of raw materials	13%	13%	11%	13%	12%	12%	15%	14%	13%	7%	14%	13%	8%
Knowing where products come from	12%	15%	12%	8%	10%	12%	13%	13%	7%	14%	10%	10%	3%
Enhancing animal Welfare	12%	12%	12%	13%	13%	14%	6%	9%	19%	12%	8%	11%	21%
Responsible marketing	10%	14%	10%	8%	10%	10%	69	9%	10%	8%	14%	13%	0%
Biodiversity/improving nature	10%	15%	11%	11%	10%	8%	5%	9%	9%	14%	12%	7%	3%

(31.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Making it easy for outsiders to understand how decisions are made inside the company	9%	8%	10%	8%	6%	21%	7%	8%	8%	5%	33%	8%
Community relations	9%	9%	9%	9%	10%	5%	8%	9%	11%	12%	8%	5%
Employee health, safety, and wellbeing	42%	38%	46%	42%	41%	45%	39%	44%	40%	42%	52%	33%
Human rights	27%	25%	29%	27%	27%	24%	30%	32%	31%	20%	18%	14%
Job creation	27%	30%	24%	28%	28%	21%	28%	32%	32%	24%	15%	24%
Preventing corruption and bribery	25%	26%	24%	25%	25%	22%	21%	28%	33%	29%	14%	17%
Contributing to efforts to address climate change	23%	23%	23%	23%	25%	17%	20%	26%	22%	28%	19%	25%
Minimum pay standards for employees and workers in supply chain	21%	22%	20%	23%	22%	14%	21%	20%	23%	23%	14%	23%
Use of customer data	20%	20%	20%	19%	18%	28%	15%	19%	22%	21%	39%	16%
Diversity and Inclusion	17%	15%	19%	19%	16%	19%	15%	22%	20%	16%	18%	28%
Countering extremism and terrorism	17%	17%	16%	18%	17%	12%	14%	17%	20%	22%	11%	13%
Responsible water use	16%	17%	15%	14%	18%	15%	14%	18%	21%	19%	10%	17%
Reducing landfill waste	16%	16%	16%	15%	18%	14%	18%	15%	18%	16%	10%	8%
Ensuring people and businesses pay their taxes	15%	16%	13%	16%	14%	15%	11%	17%	14%	20%	18%	18%
Nutritional value of food	15%	14%	15%	16%	15%	13%	15%	17%	15%	16%	9%	6%
Ethics and rules for new technology	14%	17%	11%	15%	13%	16%	10%	18%	17%	19%	11%	13%
Product packaging and plastics	13%	13%	13%	14%	13%	13%	15%	9%	7%	17%	8%	10%
Responsible sourcing of raw materials	13%	13%	12%	13%	13%	10%	13%	10%	13%	16%	9%	17%
Knowing where products come from	12%	12%	11%	12%	11%	12%	12%	13%	11%	10%	9%	13%
Enhancing animal Welfare	12%	9%	14%	14%	11%	9%	13%	13%	13%	11%	8%	2%
Responsible marketing	10%	11%	9%	10%	11%	8%	10%	12%	7%	10%	8%	10%

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	32%	24%	28%	21%	35%	36%	42%	34%	31%	24%	27%	40%	28%
Businesses	14%	10%	14%	12%	12%	19%	14%	13%	16%	12%	15%	14%	5%
Government	31%	46%	34%	25%	36%	28%	21%	27%	29%	45%	40%	29%	8%
Don't Know	24%	20%	24%	43%	17%	18%	22%	25%	23%	19%	18%	17%	59%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	32%	34%	29%	34%	31%	28%	30%	37%	36%	35%	21%	21%
Businesses	14%	14%	14%	11%	14%	17%	14%	14%	14%	15%	12%	6%
Government	31%	29%	32%	34%	29%	28%	33%	32%	31%	27%	22%	32%
Don't Know	24%	23%	26%	20%	26%	27%	23%	17%	19%	23%	45%	41%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(33.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	19%	23%	21%	13%	17%	19%	22%	21%	13%	20%	21%	24%	16%
Businesses	19%	12%	15%	17%	23%	21%	24%	20%	17%	15%	25%	20%	7%
Government	40%	46%	40%	29%	40%	44%	40%	36%	45%	49%	41%	42%	10%
Don't Know	22%	19%	24%	41%	20%	16%	15%	23%	24%	17%	12%	13%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(33.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	19%	22%	16%	20%	20%	15%	17%	22%	23%	23%	13%	14%
Businesses	19%	18%	20%	17%	20%	18%	19%	22%	21%	18%	12%	16%
Government	40%	39%	40%	45%	37%	40%	41%	42%	38%	40%	31%	33%
Don't Know	22%	21%	24%	18%	24%	26%	23%	14%	18%	19%	44%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	24%	24%	24%	19%	28%	22%	29%	27%	22%	18%	21%	35%	12%
Businesses	18%	14%	17%	12%	18%	23%	25%	19%	17%	14%	28%	21%	13%
Government	34%	41%	34%	27%	37%	39%	27%	29%	40%	49%	35%	28%	4%
Don't Know	23%	21%	25%	42%	17%	16%	20%	25%	20%	19%	16%	16%	71%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	24%	27%	22%	27%	24%	19%	23%	27%	31%	27%	16%	13%
Businesses	18%	20%	17%	17%	21%	13%	15%	20%	19%	25%	13%	20%
Government	34%	33%	35%	36%	31%	39%	37%	38%	30%	29%	25%	33%
Don't Know	23%	21%	26%	20%	24%	29%	25%	15%	20%	18%	46%	34%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	20%	23%	22%	12%	22%	19%	23%	21%	21%	14%	23%	37%	16%
Businesses	28%	24%	28%	20%	27%	31%	35%	29%	24%	30%	29%	26%	10%
Government	33%	32%	27%	29%	37%	41%	31%	31%	37%	38%	36%	21%	8%
Don't Know	19%	20%	23%	39%	13%	9%	10%	19%	17%	17%	11%	16%	65%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	20%	21%	20%	20%	20%	22%	21%	22%	21%	20%	11%	20%
Businesses	28%	27%	29%	31%	28%	21%	28%	30%	32%	31%	19%	21%
Government	33%	35%	31%	33%	33%	30%	30%	39%	33%	35%	26%	28%
Don't Know	19%	17%	21%	17%	18%	26%	21%	9%	14%	14%	43%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	23%	28%	22%	19%	23%	23%	23%	23%	26%	17%	22%	33%	14%
Businesses	34%	32%	32%	20%	31%	36%	49%	37%	33%	26%	41%	31%	5%
Government	21%	20%	23%	19%	26%	22%	17%	18%	19%	36%	26%	17%	2%
Don't Know	22%	21%	23%	41%	20%	19%	12%	23%	21%	20%	12%	19%	79%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	23%	25%	21%	23%	23%	20%	22%	25%	27%	25%	13%	14%
Businesses	34%	35%	34%	36%	35%	29%	33%	38%	34%	40%	26%	20%
Government	21%	20%	22%	24%	19%	20%	20%	24%	21%	20%	16%	31%
Don't Know	22%	21%	24%	18%	23%	30%	25%	13%	18%	15%	45%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(37.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	9%	11%	15%	11%	10%	5%	3%	6%	12%	13%	14%	17%	6%
Businesses	42%	32%	30%	22%	41%	59%	62%	46%	37%	37%	40%	43%	8%
Government	32%	39%	34%	27%	36%	30%	28%	31%	34%	34%	39%	30%	13%
Don't Know	17%	18%	22%	40%	13%	6%	6%	17%	17%	17%	7%	9%	73%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(37.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	9%	10%	7%	7%	9%	11%	11%	7%	8%	6%	7%	11%
Businesses	42%	42%	43%	47%	42%	33%	42%	43%	52%	47%	26%	31%
Government	32%	32%	31%	33%	32%	30%	29%	39%	31%	34%	25%	28%
Don't Know	17%	16%	19%	13%	17%	26%	18%	10%	9%	13%	42%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	15%	19%	18%	12%	16%	10%	14%	14%	15%	19%	14%	16%	20%
Businesses	46%	37%	37%	26%	48%	60%	63%	50%	39%	41%	54%	46%	16%
Government	19%	21%	21%	21%	23%	19%	15%	18%	20%	24%	24%	26%	0%
Don't Know	19%	23%	25%	41%	12%	11%	8%	18%	26%	16%	8%	12%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	15%	15%	14%	15%	14%	18%	16%	14%	17%	16%	7%	14%
Businesses	46%	47%	46%	49%	50%	30%	43%	56%	49%	51%	29%	37%
Government	19%	22%	17%	21%	17%	23%	19%	20%	20%	19%	21%	21%
Don't Know	19%	16%	23%	15%	19%	29%	22%	11%	14%	13%	43%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	7%	10%	14%	8%	7%	5%	2%	6%	7%	13%	7%	16%	2%
Businesses	53%	38%	30%	28%	55%	74%	84%	62%	42%	41%	42%	41%	8%
Government	23%	36%	34%	25%	27%	14%	10%	16%	34%	33%	43%	31%	25%
Don't Know	16%	16%	22%	39%	12%	7%	4%	16%	17%	13%	9%	12%	65%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	7%	9%	6%	7%	7%	11%	8%	6%	8%	7%	8%	13%
Businesses	53%	57%	49%	57%	56%	37%	49%	61%	64%	61%	31%	47%
Government	23%	19%	27%	25%	21%	26%	26%	26%	17%	22%	20%	10%
Don't Know	16%	15%	18%	11%	17%	26%	17%	7%	11%	11%	42%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	9%	13%	16%	7%	13%	4%	6%	8%	13%	11%	13%	11%	8%
Businesses	45%	32%	29%	22%	46%	63%	69%	50%	34%	35%	50%	49%	25%
Government	26%	32%	29%	30%	28%	21%	16%	24%	29%	31%	26%	25%	0%
Don't Know	20%	23%	26%	41%	14%	11%	9%	18%	23%	22%	11%	15%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	9%	10%	9%	11%	7%	16%	10%	10%	12%	9%	7%	7%
Businesses	45%	48%	42%	47%	48%	30%	39%	47%	52%	57%	35%	33%
Government	26%	26%	25%	27%	25%	25%	27%	31%	25%	21%	16%	27%
Don't Know	20%	16%	24%	15%	20%	29%	23%	12%	12%	13%	41%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Individuals	10%	12%	17%	11%	7%	7%	4%	8%	12%	12%	10%	7%	15%
Businesses	56%	44%	39%	31%	61%	72%	78%	62%	48%	43%	51%	70%	13%
Government	19%	25%	24%	18%	20%	14%	14%	15%	21%	28%	29%	14%	13%
Don't Know	16%	19%	21%	39%	11%	7%	4%	15%	20%	17%	10%	9%	59%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Individuals	10%	11%	8%	10%	8%	14%	10%	10%	14%	7%	9%	6%
Businesses	56%	53%	58%	57%	60%	39%	54%	66%	59%	59%	35%	38%
Government	19%	22%	16%	21%	16%	23%	18%	17%	19%	23%	15%	25%
Don't Know	16%	15%	18%	12%	16%	24%	19%	7%	8%	10%	41%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Making it easy for outsiders to understand how decisions are made inside the company	7%	11%	10%	6%	7%	4%	3%	6%	6%	12%	5%	10%	5%
Responsible water use	41%	33%	25%	23%	41%	56%	59%	45%	34%	34%	39%	39%	17%
Reducing landfill waste	41%	35%	27%	18%	44%	59%	58%	45%	40%	26%	47%	39%	5%
Responsible sourcing of raw materials	37%	33%	21%	20%	37%	54%	55%	43%	30%	24%	42%	35%	17%
Product packaging and plastics	35%	25%	22%	20%	38%	52%	48%	37%	36%	26%	37%	31%	11%
Biodiversity/improving nature	29%	26%	20%	16%	29%	42%	36%	31%	24%	24%	33%	33%	2%
Contributing to efforts to address climate change	27%	27%	19%	16%	26%	33%	40%	30%	22%	25%	32%	28%	3%
Knowing where products come from	21%	17%	16%	11%	19%	28%	29%	23%	14%	18%	24%	22%	3%
Employee health, safety, and wellbeing	21%	24%	17%	17%	23%	23%	24%	20%	24%	27%	20%	26%	4%
Enhancing animal Welfare	20%	13%	16%	12%	21%	27%	24%	20%	18%	18%	26%	27%	2%
Nutritional value of food	20%	23%	19%	16%	22%	21%	22%	19%	22%	24%	25%	26%	0%
Human rights	20%	27%	20%	17%	18%	19%	19%	18%	21%	32%	12%	22%	4%
Job creation	19%	18%	18%	27%	22%	11%	16%	19%	16%	23%	18%	20%	13%
Minimum pay standards for employees and workers in supply chain	15%	20%	16%	12%	18%	13%	11%	13%	15%	24%	11%	15%	8%
Ethics and rules for new technology	14%	13%	17%	8%	18%	11%	15%	13%	15%	17%	11%	11%	6%
Preventing corruption and bribery	13%	16%	10%	12%	12%	13%	15%	12%	11%	17%	14%	21%	13%
Diversity and Inclusion	12%	15%	10%	11%	13%	15%	11%	10%	13%	21%	10%	17%	2%
Community relations	12%	11%	11%	25%	9%	8%	7%	12%	7%	17%	10%	15%	6%
Countering extremism and terrorism	12%	13%	9%	22%	11%	10%	10%	13%	12%	13%	11%	9%	0%
Responsible marketing	11%	9%	13%	6%	13%	8%	14%	10%	11%	12%	15%	16%	9%
Ensuring people and businesses pay their taxes	10%	11%	9%	8%	10%	9%	10%	8%	11%	15%	11%	12%	0%
Use of customer data	10%	10%	10%	9%	12%	10%	10%	9%	12%	12%	11%	15%	12%
None of the above	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	14%

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Making it easy for outsiders to understand how decisions are made inside the company	7%	6%	8%	8%	7%	3%	8%	6%	6%	6%	5%	4%
Responsible water use	41%	41%	40%	41%	43%	29%	33%	46%	43%	54%	26%	37%
Reducing landfill waste	41%	41%	41%	42%	44%	30%	35%	47%	44%	52%	27%	40%
Responsible sourcing of raw materials	37%	39%	35%	38%	40%	27%	31%	46%	40%	47%	22%	44%
Product packaging and plastics	35%	35%	35%	39%	35%	27%	32%	39%	35%	44%	22%	28%
Biodiversity/improving nature	29%	29%	29%	31%	28%	26%	25%	35%	30%	35%	19%	24%
Contributing to efforts to address climate change	27%	27%	27%	31%	27%	21%	23%	33%	30%	31%	24%	25%
Knowing where products come from	21%	18%	23%	23%	21%	14%	19%	27%	23%	20%	13%	23%
Employee health, safety, and wellbeing	21%	21%	21%	22%	22%	19%	23%	24%	17%	23%	12%	17%
Enhancing animal Welfare	20%	18%	21%	23%	20%	10%	18%	22%	21%	25%	7%	20%
Nutritional value of food	20%	18%	23%	22%	21%	14%	20%	23%	17%	26%	9%	18%
Human rights	20%	20%	20%	20%	20%	16%	22%	22%	19%	19%	14%	12%
Job creation	19%	16%	22%	20%	15%	28%	19%	17%	18%	15%	36%	3%
Minimum pay standards for employees and workers in supply chain	15%	14%	15%	15%	15%	11%	16%	16%	14%	13%	9%	13%
Ethics and rules for new technology	14%	15%	12%	16%	12%	14%	11%	16%	12%	18%	13%	12%
Preventing corruption and bribery	13%	13%	12%	17%	11%	9%	12%	14%	16%	12%	10%	12%
Diversity and Inclusion	12%	12%	12%	14%	12%	8%	11%	15%	10%	14%	8%	11%
Community relations	12%	10%	13%	11%	8%	24%	10%	14%	9%	7%	31%	6%
Countering extremism and terrorism	12%	10%	15%	12%	9%	24%	12%	9%	11%	9%	32%	9%
Responsible marketing	11%	10%	12%	11%	11%	12%	12%	11%	11%	9%	10%	12%
Ensuring people and businesses pay their taxes	10%	10%	9%	10%	9%	9%	11%	9%	9%	9%	6%	5%
Use of customer data	10%	12%	9%	12%	9%	9%	10%	13%	7%	10%	13%	5%

(43.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
How much the product costs	62%	57%	45%	39%	69%	75%	80%	64%	57%	59%	64%	66%	35%
Whether the product is of a high quality	55%	51%	42%	36%	59%	65%	72%	60%	46%	48%	55%	61%	37%
Don't Know	5%	6%	5%	6%	5%	6%	4%	5%	4%	7%	11%	3%	4%
The reputation of the brand	46%	43%	40%	48%	46%	49%	47%	46%	49%	47%	37%	38%	34%
What country the product has been made in	38%	22%	26%	36%	38%	48%	50%	41%	33%	32%	36%	34%	10%
Whether the product has been made in an environmentally friendly way	27%	42%	33%	21%	25%	28%	21%	24%	31%	33%	33%	35%	26%
Whether the product has been recommended to me by other people	26%	35%	29%	38%	24%	16%	17%	25%	27%	29%	26%	28%	19%
Whether those who were involved in making the product have been paid well	18%	32%	25%	17%	20%	13%	9%	13%	26%	29%	22%	26%	18%
None of the above	4%	3%	3%	5%	6%	4%	4%	3%	5%	5%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

(43.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
How much the product costs	62%	62%	61%	66%	64%	45%	60%	67%	72%	68%	37%	46%
Whether the product is of a high quality	55%	59%	50%	58%	57%	42%	49%	62%	64%	63%	39%	55%
Don't Know	5%	5%	6%	6%	5%	5%	9%	5%	5%	1%	1%	4%
The reputation of the brand	46%	42%	49%	47%	44%	49%	41%	46%	46%	49%	58%	37%
What country the product has been made in	38%	36%	40%	41%	35%	41%	32%	40%	40%	40%	53%	32%
Whether the product has been made in an environmentally friendly way	27%	27%	28%	29%	28%	22%	26%	27%	27%	29%	27%	29%
Whether the product has been recommended to me by other people	26%	24%	27%	28%	21%	35%	23%	21%	24%	27%	49%	18%
Whether those who were involved in making the product have been paid well	18%	18%	18%	21%	17%	18%	19%	15%	21%	17%	19%	24%
None of the above	4%	3%	5%	3%	5%	2%	6%	3%	1%	4%	1%	2%

Note:

BASE: All Respondents

Public First Poll for BRODIE (US)

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. What country the product has been made in	4. The reputation of the brand	5. Whether the product has been made in an environmentally friendly way	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	30%	22%	10%	8%	10%	5%	5%
2	15%	21%	8%	13%	7%	5%	5%
3-Lowest Rank	10%	8%	11%	14%	6%	3%	6%
Not Selected	44%	48%	71%	65%	77%	86%	83%
Mean Rank	1.7	1.8	2.4	2.4	2.5	2.7	2.7
Standard Deviation	1.7	1.6	1	0.9	1	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	30%	30%	23%	25%	32%	35%	36%	31%	34%	23%	32%	26%	23%
2	15%	16%	9%	7%	12%	22%	24%	17%	8%	18%	16%	25%	2%
3-Lowest Rank	10%	6%	8%	4%	15%	13%	13%	11%	10%	9%	9%	10%	0%
Not Selected	44%	48%	60%	64%	41%	31%	28%	42%	49%	49%	44%	39%	75%
Mean Rank	1.7	1.7	2	2	1.7	1.4	1.3	1.6	1.7	1.8	1.7	1.6	2.3
Standard Deviation	1.7	1.8	1.6	1.7	1.7	1.6	1.5	1.7	1.8	1.6	1.8	1.6	1.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	30%	30%	30%	31%	32%	23%	33%	36%	35%	28%	15%	15%
2	15%	17%	14%	17%	15%	14%	12%	19%	19%	20%	9%	21%
3-Lowest Rank	10%	9%	11%	11%	11%	5%	10%	9%	11%	11%	8%	8%
Not Selected	44%	44%	45%	41%	42%	59%	45%	37%	35%	41%	69%	56%
Mean Rank	1.7	1.7	1.7	1.6	1.6	2	1.7	1.5	1.5	1.7	2.3	2
Standard Deviation	1.7	1.7	1.7	1.7	1.7	1.6	1.8	1.7	1.7	1.6	1.3	1.4

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(46.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	10%	15%	15%	9%	9%	9%	5%	9%	13%	11%	12%	12%	21%
2	7%	13%	7%	6%	7%	4%	5%	6%	6%	12%	3%	7%	4%
3-Lowest Rank	6%	9%	8%	4%	5%	6%	4%	5%	6%	8%	7%	12%	0%
Not Selected	77%	63%	69%	81%	80%	80%	86%	81%	74%	69%	78%	69%	74%
Mean Rank	2.5	2.2	2.3	2.6	2.6	2.6	2.7	2.6	2.4	2.4	2.5	2.4	2.3
Standard Deviation	1	1.3	1.3	0.9	0.9	0.9	0.6	0.9	1	1	1	1	1.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(46.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	10%	10%	10%	9%	10%	13%	10%	9%	8%	10%	15%	14%
2	7%	7%	6%	7%	8%	1%	6%	6%	9%	9%	5%	5%
3-Lowest Rank	6%	5%	6%	8%	5%	5%	6%	6%	7%	6%	4%	7%
Not Selected	77%	78%	77%	76%	77%	81%	78%	80%	76%	76%	76%	74%
Mean Rank	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.6	2.5	2.5	2.4	2.4
Standard Deviation	1	1	1	0.9	1	1	1	0.9	0.9	1	1.2	1.2

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(47.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	22%	14%	19%	15%	22%	26%	34%	26%	16%	18%	22%	32%	10%
2	21%	20%	16%	13%	23%	27%	26%	23%	18%	16%	26%	18%	15%
3-Lowest Rank	8%	12%	6%	5%	10%	10%	7%	8%	8%	10%	6%	7%	10%
Not Selected	48%	54%	59%	68%	45%	38%	33%	44%	58%	57%	46%	42%	65%
Mean Rank	1.8	2	2	2.2	1.8	1.6	1.4	1.7	2	2	1.8	1.6	2.3
Standard Deviation	1.6	1.3	1.5	1.3	1.5	1.5	1.6	1.6	1.4	1.4	1.6	1.8	1

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(47.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	22%	28%	16%	25%	24%	12%	15%	25%	25%	34%	18%	34%
2	21%	21%	21%	21%	21%	21%	22%	24%	25%	19%	13%	14%
3-Lowest Rank	8%	7%	9%	8%	8%	7%	8%	11%	10%	7%	4%	5%
Not Selected	48%	43%	54%	46%	47%	60%	55%	40%	41%	40%	64%	46%
Mean Rank	1.8	1.7	2	1.8	1.8	2	2	1.7	1.7	1.5	2	1.6
Standard Deviation	1.6	1.7	1.4	1.6	1.6	1.3	1.4	1.5	1.5	1.7	1.5	1.9

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(48.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	10%	4%	11%	14%	8%	10%	11%	12%	7%	6%	7%	6%	7%
2	8%	4%	5%	7%	9%	12%	12%	9%	9%	6%	9%	1%	4%
3-Lowest Rank	11%	6%	5%	10%	12%	13%	17%	11%	9%	11%	12%	12%	0%
Not Selected	71%	87%	79%	69%	71%	66%	60%	68%	74%	77%	72%	80%	90%
Mean Rank	2.4	2.8	2.5	2.3	2.5	2.3	2.3	2.4	2.5	2.6	2.5	2.7	2.7
Standard Deviation	1	0.5	1	1.2	0.9	1	1	1	0.9	0.7	0.8	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(48.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	10%	6%	14%	9%	7%	20%	9%	8%	11%	7%	25%	8%
2	8%	8%	9%	10%	8%	7%	7%	9%	8%	11%	10%	6%
3-Lowest Rank	11%	11%	10%	12%	10%	10%	7%	13%	12%	14%	10%	11%
Not Selected	71%	74%	67%	69%	75%	62%	77%	70%	69%	68%	54%	76%
Mean Rank	2.4	2.5	2.3	2.4	2.5	2	2.5	2.5	2.4	2.4	1.9	2.5
Standard Deviation	1	0.8	1.2	1	0.8	1.5	0.9	0.9	1	0.9	1.7	0.8

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(49.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	5%	11%	9%	7%	4%	3%	1%	4%	8%	9%	4%	11%	2%
2	5%	9%	8%	5%	6%	2%	1%	3%	9%	5%	4%	9%	12%
3-Lowest Rank	3%	7%	4%	2%	4%	2%	3%	2%	3%	6%	8%	3%	4%
Not Selected	86%	73%	79%	86%	86%	93%	95%	91%	80%	80%	84%	78%	82%
Mean Rank	2.7	2.4	2.5	2.7	2.7	2.9	2.9	2.8	2.5	2.6	2.7	2.5	2.7
Standard Deviation	0.6	1	0.9	0.7	0.6	0.3	0.2	0.4	0.9	0.9	0.5	1	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(49.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	5%	6%	5%	5%	5%	8%	6%	4%	6%	5%	5%	6%
2	5%	5%	4%	5%	5%	3%	5%	4%	4%	5%	7%	7%
3-Lowest Rank	3%	4%	3%	5%	2%	3%	3%	2%	4%	4%	5%	1%
Not Selected	86%	86%	87%	85%	88%	86%	86%	90%	87%	86%	84%	86%
Mean Rank	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.8	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.5	0.6	0.6	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(50.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	5%	8%	8%	9%	7%	2%	1%	5%	6%	8%	3%	4%	10%
2	5%	9%	5%	11%	4%	2%	3%	5%	7%	6%	9%	2%	0%
3-Lowest Rank	6%	6%	7%	11%	5%	5%	5%	8%	3%	5%	4%	6%	8%
Not Selected	83%	77%	80%	70%	85%	91%	91%	82%	85%	81%	84%	88%	81%
Mean Rank	2.7	2.5	2.6	2.4	2.7	2.8	2.9	2.7	2.7	2.6	2.7	2.8	2.6
Standard Deviation	0.7	0.9	0.8	1	0.7	0.3	0.3	0.6	0.7	0.8	0.6	0.5	0.9

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(50.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	5%	6%	5%	6%	4%	9%	5%	3%	4%	5%	13%	9%
2	5%	4%	7%	5%	4%	9%	5%	4%	4%	6%	13%	0%
3-Lowest Rank	6%	6%	7%	7%	5%	10%	4%	6%	6%	7%	16%	2%
Not Selected	83%	85%	81%	83%	86%	72%	86%	87%	86%	82%	58%	89%
Mean Rank	2.7	2.7	2.6	2.7	2.7	2.4	2.7	2.8	2.7	2.7	2.2	2.7
Standard Deviation	0.7	0.6	0.7	0.7	0.5	1	0.6	0.4	0.5	0.6	1.2	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1-Highest Rank	8%	10%	9%	10%	8%	7%	4%	6%	7%	14%	5%	3%	19%
2	13%	7%	11%	14%	18%	11%	13%	14%	12%	12%	7%	14%	0%
3-Lowest Rank	14%	16%	11%	18%	12%	16%	15%	16%	15%	11%	11%	11%	6%
Not Selected	65%	68%	69%	57%	63%	67%	68%	64%	66%	63%	76%	72%	74%
Mean Rank	2.4	2.4	2.4	2.2	2.3	2.4	2.5	2.4	2.4	2.2	2.6	2.5	2.4
Standard Deviation	0.9	1	1	1	1	0.9	0.8	0.9	0.9	1.2	0.7	0.7	1.4

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1-Highest Rank	8%	7%	9%	7%	8%	7%	9%	7%	5%	7%	7%	8%
2	13%	12%	14%	12%	12%	17%	10%	15%	16%	12%	20%	7%
3-Lowest Rank	14%	14%	15%	15%	13%	17%	12%	15%	14%	17%	22%	10%
Not Selected	65%	68%	63%	66%	67%	59%	69%	64%	65%	64%	51%	75%
Mean Rank	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.3	2.4	2.4	2.2	2.5
Standard Deviation	0.9	0.9	1	0.9	1	0.9	1	0.9	0.9	0.9	1	0.9

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
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: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
A soft drink	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%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
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: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
A soft drink	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%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
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: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
A soft drink	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%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(55.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	708	102	93	157	88	108	160	481	54	102	31	30	10
Weighted	694	77	121	127	111	111	147	406	125	106	35	13	9
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	65%	66%	69%	75%	59%	67%	57%	66%	76%	57%	56%	53%	43%
I would choose the t-shirt which costs what I would normally spend	23%	24%	20%	13%	24%	25%	31%	23%	11%	33%	29%	35%	14%
Don't Know	12%	10%	11%	12%	16%	7%	12%	11%	13%	10%	15%	12%	43%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(55.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?

	Gender		State Type			Education						
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	708	323	381	278	326	104	183	139	103	126	131	26
Weighted	694	356	334	238	331	125	262	120	68	142	82	21
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$0.50 more	65%	66%	64%	68%	58%	79%	57%	65%	65%	74%	81%	54%
I would choose the t-shirt which costs what I would normally spend	23%	23%	23%	21%	27%	14%	27%	25%	30%	20%	7%	18%
Don't Know	12%	11%	13%	11%	15%	6%	16%	10%	5%	7%	12%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(56.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	709	118	95	132	96	99	169	475	72	94	28	27	13
Weighted	720	92	131	122	117	104	154	404	154	96	37	15	14
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$1 more	61%	69%	66%	61%	58%	62%	53%	63%	58%	55%	75%	55%	35%
I would choose the t-shirt which costs what I would normally spend	27%	19%	23%	21%	27%	33%	37%	27%	27%	33%	18%	27%	17%
Don't Know	12%	12%	11%	18%	15%	5%	11%	10%	15%	12%	7%	18%	47%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(56.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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	709	327	381	253	354	102	195	144	89	137	117	27
Weighted	720	356	362	207	384	129	273	127	70	155	67	27
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$1 more	61%	57%	64%	59%	57%	75%	54%	64%	52%	65%	77%	74%
I would choose the t-shirt which costs what I would normally spend	27%	30%	25%	30%	30%	15%	30%	26%	42%	26%	13%	12%
Don't Know	12%	13%	11%	11%	13%	10%	16%	10%	6%	9%	10%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	663	105	98	123	77	113	147	454	58	81	40	24	6
Weighted	657	76	119	107	100	118	138	397	122	75	44	13	5
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$2.50 more	50%	61%	65%	69%	43%	39%	31%	48%	59%	52%	50%	41%	0%
I would choose the t-shirt which costs what I would normally spend	37%	27%	23%	20%	46%	51%	48%	39%	32%	33%	39%	48%	36%
Don't Know	13%	12%	12%	11%	11%	9%	21%	14%	9%	15%	11%	11%	64%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	663	314	346	235	348	80	175	136	91	136	94	31
Weighted	657	346	309	207	350	100	227	109	73	157	63	28
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$2.50 more	50%	44%	56%	50%	44%	70%	44%	51%	47%	53%	61%	59%
I would choose the t-shirt which costs what I would normally spend	37%	42%	31%	37%	42%	19%	38%	41%	41%	37%	24%	29%
Don't Know	13%	14%	12%	13%	14%	10%	17%	9%	13%	11%	14%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	685	116	96	132	77	106	158	476	66	73	23	31	16
Weighted	686	86	114	131	105	105	144	406	132	79	33	16	18
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$5 more	46%	55%	57%	55%	51%	31%	32%	48%	38%	56%	38%	52%	29%
I would choose the t-shirt which costs what I would normally spend	41%	36%	29%	29%	41%	52%	56%	39%	50%	31%	57%	27%	23%
Don't Know	13%	10%	15%	16%	8%	17%	12%	12%	12%	13%	5%	21%	48%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	685	326	356	253	338	94	205	146	80	113	115	26
Weighted	686	346	335	219	349	118	284	127	59	127	71	17
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$5 more	46%	41%	51%	49%	40%	59%	42%	42%	48%	46%	66%	52%
I would choose the t-shirt which costs what I would normally spend	41%	46%	35%	40%	46%	27%	44%	47%	40%	42%	20%	13%
Don't Know	13%	13%	13%	11%	14%	15%	14%	11%	12%	11%	13%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	732	123	96	151	93	120	149	509	66	88	38	25	6
Weighted	718	92	118	138	109	125	135	444	115	92	51	11	5
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$10 more	40%	46%	53%	56%	44%	27%	16%	36%	55%	47%	31%	16%	0%
I would choose the t-shirt which costs what I would normally spend	45%	40%	33%	30%	42%	60%	66%	48%	39%	38%	54%	56%	24%
Don't Know	15%	15%	14%	14%	14%	13%	18%	16%	6%	15%	15%	28%	76%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender		State Type			Education						
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	732	346	383	260	366	106	195	136	95	152	127	27
Weighted	718	355	361	225	362	131	258	122	66	170	84	18
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$10 more	40%	39%	40%	41%	32%	60%	42%	26%	24%	39%	71%	27%
I would choose the t-shirt which costs what I would normally spend	45%	48%	44%	43%	52%	31%	40%	63%	60%	49%	17%	50%
Don't Know	15%	13%	16%	16%	16%	8%	19%	11%	16%	12%	12%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	666	116	90	123	78	108	151	460	50	82	28	39	7
Weighted	646	84	111	110	103	104	134	406	101	83	33	17	7
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$25 more	30%	40%	52%	44%	29%	10%	9%	28%	37%	32%	16%	51%	23%
I would choose the t-shirt which costs what I would normally spend	57%	44%	33%	41%	66%	77%	74%	59%	46%	56%	74%	43%	43%
Don't Know	13%	16%	15%	14%	5%	13%	17%	13%	17%	12%	10%	5%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender		State Type			Education						
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	666	300	362	237	346	83	195	147	72	112	119	21
Weighted	646	298	343	191	347	108	262	119	58	121	72	14
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend \$25 more	30%	26%	33%	27%	23%	58%	25%	28%	24%	25%	65%	19%
I would choose the t-shirt which costs what I would normally spend	57%	61%	54%	61%	61%	34%	59%	63%	61%	63%	24%	54%
Don't Know	13%	13%	13%	12%	16%	8%	15%	9%	15%	12%	11%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	700	129	87	133	90	105	156	477	72	91	24	25	11
Weighted	711	98	110	127	112	118	145	417	145	94	29	12	13
I would choose the t-shirt from the company which has half the emissions, and spend \$0.50 more	59%	66%	52%	65%	58%	60%	55%	61%	65%	49%	52%	59%	28%
I would choose the t-shirt which costs what I would normally spend	28%	24%	27%	20%	29%	32%	33%	26%	23%	39%	42%	25%	31%
Don't Know	13%	10%	21%	15%	12%	8%	12%	13%	12%	12%	5%	17%	41%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	700	328	367	258	355	87	203	144	88	141	96	28
Weighted	711	353	352	226	369	116	285	119	69	153	61	25
I would choose the t-shirt from the company which has half the emissions, and spend \$0.50 more	59%	57%	61%	57%	56%	74%	52%	68%	56%	64%	75%	41%
I would choose the t-shirt which costs what I would normally spend	28%	29%	27%	31%	30%	14%	33%	22%	37%	26%	11%	24%
Don't Know	13%	14%	12%	12%	14%	13%	15%	11%	7%	10%	15%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	679	120	89	122	82	112	154	451	61	86	37	35	9
Weighted	645	82	114	102	103	108	136	378	116	82	45	15	8
I would choose the t-shirt from the company which has half the emissions, and spend \$1 more	58%	55%	62%	61%	62%	47%	58%	60%	60%	51%	50%	42%	41%
I would choose the t-shirt which costs what I would normally spend	28%	27%	24%	19%	22%	45%	32%	25%	25%	42%	35%	39%	15%
Don't Know	14%	18%	14%	20%	15%	8%	11%	14%	15%	7%	15%	20%	44%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	679	307	370	245	349	85	198	143	81	124	106	27
Weighted	645	316	328	199	342	104	253	123	59	131	62	17
I would choose the t-shirt from the company which has half the emissions, and spend \$1 more	58%	58%	57%	56%	56%	68%	53%	60%	58%	63%	64%	56%
I would choose the t-shirt which costs what I would normally spend	28%	29%	28%	32%	30%	17%	31%	29%	34%	26%	17%	13%
Don't Know	14%	13%	15%	13%	14%	16%	16%	11%	8%	11%	19%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	671	101	93	131	79	104	163	488	47	75	26	28	7
Weighted	642	77	103	113	97	101	150	424	90	72	34	13	7
I would choose the t-shirt from the company which has half the emissions, and spend \$2.50 more	50%	49%	54%	66%	51%	47%	38%	55%	52%	35%	35%	40%	0%
I would choose the t-shirt which costs what I would normally spend	35%	35%	27%	20%	31%	40%	51%	32%	35%	42%	47%	49%	45%
Don't Know	15%	16%	19%	14%	18%	12%	11%	13%	13%	24%	18%	11%	55%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender		State Type			Education						
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	671	323	345	235	340	96	182	134	87	122	122	24
Weighted	642	314	323	187	332	122	242	115	63	130	74	18
I would choose the t-shirt from the company which has half the emissions, and spend \$2.50 more	50%	51%	50%	49%	44%	69%	45%	50%	30%	64%	63%	42%
I would choose the t-shirt which costs what I would normally spend	35%	35%	35%	39%	38%	21%	34%	42%	53%	29%	20%	44%
Don't Know	15%	14%	16%	11%	18%	10%	20%	9%	17%	7%	17%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	731	115	102	155	80	126	153	505	66	88	30	31	11
Weighted	734	90	130	144	100	125	145	451	136	88	33	16	11
I would choose the t-shirt from the company which has half the emissions, and spend \$5 more	40%	48%	55%	62%	37%	23%	18%	41%	37%	38%	56%	60%	14%
I would choose the t-shirt which costs what I would normally spend	45%	40%	32%	22%	54%	60%	66%	45%	47%	51%	39%	32%	22%
Don't Know	14%	12%	13%	15%	9%	18%	16%	14%	16%	10%	4%	9%	64%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	731	340	388	267	358	106	195	146	91	139	129	31
Weighted	734	382	349	229	382	123	263	127	73	160	87	24
I would choose the t-shirt from the company which has half the emissions, and spend \$5 more	40%	36%	45%	41%	32%	63%	36%	32%	29%	42%	69%	48%
I would choose the t-shirt which costs what I would normally spend	45%	50%	40%	46%	51%	28%	46%	58%	58%	47%	18%	31%
Don't Know	14%	14%	15%	13%	17%	9%	18%	10%	13%	11%	13%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	697	118	106	125	88	98	162	456	65	94	42	28	12
Weighted	695	83	135	120	108	105	143	395	128	93	53	15	12
I would choose the t-shirt from the company which has half the emissions, and spend \$10 more	33%	48%	50%	46%	32%	18%	10%	30%	43%	40%	21%	50%	21%
I would choose the t-shirt which costs what I would normally spend	50%	38%	31%	37%	56%	63%	69%	54%	38%	46%	60%	38%	20%
Don't Know	17%	14%	19%	17%	12%	19%	20%	16%	19%	14%	18%	12%	59%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	697	331	363	263	348	86	194	137	102	137	106	21
Weighted	695	357	335	235	349	111	265	124	74	146	67	19
I would choose the t-shirt from the company which has half the emissions, and spend \$10 more	33%	36%	30%	29%	32%	45%	26%	33%	25%	41%	54%	37%
I would choose the t-shirt which costs what I would normally spend	50%	49%	50%	56%	49%	37%	50%	56%	57%	49%	33%	31%
Don't Know	17%	15%	19%	15%	19%	18%	24%	11%	18%	10%	13%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	680	106	91	136	92	109	146	464	64	86	29	29	8
Weighted	688	82	121	117	125	111	132	388	139	102	39	13	6
I would choose the t-shirt from the company which has half the emissions, and spend \$25 more	28%	32%	44%	48%	17%	20%	9%	26%	38%	27%	8%	25%	8%
I would choose the t-shirt which costs what I would normally spend	59%	55%	41%	32%	72%	68%	80%	60%	53%	56%	82%	53%	0%
Don't Know	14%	13%	16%	19%	12%	13%	11%	14%	9%	17%	10%	22%	92%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	680	307	371	248	337	95	176	144	81	122	130	27
Weighted	688	335	352	212	352	124	259	117	57	156	79	20
I would choose the t-shirt from the company which has half the emissions, and spend \$25 more	28%	24%	31%	24%	18%	61%	26%	15%	15%	27%	61%	37%
I would choose the t-shirt which costs what I would normally spend	59%	64%	54%	67%	64%	28%	57%	77%	72%	63%	25%	35%
Don't Know	14%	13%	15%	9%	18%	11%	18%	8%	13%	10%	14%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	710	107	101	138	99	102	163	497	53	91	29	29	11
Weighted	698	80	117	128	115	106	152	426	116	95	37	12	13
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$0.50 more	38%	32%	50%	61%	39%	23%	23%	38%	43%	35%	26%	56%	36%
I would choose the t-shirt which costs what I would normally spend	45%	52%	29%	18%	49%	61%	62%	44%	40%	50%	63%	32%	39%
Don't Know	17%	16%	21%	21%	13%	17%	16%	18%	17%	14%	11%	11%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	710	323	383	264	347	99	197	135	89	133	128	28
Weighted	698	364	330	226	358	114	267	104	63	165	78	21
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$0.50 more	38%	38%	38%	37%	33%	57%	37%	27%	32%	35%	65%	46%
I would choose the t-shirt which costs what I would normally spend	45%	47%	42%	47%	47%	33%	44%	57%	53%	53%	13%	22%
Don't Know	17%	15%	19%	16%	20%	10%	19%	16%	16%	12%	22%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	708	132	110	132	69	110	155	475	76	88	36	26	7
Weighted	717	102	151	124	90	118	133	408	157	88	44	14	7
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$1 more	38%	41%	42%	53%	40%	20%	31%	39%	34%	45%	33%	32%	8%
I would choose the t-shirt which costs what I would normally spend	45%	30%	35%	32%	49%	68%	56%	46%	46%	41%	44%	55%	0%
Don't Know	17%	28%	23%	15%	11%	12%	12%	15%	20%	14%	23%	13%	92%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	708	334	372	272	356	80	200	135	93	142	113	25
Weighted	717	346	369	217	375	125	290	121	73	144	68	21
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$1 more	38%	40%	36%	44%	32%	45%	30%	39%	29%	44%	60%	52%
I would choose the t-shirt which costs what I would normally spend	45%	43%	47%	43%	49%	38%	50%	49%	58%	41%	21%	14%
Don't Know	17%	17%	17%	13%	19%	17%	20%	12%	12%	15%	19%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	662	115	91	110	94	109	143	442	69	79	38	27	7
Weighted	689	98	119	102	129	109	133	385	153	85	45	14	7
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$2.50 more	31%	35%	38%	51%	32%	21%	12%	30%	27%	34%	46%	36%	0%
I would choose the t-shirt which costs what I would normally spend	53%	44%	50%	29%	49%	71%	68%	54%	58%	52%	32%	52%	18%
Don't Know	17%	21%	13%	20%	19%	8%	19%	17%	14%	14%	22%	13%	82%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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?

	Gender		State Type			Education						
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	662	331	327	248	326	88	174	141	96	123	100	28
Weighted	689	365	320	220	344	126	259	125	69	150	66	20
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$2.50 more	31%	33%	28%	34%	23%	45%	27%	22%	22%	32%	62%	47%
I would choose the t-shirt which costs what I would normally spend	53%	52%	53%	51%	59%	38%	52%	63%	64%	56%	23%	31%
Don't Know	17%	15%	19%	15%	17%	18%	21%	14%	14%	12%	16%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	689	109	78	149	93	118	142	464	64	79	30	39	13
Weighted	678	82	95	127	112	128	135	411	118	85	33	19	12
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$5 more	29%	42%	45%	52%	25%	14%	7%	27%	41%	33%	20%	28%	10%
I would choose the t-shirt which costs what I would normally spend	58%	47%	41%	29%	65%	73%	82%	61%	45%	52%	69%	68%	53%
Don't Know	13%	11%	14%	20%	10%	13%	11%	12%	15%	15%	11%	5%	37%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	689	318	367	221	358	110	191	145	89	116	124	24
Weighted	678	344	330	199	354	125	250	128	73	124	80	24
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$5 more	29%	23%	36%	28%	21%	53%	25%	21%	18%	32%	63%	30%
I would choose the t-shirt which costs what I would normally spend	58%	63%	51%	59%	64%	37%	63%	67%	70%	53%	24%	52%
Don't Know	13%	13%	13%	13%	15%	10%	12%	13%	12%	16%	14%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	699	109	86	130	86	114	174	482	55	96	27	26	13
Weighted	679	76	107	120	115	103	158	406	117	90	39	12	15
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$10 more	21%	31%	36%	42%	15%	8%	3%	21%	20%	22%	19%	35%	15%
I would choose the t-shirt which costs what I would normally spend	65%	54%	44%	44%	68%	83%	86%	65%	64%	70%	72%	54%	24%
Don't Know	14%	15%	20%	14%	17%	10%	11%	14%	16%	8%	9%	11%	61%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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?

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	699	323	374	271	352	76	200	143	84	140	106	26
Weighted	679	338	339	231	354	95	260	124	58	155	66	17
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$10 more	21%	25%	17%	19%	16%	45%	19%	13%	6%	25%	48%	21%
I would choose the t-shirt which costs what I would normally spend	65%	60%	70%	71%	67%	40%	65%	72%	82%	67%	35%	54%
Don't Know	14%	14%	14%	10%	17%	15%	17%	14%	12%	8%	17%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	663	106	102	127	70	101	157	465	47	87	28	29	7
Weighted	636	67	127	112	85	105	139	405	87	89	36	14	5
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$25 more	23%	36%	41%	42%	9%	10%	5%	22%	33%	29%	4%	24%	0%
I would choose the t-shirt which costs what I would normally spend	62%	51%	43%	38%	76%	77%	83%	63%	52%	57%	81%	71%	22%
Don't Know	15%	13%	16%	20%	15%	13%	12%	15%	15%	14%	15%	5%	78%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	663	307	354	240	337	86	186	149	79	120	102	27
Weighted	636	301	333	195	336	105	240	122	57	134	62	21
I would choose the t-shirt from the company which pays more tax in the UK, and spend \$25 more	23%	22%	24%	20%	17%	51%	18%	17%	14%	27%	60%	18%
I would choose the t-shirt which costs what I would normally spend	62%	63%	61%	67%	66%	38%	63%	71%	77%	61%	28%	63%
Don't Know	15%	15%	15%	13%	17%	12%	20%	12%	9%	11%	13%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(73.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	711	104	102	152	89	99	165	489	61	76	34	37	14
Weighted	685	76	116	133	114	107	139	413	117	84	41	18	12
I would choose the phone from the company which pays a fair wage, and spend \$5 more	49%	57%	49%	60%	47%	38%	45%	51%	44%	50%	48%	40%	32%
I would choose the phone which costs what I would normally spend	39%	31%	30%	29%	42%	52%	46%	38%	42%	44%	38%	43%	5%
Don't Know	12%	12%	21%	11%	11%	10%	8%	11%	14%	6%	13%	17%	64%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(73.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	711	305	405	254	348	109	182	136	87	135	138	33
Weighted	685	320	363	210	344	131	254	111	62	146	88	24
I would choose the phone from the company which pays a fair wage, and spend \$5 more	49%	48%	50%	48%	45%	62%	34%	52%	53%	58%	71%	52%
I would choose the phone which costs what I would normally spend	39%	40%	37%	40%	42%	28%	50%	41%	39%	33%	19%	14%
Don't Know	12%	12%	13%	11%	13%	11%	16%	7%	8%	8%	10%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(74.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	692	122	93	138	78	111	150	475	57	93	29	28	10
Weighted	675	84	110	126	111	112	131	408	117	92	34	15	8
I would choose the phone from the company which pays a fair wage, and spend \$10 more	43%	45%	48%	53%	34%	43%	33%	44%	46%	43%	36%	23%	6%
I would choose the phone which costs what I would normally spend	44%	41%	30%	30%	55%	53%	54%	44%	41%	41%	50%	65%	28%
Don't Know	14%	15%	21%	18%	11%	4%	13%	12%	13%	16%	14%	12%	65%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(74.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	692	302	386	238	373	81	207	146	85	131	101	22
Weighted	675	311	359	209	361	105	268	122	69	135	63	18
I would choose the phone from the company which pays a fair wage, and spend \$10 more	43%	43%	42%	47%	35%	62%	35%	38%	30%	58%	59%	55%
I would choose the phone which costs what I would normally spend	44%	46%	42%	47%	47%	28%	46%	60%	56%	31%	25%	16%
Don't Know	14%	11%	16%	7%	18%	10%	19%	2%	14%	11%	15%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(75.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	722	122	93	132	97	111	167	484	68	96	32	31	11
Weighted	732	89	119	125	121	118	160	433	137	100	37	14	11
I would choose the phone from the company which pays a fair wage, and spend \$25 more	33%	45%	41%	43%	30%	25%	19%	36%	29%	31%	19%	31%	18%
I would choose the phone which costs what I would normally spend	53%	41%	42%	37%	58%	62%	70%	50%	60%	53%	64%	64%	30%
Don't Know	14%	14%	17%	19%	12%	12%	12%	14%	11%	16%	17%	5%	51%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(75.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	722	356	363	257	372	93	195	148	95	132	122	30
Weighted	732	394	336	223	379	130	283	124	75	149	78	24
I would choose the phone from the company which pays a fair wage, and spend \$25 more	33%	30%	35%	35%	26%	49%	33%	21%	27%	32%	58%	36%
I would choose the phone which costs what I would normally spend	53%	55%	51%	54%	61%	30%	49%	72%	64%	57%	22%	40%
Don't Know	14%	15%	14%	12%	13%	21%	18%	7%	9%	11%	20%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(76.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	696	118	88	115	85	124	166	472	73	82	37	24	8
Weighted	717	92	125	109	97	135	158	409	160	83	49	9	7
I would choose the phone from the company which pays a fair wage, and spend \$50 more	30%	38%	47%	47%	20%	23%	15%	32%	30%	29%	18%	48%	25%
I would choose the phone which costs what I would normally spend	57%	46%	43%	36%	67%	66%	77%	56%	62%	56%	66%	37%	17%
Don't Know	12%	15%	11%	17%	13%	11%	8%	13%	7%	15%	16%	15%	57%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(76.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?

		Gender		State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	696	334	362	257	364	75	192	151	94	131	100	28
Weighted	717	376	341	212	399	105	266	138	68	155	61	29
I would choose the phone from the company which pays a fair wage, and spend \$50 more	30%	31%	30%	23%	30%	45%	30%	25%	28%	25%	55%	36%
I would choose the phone which costs what I would normally spend	57%	58%	57%	66%	56%	44%	55%	67%	58%	67%	26%	43%
Don't Know	12%	12%	13%	11%	14%	11%	15%	7%	14%	9%	18%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(77.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	646	107	97	120	74	103	145	443	58	86	21	28	10
Weighted	632	81	126	109	89	91	137	388	105	85	26	14	14
I would choose the phone from the company which pays a fair wage, and spend \$100 more	27%	41%	38%	49%	20%	13%	6%	29%	22%	28%	13%	39%	40%
I would choose the phone which costs what I would normally spend	59%	44%	41%	35%	71%	80%	82%	59%	64%	58%	69%	50%	25%
Don't Know	14%	15%	22%	16%	9%	7%	12%	13%	14%	14%	17%	11%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(77.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?

		Gender		State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	646	309	332	249	316	81	191	133	94	115	94	19
Weighted	632	320	306	215	321	96	251	114	63	136	56	13
I would choose the phone from the company which pays a fair wage, and spend \$100 more	27%	26%	27%	22%	24%	50%	23%	24%	17%	31%	55%	31%
I would choose the phone which costs what I would normally spend	59%	62%	57%	68%	58%	41%	58%	65%	69%	62%	32%	48%
Don't Know	14%	12%	16%	9%	18%	9%	19%	11%	13%	7%	13%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(78.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	682	114	95	140	86	106	141	471	56	87	35	28	5
Weighted	668	90	118	118	112	105	126	397	117	88	46	15	5
I would choose the phone from the company which pays a fair wage, and spend \$250 more	27%	31%	35%	54%	28%	13%	1%	25%	34%	31%	9%	46%	32%
I would choose the phone which costs what I would normally spend	59%	50%	49%	37%	62%	72%	84%	60%	57%	58%	73%	41%	12%
Don't Know	14%	19%	16%	9%	10%	15%	15%	15%	9%	11%	18%	13%	56%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(78.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?

		Gender		State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	682	330	347	261	312	109	181	134	75	139	127	26
Weighted	668	336	327	220	320	128	245	115	57	155	80	16
I would choose the phone from the company which pays a fair wage, and spend \$250 more	27%	27%	27%	25%	17%	55%	21%	14%	13%	28%	70%	34%
I would choose the phone which costs what I would normally spend	59%	61%	58%	64%	66%	35%	65%	73%	66%	61%	21%	34%
Don't Know	14%	12%	15%	11%	17%	10%	14%	13%	21%	12%	10%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	665	114	92	120	102	102	135	450	75	79	27	23	11
Weighted	684	84	113	112	135	111	129	385	155	82	39	12	11
I would choose the phone from the company which has half the carbon emissions, and spend \$5 more	49%	57%	42%	53%	51%	50%	42%	53%	47%	33%	41%	65%	50%
I would choose the phone which costs what I would normally spend	38%	29%	39%	32%	34%	42%	48%	34%	42%	54%	45%	22%	0%
Don't Know	13%	13%	19%	15%	15%	7%	9%	13%	11%	13%	14%	13%	50%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	665	293	369	232	343	90	186	135	82	127	106	29
Weighted	684	325	356	209	360	115	266	120	62	146	65	25
I would choose the phone from the company which has half the carbon emissions, and spend \$5 more	49%	50%	47%	47%	44%	67%	40%	49%	40%	58%	66%	64%
I would choose the phone which costs what I would normally spend	38%	38%	39%	42%	42%	19%	45%	40%	50%	32%	16%	14%
Don't Know	13%	12%	14%	11%	14%	14%	15%	12%	10%	10%	18%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	719	114	83	150	87	126	159	490	61	96	34	23	15
Weighted	727	93	106	141	106	122	159	430	129	99	45	9	15
I would choose the phone from the company which has half the carbon emissions, and spend \$10 more	47%	52%	53%	58%	45%	43%	33%	50%	45%	46%	31%	41%	11%
I would choose the phone which costs what I would normally spend	39%	38%	29%	26%	43%	38%	55%	35%	46%	40%	53%	48%	36%
Don't Know	14%	10%	18%	16%	12%	19%	11%	15%	8%	14%	17%	12%	54%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	719	339	375	263	359	97	201	155	89	135	120	19
Weighted	727	358	363	230	371	126	272	139	69	156	76	15
I would choose the phone from the company which has half the carbon emissions, and spend \$10 more	47%	45%	47%	44%	44%	59%	43%	44%	40%	52%	59%	37%
I would choose the phone which costs what I would normally spend	39%	41%	38%	44%	41%	26%	40%	45%	47%	38%	22%	36%
Don't Know	14%	14%	15%	12%	16%	14%	17%	11%	13%	10%	18%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(81.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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	646	122	87	118	75	108	136	427	59	82	30	38	10
Weighted	622	89	113	104	92	114	110	359	115	85	38	17	9
I would choose the phone from the company which has half the carbon emissions, and spend \$25 more	35%	35%	38%	52%	33%	33%	20%	37%	37%	22%	45%	32%	43%
I would choose the phone which costs what I would normally spend	50%	47%	44%	32%	63%	52%	63%	47%	55%	60%	51%	41%	13%
Don't Know	15%	18%	18%	16%	4%	16%	17%	16%	8%	18%	4%	27%	45%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(81.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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	646	295	350	233	327	86	186	128	88	116	97	31
Weighted	622	309	312	196	315	111	235	103	67	127	64	26
I would choose the phone from the company which has half the carbon emissions, and spend \$25 more	35%	37%	33%	35%	30%	49%	28%	29%	30%	37%	61%	62%
I would choose the phone which costs what I would normally spend	50%	51%	49%	53%	52%	39%	56%	62%	56%	45%	24%	23%
Don't Know	15%	12%	18%	12%	18%	12%	16%	9%	14%	18%	15%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(82.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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	705	109	111	145	80	113	147	478	53	93	31	38	12
Weighted	694	79	135	125	111	109	136	419	114	95	38	17	11
I would choose the phone from the company which has half the carbon emissions, and spend \$50 more	33%	31%	42%	55%	33%	25%	12%	35%	26%	37%	22%	38%	32%
I would choose the phone which costs what I would normally spend	49%	54%	40%	28%	44%	61%	68%	46%	56%	51%	62%	51%	10%
Don't Know	18%	15%	18%	17%	23%	14%	20%	19%	18%	12%	16%	11%	58%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(82.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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	705	343	358	251	349	105	196	145	90	121	125	28
Weighted	694	362	328	201	362	131	277	121	62	140	75	18
I would choose the phone from the company which has half the carbon emissions, and spend \$50 more	33%	31%	35%	32%	26%	52%	29%	26%	19%	36%	69%	20%
I would choose the phone which costs what I would normally spend	49%	52%	46%	51%	52%	35%	47%	68%	66%	49%	13%	50%
Don't Know	18%	17%	19%	16%	21%	12%	24%	6%	15%	16%	19%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(83.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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	717	99	90	149	96	101	182	507	58	82	35	29	6
Weighted	712	75	118	133	117	101	168	433	125	89	44	15	6
I would choose the phone from the company which has half the carbon emissions, and spend \$100 more	28%	36%	39%	50%	23%	18%	9%	29%	27%	34%	13%	25%	0%
I would choose the phone which costs what I would normally spend	59%	48%	44%	36%	63%	73%	81%	60%	63%	45%	69%	50%	61%
Don't Know	13%	16%	17%	14%	14%	9%	10%	11%	10%	20%	18%	24%	39%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(83.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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	717	343	371	269	345	103	172	147	93	144	136	25
Weighted	712	375	335	228	357	127	244	130	68	167	84	20
I would choose the phone from the company which has half the carbon emissions, and spend \$100 more	28%	28%	28%	28%	21%	48%	28%	19%	17%	25%	62%	20%
I would choose the phone which costs what I would normally spend	59%	62%	56%	60%	65%	40%	57%	73%	67%	65%	27%	54%
Don't Know	13%	10%	16%	12%	14%	11%	16%	8%	17%	11%	12%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(84.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 carbon 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	701	120	105	124	73	104	175	495	58	88	31	25	4
Weighted	674	86	130	111	86	111	150	432	109	82	31	14	5
I would choose the phone from the company which has half the carbon emissions, and spend \$250 more	25%	41%	38%	41%	24%	6%	6%	23%	23%	34%	22%	36%	45%
I would choose the phone which costs what I would normally spend	60%	46%	43%	40%	63%	81%	81%	62%	59%	56%	61%	47%	0%
Don't Know	15%	13%	19%	19%	13%	13%	14%	15%	18%	9%	17%	17%	55%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(84.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 carbon 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	701	323	376	268	353	80	207	138	88	131	111	26
Weighted	674	329	343	223	355	96	272	111	66	134	72	20
I would choose the phone from the company which has half the carbon emissions, and spend \$250 more	25%	26%	24%	22%	18%	54%	19%	19%	17%	32%	47%	19%
I would choose the phone which costs what I would normally spend	60%	60%	60%	68%	63%	32%	61%	71%	69%	60%	37%	42%
Don't Know	15%	14%	16%	10%	19%	14%	19%	10%	14%	8%	15%	39%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(85.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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	715	105	112	123	94	113	168	491	63	81	30	37	13
Weighted	724	83	138	112	127	112	153	423	150	85	37	17	13
I would choose the phone from the company which pays more tax in the UK, and spend \$5 more	38%	31%	47%	49%	38%	36%	25%	41%	34%	35%	32%	31%	0%
I would choose the phone which costs what I would normally spend	45%	42%	34%	32%	43%	50%	63%	45%	44%	50%	37%	41%	43%
Don't Know	18%	27%	19%	20%	18%	14%	12%	14%	21%	15%	31%	28%	57%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(85.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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	715	360	351	293	341	81	208	152	94	128	99	34
Weighted	724	374	347	242	356	126	292	123	77	147	59	27
I would choose the phone from the company which pays more tax in the UK, and spend \$5 more	38%	38%	38%	36%	33%	52%	29%	37%	33%	45%	61%	47%
I would choose the phone which costs what I would normally spend	45%	48%	42%	54%	43%	34%	46%	52%	54%	43%	26%	22%
Don't Know	18%	15%	21%	10%	24%	14%	24%	10%	13%	12%	13%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(86.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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	658	103	92	121	80	123	139	456	48	93	29	23	9
Weighted	645	74	112	114	99	131	114	393	93	102	35	12	9
I would choose the phone from the company which pays more tax in the UK, and spend \$10 more	33%	37%	41%	54%	24%	20%	21%	30%	48%	31%	22%	28%	40%
I would choose the phone which costs what I would normally spend	52%	47%	33%	27%	58%	70%	72%	55%	38%	53%	60%	54%	12%
Don't Know	16%	16%	26%	19%	18%	9%	7%	15%	14%	15%	18%	17%	48%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(86.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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	658	318	338	238	341	79	187	139	72	119	115	26
Weighted	645	341	302	191	357	97	250	109	57	137	70	22
I would choose the phone from the company which pays more tax in the UK, and spend \$10 more	33%	37%	27%	32%	29%	47%	24%	36%	28%	34%	59%	30%
I would choose the phone which costs what I would normally spend	52%	51%	54%	52%	57%	34%	53%	56%	63%	59%	24%	36%
Don't Know	16%	13%	19%	16%	14%	19%	23%	8%	9%	7%	17%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	694	109	95	151	83	96	160	468	59	89	40	28	10
Weighted	712	85	133	127	107	106	154	419	122	96	52	13	9
I would choose the phone from the company which pays more tax in the UK, and spend \$25 more	28%	43%	39%	51%	23%	11%	8%	28%	25%	29%	32%	47%	38%
I would choose the phone which costs what I would normally spend	56%	46%	44%	34%	65%	74%	73%	56%	62%	60%	55%	46%	0%
Don't Know	15%	10%	17%	16%	13%	15%	19%	17%	12%	11%	13%	7%	62%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	694	310	379	227	360	107	183	141	93	128	123	26
Weighted	712	334	372	207	383	122	253	130	74	156	79	20
I would choose the phone from the company which pays more tax in the UK, and spend \$25 more	28%	30%	26%	28%	20%	54%	25%	19%	10%	31%	61%	46%
I would choose the phone which costs what I would normally spend	56%	56%	57%	61%	61%	34%	58%	69%	70%	59%	21%	22%
Don't Know	15%	13%	18%	11%	19%	12%	17%	13%	20%	10%	18%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	691	114	102	136	81	109	149	477	58	85	28	34	9
Weighted	671	82	129	114	95	109	142	419	114	76	35	17	10
I would choose the phone from the company which pays more tax in the UK, and spend \$50 more	28%	27%	44%	55%	20%	14%	9%	27%	34%	31%	13%	13%	44%
I would choose the phone which costs what I would normally spend	55%	50%	42%	24%	68%	73%	72%	54%	51%	58%	73%	67%	12%
Don't Know	17%	23%	14%	21%	13%	14%	20%	19%	15%	11%	14%	20%	44%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	691	308	382	254	337	100	194	124	92	122	125	34
Weighted	671	318	352	223	328	120	255	109	62	142	76	27
I would choose the phone from the company which pays more tax in the UK, and spend \$50 more	28%	27%	29%	25%	18%	61%	26%	11%	15%	28%	63%	45%
I would choose the phone which costs what I would normally spend	55%	58%	52%	56%	62%	32%	53%	77%	58%	61%	25%	27%
Don't Know	17%	15%	19%	19%	20%	7%	22%	12%	26%	11%	12%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	658	115	85	123	87	102	146	444	64	88	30	23	9
Weighted	640	87	101	115	106	100	131	375	130	79	36	12	8
I would choose the phone from the company which pays more tax in the UK, and spend \$100 more	22%	34%	35%	36%	20%	7%	4%	24%	17%	22%	20%	21%	7%
I would choose the phone which costs what I would normally spend	65%	54%	52%	44%	71%	87%	78%	61%	76%	63%	67%	70%	59%
Don't Know	14%	12%	13%	20%	10%	7%	18%	16%	6%	15%	13%	9%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	658	306	348	244	330	84	176	136	96	122	106	22
Weighted	640	327	308	206	324	110	244	116	66	132	63	19
I would choose the phone from the company which pays more tax in the UK, and spend \$100 more	22%	24%	20%	22%	19%	30%	18%	9%	16%	30%	47%	19%
I would choose the phone which costs what I would normally spend	65%	65%	64%	66%	66%	59%	68%	78%	67%	61%	31%	69%
Don't Know	14%	11%	17%	13%	16%	11%	14%	13%	17%	9%	22%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	700	126	82	124	85	111	172	480	66	84	31	31	8
Weighted	696	92	101	124	112	109	158	407	136	93	39	13	8
I would choose the phone from the company which pays more tax in the UK, and spend \$250 more	20%	26%	31%	37%	20%	3%	6%	20%	20%	20%	14%	31%	0%
I would choose the phone which costs what I would normally spend	65%	57%	50%	36%	62%	92%	85%	67%	62%	68%	60%	57%	28%
Don't Know	16%	17%	18%	27%	18%	5%	9%	13%	18%	12%	26%	12%	72%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	700	334	364	260	361	79	200	156	83	149	96	16
Weighted	696	365	330	220	369	107	273	137	58	152	65	10
I would choose the phone from the company which pays more tax in the UK, and spend \$250 more	20%	20%	19%	16%	15%	44%	16%	8%	18%	21%	53%	38%
I would choose the phone which costs what I would normally spend	65%	68%	61%	74%	66%	41%	60%	85%	65%	72%	30%	38%
Don't Know	16%	12%	19%	10%	19%	16%	24%	7%	17%	7%	18%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(91.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	707	111	106	135	77	107	171	482	59	98	36	24	8
Weighted	712	85	141	127	103	101	155	419	125	100	45	14	8
I would choose the soft drink from the company which pays a fair wage, and spend \$00 more	58%	65%	54%	61%	55%	52%	61%	65%	45%	48%	49%	58%	53%
I would choose the soft drink which costs what I would normally spend	30%	26%	32%	23%	36%	36%	28%	23%	38%	45%	41%	27%	0%
Don't Know	12%	8%	14%	16%	10%	12%	11%	11%	17%	7%	10%	15%	47%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(91.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?

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	707	336	368	263	356	88	196	140	90	139	112	30
Weighted	712	355	353	230	371	110	274	120	64	166	67	21
I would choose the soft drink from the company which pays a fair wage, and spend \$00 more	58%	56%	59%	61%	53%	70%	47%	70%	51%	67%	68%	52%
I would choose the soft drink which costs what I would normally spend	30%	31%	29%	29%	33%	23%	36%	26%	39%	25%	18%	21%
Don't Know	12%	12%	12%	10%	15%	8%	17%	4%	10%	8%	14%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(92.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	675	102	102	114	83	112	162	461	61	79	37	27	10
Weighted	654	76	119	105	97	116	141	384	117	85	47	13	8
I would choose the soft drink from the company which pays a fair wage, and spend \$0.20 more	55%	59%	56%	66%	63%	47%	46%	57%	61%	48%	43%	62%	6%
I would choose the soft drink which costs what I would normally spend	34%	31%	30%	22%	27%	45%	42%	30%	36%	43%	46%	20%	15%
Don't Know	11%	10%	14%	11%	11%	8%	11%	12%	3%	9%	11%	17%	79%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(92.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?

		Gender		State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	675	317	354	242	355	78	184	154	88	113	104	32
Weighted	654	333	317	201	356	97	245	126	66	127	66	23
I would choose the soft drink from the company which pays a fair wage, and spend \$0.20 more	55%	52%	58%	57%	50%	70%	51%	60%	52%	59%	61%	45%
I would choose the soft drink which costs what I would normally spend	34%	38%	30%	35%	37%	19%	37%	36%	33%	32%	21%	38%
Don't Know	11%	10%	12%	8%	13%	11%	12%	5%	15%	8%	18%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	720	127	79	149	97	114	154	483	65	94	35	36	7
Weighted	708	99	88	145	127	105	144	409	131	98	49	15	6
I would choose the soft drink from the company which pays a fair wage, and spend \$0.50 more	50%	49%	41%	53%	60%	46%	46%	53%	44%	46%	50%	59%	10%
I would choose the soft drink which costs what I would normally spend	38%	35%	44%	33%	31%	41%	44%	35%	47%	38%	44%	30%	0%
Don't Know	12%	16%	15%	14%	8%	13%	11%	13%	8%	16%	6%	11%	90%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	720	334	385	264	360	96	199	143	96	137	119	26
Weighted	708	349	358	228	357	123	259	119	75	159	76	20
I would choose the soft drink from the company which pays a fair wage, and spend \$0.50 more	50%	50%	49%	52%	43%	64%	40%	52%	52%	53%	67%	58%
I would choose the soft drink which costs what I would normally spend	38%	40%	36%	39%	42%	23%	43%	38%	40%	39%	19%	21%
Don't Know	12%	10%	15%	9%	14%	14%	17%	10%	8%	8%	14%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	688	109	97	169	76	100	137	466	68	79	31	28	16
Weighted	688	83	121	150	101	111	123	408	135	82	37	11	16
I would choose the soft drink from the company which pays a fair wage, and spend \$1 more	47%	57%	54%	63%	44%	32%	31%	49%	41%	54%	39%	61%	35%
I would choose the soft drink which costs what I would normally spend	37%	31%	30%	19%	38%	51%	54%	37%	40%	33%	46%	35%	0%
Don't Know	16%	12%	16%	18%	18%	17%	14%	14%	20%	13%	15%	5%	65%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	688	310	374	236	334	118	188	131	82	127	131	29
Weighted	688	336	348	196	347	144	261	119	62	139	84	24
I would choose the soft drink from the company which pays a fair wage, and spend \$1 more	47%	48%	46%	51%	40%	59%	39%	41%	52%	56%	69%	24%
I would choose the soft drink which costs what I would normally spend	37%	39%	35%	36%	41%	27%	39%	46%	36%	34%	20%	33%
Don't Know	16%	13%	19%	13%	18%	14%	22%	12%	11%	9%	11%	43%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	670	116	84	124	91	104	151	457	66	79	31	32	5
Weighted	689	82	118	108	116	124	141	407	140	80	37	18	7
I would choose the soft drink from the company which pays a fair wage, and spend \$1.50 more	42%	62%	46%	67%	43%	21%	23%	40%	38%	52%	40%	54%	53%
I would choose the soft drink which costs what I would normally spend	46%	26%	36%	21%	46%	70%	65%	46%	52%	38%	52%	29%	35%
Don't Know	12%	12%	18%	12%	11%	9%	12%	14%	10%	10%	8%	17%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	670	312	355	244	331	95	189	145	88	130	105	13
Weighted	689	342	345	211	346	132	280	128	66	137	65	13
I would choose the soft drink from the company which pays a fair wage, and spend \$1.50 more	42%	39%	44%	34%	39%	60%	40%	46%	30%	38%	65%	24%
I would choose the soft drink which costs what I would normally spend	46%	48%	45%	53%	47%	31%	47%	46%	58%	50%	19%	72%
Don't Know	12%	13%	12%	12%	13%	9%	13%	8%	12%	13%	17%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	706	118	100	127	85	117	159	506	50	91	18	29	12
Weighted	671	84	127	100	100	112	148	436	104	87	20	12	13
I would choose the soft drink from the company which pays a fair wage, and spend \$2 more	38%	46%	47%	63%	37%	24%	21%	37%	39%	43%	21%	53%	45%
I would choose the soft drink which costs what I would normally spend	47%	36%	34%	22%	50%	71%	61%	47%	48%	46%	67%	32%	31%
Don't Know	15%	18%	20%	14%	14%	5%	18%	16%	14%	10%	11%	15%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	706	327	376	267	345	94	192	135	86	133	132	28
Weighted	671	343	324	221	346	104	247	112	61	145	82	23
I would choose the soft drink from the company which pays a fair wage, and spend \$2 more	38%	36%	39%	36%	31%	66%	35%	31%	41%	31%	68%	35%
I would choose the soft drink which costs what I would normally spend	47%	49%	45%	51%	51%	25%	45%	62%	49%	54%	23%	38%
Don't Know	15%	14%	16%	13%	18%	9%	20%	7%	10%	15%	9%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	675	101	84	148	90	97	155	477	52	84	29	24	9
Weighted	670	73	103	134	115	106	140	411	111	90	36	12	9
I would choose the soft drink from the company which has half the emissions, and spend \$00 more	57%	58%	47%	75%	53%	57%	48%	61%	51%	53%	37%	60%	42%
I would choose the soft drink which costs what I would normally spend	32%	28%	42%	16%	35%	35%	36%	27%	40%	38%	48%	35%	26%
Don't Know	12%	14%	11%	8%	13%	8%	16%	13%	8%	9%	15%	5%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	675	302	369	243	331	101	168	141	94	127	125	20
Weighted	670	325	342	201	362	107	232	124	74	141	83	16
I would choose the soft drink from the company which has half the emissions, and spend \$00 more	57%	58%	55%	57%	52%	72%	51%	51%	46%	65%	74%	70%
I would choose the soft drink which costs what I would normally spend	32%	32%	32%	33%	35%	18%	35%	38%	46%	27%	11%	8%
Don't Know	12%	10%	13%	10%	13%	10%	14%	11%	8%	8%	15%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	678	116	96	131	90	105	140	449	68	82	37	34	8
Weighted	664	88	121	115	111	106	123	390	123	84	44	16	7
I would choose the soft drink from the company which has half the emissions, and spend \$0.20 more	56%	52%	57%	60%	65%	49%	53%	61%	48%	55%	45%	57%	0%
I would choose the soft drink which costs what I would normally spend	32%	38%	26%	22%	24%	45%	39%	29%	38%	32%	44%	32%	0%
Don't Know	12%	10%	18%	18%	11%	6%	8%	10%	14%	13%	10%	12%	100%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 \$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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	678	305	369	244	355	79	200	135	90	122	108	23
Weighted	664	314	347	215	347	102	274	110	67	130	65	16
I would choose the soft drink from the company which has half the emissions, and spend \$0.20 more	56%	57%	55%	63%	51%	58%	50%	57%	53%	64%	70%	51%
I would choose the soft drink which costs what I would normally spend	32%	32%	32%	29%	34%	32%	32%	37%	38%	32%	16%	34%
Don't Know	12%	11%	13%	8%	15%	10%	18%	6%	10%	5%	15%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	696	105	87	146	85	110	163	488	46	87	31	31	13
Weighted	682	80	100	141	104	114	142	420	103	88	45	13	13
I would choose the soft drink from the company which has half the emissions, and spend \$0.50 more	51%	60%	55%	63%	50%	44%	40%	51%	63%	46%	44%	47%	34%
I would choose the soft drink which costs what I would normally spend	34%	21%	29%	22%	31%	43%	52%	36%	26%	36%	39%	30%	4%
Don't Know	14%	20%	16%	15%	19%	13%	8%	13%	11%	18%	17%	22%	61%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	696	319	374	266	328	102	189	154	89	139	102	23
Weighted	682	331	348	224	327	130	263	118	61	156	64	20
I would choose the soft drink from the company which has half the emissions, and spend \$0.50 more	51%	52%	50%	54%	45%	63%	46%	54%	33%	59%	69%	51%
I would choose the soft drink which costs what I would normally spend	34%	36%	33%	36%	39%	19%	37%	39%	43%	32%	16%	22%
Don't Know	14%	12%	17%	11%	15%	18%	18%	7%	23%	9%	14%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	697	122	89	126	84	112	164	460	74	94	26	31	12
Weighted	709	89	118	116	118	113	155	401	164	86	31	14	13
I would choose the soft drink from the company which has half the emissions, and spend \$1 more	43%	54%	63%	48%	45%	30%	26%	40%	41%	63%	27%	64%	38%
I would choose the soft drink which costs what I would normally spend	42%	37%	16%	36%	44%	54%	58%	45%	41%	26%	60%	24%	28%
Don't Know	15%	9%	21%	15%	10%	16%	16%	15%	18%	11%	13%	11%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	697	341	353	261	353	83	199	138	87	127	114	32
Weighted	709	379	326	228	362	119	269	112	70	161	72	25
I would choose the soft drink from the company which has half the emissions, and spend \$1 more	43%	42%	44%	46%	37%	56%	39%	49%	39%	44%	55%	34%
I would choose the soft drink which costs what I would normally spend	42%	44%	40%	42%	47%	28%	42%	41%	53%	44%	31%	31%
Don't Know	15%	14%	16%	13%	16%	17%	19%	11%	9%	12%	14%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	699	119	106	128	76	123	147	489	54	89	33	28	6
Weighted	694	91	126	111	97	129	140	421	112	99	41	15	5
I would choose the soft drink from the company which has half the emissions, and spend \$1.50 more	33%	51%	49%	45%	36%	16%	13%	32%	40%	35%	23%	34%	22%
I would choose the soft drink which costs what I would normally spend	51%	33%	38%	35%	48%	70%	74%	53%	50%	47%	57%	50%	21%
Don't Know	15%	16%	14%	20%	16%	15%	13%	15%	10%	18%	20%	16%	56%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	699	337	361	232	367	100	198	136	86	129	122	28
Weighted	694	360	333	193	374	127	271	123	63	145	71	21
I would choose the soft drink from the company which has half the emissions, and spend \$1.50 more	33%	26%	41%	30%	28%	52%	33%	26%	29%	33%	51%	28%
I would choose the soft drink which costs what I would normally spend	51%	58%	44%	57%	55%	33%	50%	62%	55%	57%	31%	25%
Don't Know	15%	16%	15%	13%	17%	15%	17%	12%	15%	10%	18%	47%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	706	109	106	135	84	107	165	488	64	84	32	28	10
Weighted	694	81	146	115	100	100	153	417	132	85	36	15	10
I would choose the soft drink from the company which has half the emissions, and spend \$2 more	34%	35%	47%	59%	36%	15%	12%	31%	39%	34%	39%	47%	42%
I would choose the soft drink which costs what I would normally spend	51%	45%	33%	25%	55%	73%	75%	53%	48%	52%	55%	42%	0%
Don't Know	15%	20%	20%	16%	9%	13%	13%	16%	13%	14%	6%	11%	58%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	706	332	371	270	336	100	194	144	84	124	128	32
Weighted	694	350	341	227	345	123	257	137	59	134	82	26
I would choose the soft drink from the company which has half the emissions, and spend \$2 more	34%	33%	34%	31%	24%	65%	25%	34%	29%	37%	63%	25%
I would choose the soft drink which costs what I would normally spend	51%	52%	50%	59%	56%	24%	56%	59%	53%	54%	24%	32%
Don't Know	15%	14%	16%	10%	20%	11%	19%	7%	18%	10%	14%	42%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	696	128	96	128	88	102	154	461	65	89	39	29	13
Weighted	709	90	124	114	132	104	146	393	146	98	46	14	13
I would choose the soft drink from the company which pays more tax in the UK, and spend \$00 more	46%	51%	43%	63%	50%	31%	42%	48%	48%	37%	61%	31%	28%
I would choose the soft drink which costs what I would normally spend	38%	38%	42%	17%	34%	53%	46%	37%	34%	53%	30%	61%	30%
Don't Know	15%	12%	14%	20%	17%	16%	12%	15%	18%	10%	9%	9%	42%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	696	307	387	265	349	82	200	145	109	123	90	29
Weighted	709	338	369	228	362	119	276	125	83	145	62	18
I would choose the soft drink from the company which pays more tax in the UK, and spend \$00 more	46%	50%	43%	51%	39%	60%	39%	49%	42%	55%	63%	33%
I would choose the soft drink which costs what I would normally spend	38%	36%	40%	39%	43%	24%	42%	35%	47%	38%	25%	17%
Don't Know	15%	14%	16%	11%	18%	15%	19%	17%	10%	7%	13%	50%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	638	102	90	117	79	113	137	444	60	76	28	26	4
Weighted	636	76	103	105	104	117	130	401	106	75	35	15	4
I would choose the soft drink from the company which pays more tax in the UK, and spend \$0.20 more	44%	38%	42%	54%	48%	50%	33%	42%	55%	42%	51%	29%	25%
I would choose the soft drink which costs what I would normally spend	40%	43%	31%	27%	41%	41%	54%	42%	25%	49%	40%	53%	0%
Don't Know	16%	19%	27%	20%	11%	9%	13%	16%	20%	8%	9%	18%	75%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 pays significantly more tax in the UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	638	320	315	226	341	71	174	147	72	126	98	21
Weighted	636	344	289	188	354	94	242	123	53	137	61	20
I would choose the soft drink from the company which pays more tax in the UK, and spend \$0.20 more	44%	46%	42%	43%	42%	54%	37%	44%	47%	46%	65%	39%
I would choose the soft drink which costs what I would normally spend	40%	39%	41%	45%	40%	28%	40%	49%	39%	45%	17%	19%
Don't Know	16%	15%	17%	11%	18%	18%	22%	7%	14%	9%	18%	42%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	701	116	90	133	88	115	159	483	53	90	30	32	13
Weighted	667	90	110	115	96	117	140	417	101	82	38	16	13
I would choose the soft drink from the company which pays more tax in the UK, and spend \$0.50 more	35%	43%	38%	56%	40%	21%	21%	36%	36%	43%	17%	29%	30%
I would choose the soft drink which costs what I would normally spend	48%	33%	31%	29%	54%	70%	62%	49%	40%	43%	74%	45%	8%
Don't Know	17%	24%	31%	16%	6%	10%	17%	15%	24%	14%	9%	26%	62%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	701	333	364	258	355	88	205	128	79	133	121	35
Weighted	667	330	333	216	345	106	271	96	59	145	70	26
I would choose the soft drink from the company which pays more tax in the UK, and spend \$0.50 more	35%	37%	33%	37%	28%	55%	29%	28%	35%	36%	61%	55%
I would choose the soft drink which costs what I would normally spend	48%	48%	47%	48%	51%	35%	49%	61%	51%	50%	23%	22%
Don't Know	17%	15%	19%	15%	21%	10%	22%	11%	14%	14%	16%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	719	118	102	147	84	110	158	477	68	94	41	29	10
Weighted	718	89	136	144	99	108	140	398	154	99	44	15	9
I would choose the soft drink from the company which pays more tax in the UK, and spend \$1 more	32%	33%	43%	49%	37%	13%	15%	30%	42%	31%	23%	40%	6%
I would choose the soft drink which costs what I would normally spend	53%	46%	42%	33%	54%	76%	72%	56%	46%	51%	64%	46%	23%
Don't Know	15%	21%	15%	18%	9%	11%	13%	14%	12%	18%	13%	14%	71%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	719	339	376	273	354	92	197	148	98	132	116	28
Weighted	718	366	347	237	364	116	275	134	69	149	67	23
I would choose the soft drink from the company which pays more tax in the UK, and spend \$1 more	32%	34%	29%	32%	26%	49%	27%	30%	26%	40%	42%	44%
I would choose the soft drink which costs what I would normally spend	53%	52%	55%	58%	56%	37%	55%	60%	61%	51%	36%	42%
Don't Know	15%	14%	16%	10%	18%	14%	19%	10%	13%	9%	22%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	686	109	83	130	75	116	173	482	56	75	29	38	6
Weighted	671	81	113	118	90	120	148	415	120	72	41	16	7
I would choose the soft drink from the company which pays more tax in the UK, and spend \$1.50 more	31%	40%	46%	57%	24%	13%	11%	28%	37%	32%	23%	60%	52%
I would choose the soft drink which costs what I would normally spend	57%	44%	43%	30%	63%	74%	77%	58%	54%	53%	73%	29%	8%
Don't Know	13%	16%	11%	13%	13%	14%	12%	14%	8%	14%	4%	10%	40%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	686	311	371	243	336	107	181	149	90	126	122	18
Weighted	671	340	326	190	341	139	255	124	65	136	76	16
I would choose the soft drink from the company which pays more tax in the UK, and spend \$1.50 more	31%	27%	34%	26%	25%	51%	29%	21%	23%	26%	69%	22%
I would choose the soft drink which costs what I would normally spend	57%	61%	52%	58%	62%	42%	54%	72%	62%	63%	22%	65%
Don't Know	13%	11%	14%	16%	13%	7%	17%	6%	15%	12%	8%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	694	102	107	141	93	98	153	484	59	96	21	22	12
Weighted	700	77	128	123	122	102	148	422	120	106	30	9	13
I would choose the soft drink from the company which pays more tax in the UK, and spend \$2 more	30%	31%	54%	56%	23%	12%	6%	32%	31%	27%	13%	28%	31%
I would choose the soft drink which costs what I would normally spend	54%	42%	30%	33%	59%	74%	83%	55%	49%	60%	71%	38%	19%
Don't Know	15%	27%	16%	12%	19%	14%	11%	13%	20%	13%	16%	34%	51%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(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 UK, 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		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	694	326	367	251	338	105	191	131	82	131	132	27
Weighted	700	341	359	229	352	120	248	121	66	157	87	22
I would choose the soft drink from the company which pays more tax in the UK, and spend \$2 more	30%	28%	32%	27%	23%	56%	21%	24%	24%	34%	65%	9%
I would choose the soft drink which costs what I would normally spend	54%	58%	51%	64%	57%	29%	57%	66%	58%	60%	19%	55%
Don't Know	15%	14%	17%	9%	20%	15%	22%	9%	19%	6%	16%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Protecting and nurturing the environment	36%	49%	37%	31%	36%	36%	29%	34%	37%	38%	37%	41%	16%
Good governance and management	34%	37%	31%	41%	38%	32%	27%	33%	36%	33%	34%	33%	27%
Promoting virtues like tolerance and diversity among their staff and customers	34%	42%	37%	43%	33%	29%	24%	34%	29%	42%	36%	43%	18%
Protecting and nurturing the people they are in contact with	32%	44%	42%	31%	30%	26%	23%	28%	37%	43%	39%	41%	17%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	22%	13%	13%	18%	23%	30%	32%	24%	23%	17%	16%	23%	38%
Other (Please specify)	2%	3%	0%	1%	3%	2%	1%	1%	2%	2%	3%	0%	0%
Don't Know	12%	10%	9%	7%	12%	11%	20%	13%	8%	10%	19%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

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

	Gender			State Type			Education					
	Total	Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Protecting and nurturing the environment	36%	39%	32%	41%	35%	28%	31%	38%	37%	44%	31%	28%
Good governance and management	34%	38%	29%	33%	33%	39%	29%	35%	31%	34%	56%	27%
Promoting virtues like tolerance and diversity among their staff and customers	34%	34%	33%	34%	31%	44%	29%	38%	36%	32%	49%	34%
Protecting and nurturing the people they are in contact with	32%	34%	30%	34%	30%	32%	33%	33%	27%	34%	26%	26%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	22%	19%	26%	22%	24%	19%	26%	25%	25%	19%	8%	22%
Other (Please specify)	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	3%	1%
Don't Know	12%	11%	13%	13%	13%	8%	14%	12%	14%	10%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Increased	29%	36%	41%	46%	23%	17%	16%	30%	27%	29%	25%	25%	27%
Stayed the same	35%	32%	38%	32%	40%	37%	31%	32%	43%	41%	34%	37%	14%
Decreased	4%	5%	3%	4%	5%	5%	2%	3%	5%	4%	8%	0%	2%
N/A - I do not spend on this brand	6%	10%	4%	3%	5%	7%	8%	6%	7%	5%	3%	11%	11%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	17%	9%	6%	7%	17%	27%	29%	19%	13%	12%	16%	19%	17%
Don't Know	9%	9%	8%	9%	9%	7%	13%	10%	6%	9%	14%	8%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Increased	29%	30%	28%	26%	27%	43%	23%	22%	17%	33%	67%	43%
Stayed the same	35%	39%	31%	37%	36%	28%	39%	40%	42%	30%	14%	20%
Decreased	4%	3%	4%	4%	4%	3%	4%	4%	5%	3%	5%	6%
N/A - I do not spend on this brand	6%	5%	7%	7%	6%	5%	5%	5%	7%	11%	2%	4%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	17%	14%	20%	17%	18%	13%	17%	20%	21%	16%	5%	20%
Don't Know	9%	8%	10%	9%	10%	7%	12%	8%	8%	7%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(111.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Mainstream media

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	21%	16%	11%	14%	21%	33%	30%	26%	18%	13%	12%	15%	5%
Do not really trust	20%	25%	17%	15%	21%	23%	23%	20%	26%	19%	20%	17%	6%
Trust a little	31%	31%	28%	35%	33%	31%	31%	29%	30%	38%	41%	42%	17%
Trust a lot	12%	15%	20%	14%	11%	9%	7%	12%	13%	13%	14%	17%	0%
Not relevant to me	14%	13%	24%	23%	14%	5%	9%	13%	14%	17%	14%	9%	73%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(111.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Mainstream media

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	21%	24%	18%	24%	23%	12%	18%	26%	26%	23%	13%	28%
Do not really trust	20%	20%	21%	21%	22%	15%	22%	27%	18%	20%	8%	11%
Trust a little	31%	28%	35%	30%	30%	39%	29%	29%	37%	32%	42%	26%
Trust a lot	12%	14%	11%	13%	10%	19%	11%	9%	8%	17%	20%	6%
Not relevant to me	14%	15%	14%	13%	16%	14%	20%	9%	10%	8%	17%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(112.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Specialist media

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	17%	12%	11%	13%	19%	23%	24%	20%	18%	12%	11%	10%	0%
Do not really trust	20%	19%	16%	12%	20%	26%	27%	21%	19%	21%	26%	18%	6%
Trust a little	30%	34%	27%	32%	32%	29%	26%	28%	30%	34%	37%	31%	14%
Trust a lot	11%	15%	18%	15%	9%	5%	4%	11%	11%	13%	9%	8%	0%
Not relevant to me	22%	20%	28%	28%	20%	17%	19%	21%	22%	20%	17%	32%	81%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(112.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Specialist media

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	17%	19%	16%	17%	19%	14%	18%	20%	16%	17%	11%	21%
Do not really trust	20%	21%	20%	23%	20%	17%	16%	26%	24%	24%	13%	19%
Trust a little	30%	27%	32%	30%	28%	33%	29%	27%	30%	31%	37%	21%
Trust a lot	11%	11%	10%	10%	9%	17%	9%	10%	10%	13%	20%	7%
Not relevant to me	22%	21%	22%	20%	24%	18%	28%	17%	19%	14%	20%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(113.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Social media

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	28%	16%	12%	14%	26%	42%	50%	33%	26%	13%	18%	20%	10%
Do not really trust	23%	26%	18%	16%	29%	28%	23%	22%	19%	27%	34%	26%	11%
Trust a little	23%	32%	29%	22%	27%	22%	14%	20%	29%	32%	28%	30%	10%
Trust a lot	11%	15%	21%	25%	7%	2%	1%	11%	13%	13%	9%	16%	0%
Not relevant to me	14%	11%	20%	23%	11%	7%	12%	14%	12%	15%	10%	7%	69%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(113.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Social media

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	28%	31%	25%	31%	30%	16%	23%	33%	32%	35%	15%	34%
Do not really trust	23%	22%	24%	23%	25%	18%	25%	27%	26%	21%	12%	18%
Trust a little	23%	21%	26%	22%	23%	27%	26%	26%	25%	21%	18%	10%
Trust a lot	11%	10%	13%	10%	7%	27%	8%	7%	8%	13%	36%	6%
Not relevant to me	14%	16%	12%	15%	14%	12%	18%	7%	9%	11%	20%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(114.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Friends and family

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	2%	3%	2%	4%	3%	2%	2%	2%	4%	4%	2%	0%	0%
Do not really trust	6%	10%	6%	5%	8%	4%	4%	5%	8%	6%	9%	9%	0%
Trust a little	32%	32%	26%	19%	38%	39%	35%	31%	31%	33%	32%	41%	24%
Trust a lot	48%	47%	44%	52%	40%	51%	51%	50%	42%	48%	49%	42%	12%
Not relevant to me	12%	8%	22%	21%	11%	3%	8%	11%	15%	9%	8%	8%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(114.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Friends and family

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	2%	3%	2%	2%	2%	3%	3%	2%	1%	3%	1%	8%
Do not really trust	6%	6%	6%	6%	6%	7%	5%	9%	6%	6%	4%	7%
Trust a little	32%	30%	33%	31%	32%	32%	30%	38%	40%	34%	15%	26%
Trust a lot	48%	47%	49%	50%	47%	48%	46%	46%	47%	49%	62%	30%
Not relevant to me	12%	14%	10%	11%	13%	11%	16%	5%	7%	8%	18%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(115.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Colleagues or work contacts

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	5%	6%	5%	7%	3%	6%	4%	5%	7%	6%	2%	4%	6%
Do not really trust	10%	17%	9%	7%	14%	9%	6%	8%	13%	12%	14%	12%	5%
Trust a little	39%	43%	32%	40%	42%	41%	38%	39%	40%	41%	40%	38%	9%
Trust a lot	18%	16%	25%	19%	18%	15%	14%	19%	14%	16%	22%	17%	8%
Not relevant to me	28%	19%	30%	26%	24%	28%	37%	29%	26%	25%	22%	28%	71%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(115.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Colleagues or work contacts

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	5%	6%	4%	5%	5%	6%	6%	5%	2%	6%	2%	12%
Do not really trust	10%	9%	10%	9%	11%	9%	10%	10%	11%	10%	7%	11%
Trust a little	39%	36%	42%	38%	38%	45%	36%	43%	47%	37%	45%	25%
Trust a lot	18%	21%	15%	18%	16%	23%	13%	18%	15%	24%	26%	18%
Not relevant to me	28%	28%	29%	31%	30%	17%	35%	24%	25%	23%	19%	34%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(116.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: My employer

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	5%	5%	4%	5%	7%	5%	3%	4%	9%	4%	5%	0%	0%
Do not really trust	10%	18%	11%	10%	10%	8%	5%	8%	11%	14%	18%	15%	5%
Trust a little	32%	37%	33%	35%	33%	33%	25%	31%	31%	39%	36%	20%	18%
Trust a lot	16%	16%	21%	18%	17%	12%	10%	16%	18%	14%	13%	23%	0%
Not relevant to me	38%	23%	31%	32%	33%	41%	57%	41%	32%	30%	28%	43%	76%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(116.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: My employer

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	5%	6%	4%	6%	4%	4%	5%	3%	7%	5%	1%	12%
Do not really trust	10%	9%	10%	9%	10%	11%	8%	12%	13%	11%	7%	11%
Trust a little	32%	31%	33%	29%	30%	44%	29%	33%	36%	32%	44%	25%
Trust a lot	16%	18%	13%	16%	15%	17%	14%	16%	9%	19%	24%	9%
Not relevant to me	38%	36%	39%	40%	40%	25%	44%	35%	35%	34%	24%	43%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(117.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Government

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	25%	23%	19%	17%	27%	33%	29%	27%	26%	21%	12%	21%	11%
Do not really trust	21%	27%	13%	16%	23%	26%	24%	20%	23%	23%	25%	23%	8%
Trust a little	30%	27%	26%	31%	29%	29%	34%	30%	26%	29%	43%	35%	4%
Trust a lot	12%	13%	20%	14%	12%	9%	6%	11%	13%	15%	12%	10%	4%
Not relevant to me	12%	11%	22%	22%	10%	3%	6%	11%	11%	12%	8%	11%	72%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(117.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Government

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	25%	25%	25%	24%	27%	17%	26%	31%	27%	21%	12%	22%
Do not really trust	21%	20%	23%	24%	21%	16%	22%	25%	24%	20%	13%	14%
Trust a little	30%	28%	32%	27%	29%	40%	27%	28%	33%	32%	39%	26%
Trust a lot	12%	13%	11%	14%	9%	17%	9%	11%	10%	18%	19%	8%
Not relevant to me	12%	14%	10%	11%	13%	9%	16%	5%	6%	9%	17%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(118.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Charities and NGOs

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	7%	9%	7%	6%	9%	9%	5%	7%	10%	4%	6%	5%	8%
Do not really trust	13%	14%	12%	9%	11%	15%	14%	12%	16%	13%	11%	8%	0%
Trust a little	41%	37%	30%	39%	38%	49%	47%	43%	37%	40%	33%	42%	16%
Trust a lot	20%	20%	22%	17%	22%	16%	20%	20%	15%	20%	34%	15%	4%
Not relevant to me	20%	19%	29%	28%	20%	11%	14%	18%	23%	23%	16%	30%	71%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(118.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Charities and NGOs

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	7%	8%	7%	7%	7%	6%	9%	6%	7%	6%	5%	9%
Do not really trust	13%	13%	12%	13%	13%	11%	12%	18%	16%	9%	7%	13%
Trust a little	41%	39%	42%	44%	39%	41%	36%	43%	39%	44%	50%	34%
Trust a lot	20%	20%	19%	19%	19%	23%	15%	18%	19%	29%	20%	15%
Not relevant to me	20%	20%	20%	18%	22%	19%	27%	14%	19%	12%	18%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(119.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Religious leaders

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	14%	22%	11%	11%	17%	15%	10%	13%	16%	8%	19%	17%	21%
Do not really trust	16%	17%	18%	13%	17%	17%	14%	14%	18%	22%	21%	11%	2%
Trust a little	32%	26%	27%	23%	36%	37%	38%	31%	33%	35%	30%	39%	6%
Trust a lot	20%	18%	19%	26%	16%	21%	21%	24%	16%	19%	10%	10%	4%
Not relevant to me	19%	18%	26%	26%	14%	10%	17%	18%	17%	17%	20%	22%	68%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(119.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Religious leaders

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	14%	15%	12%	14%	14%	12%	15%	13%	12%	14%	7%	19%
Do not really trust	16%	16%	16%	17%	15%	16%	14%	19%	19%	18%	13%	13%
Trust a little	32%	32%	31%	31%	33%	29%	32%	34%	39%	32%	20%	21%
Trust a lot	20%	18%	23%	20%	18%	28%	17%	20%	17%	21%	42%	8%
Not relevant to me	19%	20%	17%	19%	20%	15%	22%	15%	13%	15%	19%	38%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(120.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Politicians

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	34%	32%	20%	21%	40%	46%	45%	38%	34%	26%	25%	30%	5%
Do not really trust	25%	26%	16%	16%	25%	30%	35%	24%	26%	28%	36%	24%	12%
Trust a little	17%	19%	22%	15%	19%	16%	14%	17%	15%	22%	20%	22%	0%
Trust a lot	10%	9%	18%	23%	6%	3%	1%	9%	11%	11%	3%	9%	6%
Not relevant to me	14%	15%	24%	25%	11%	4%	6%	12%	13%	13%	17%	16%	77%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(120.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Politicians

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	34%	36%	32%	35%	36%	27%	34%	42%	36%	35%	19%	31%
Do not really trust	25%	24%	26%	30%	25%	17%	23%	27%	28%	30%	17%	25%
Trust a little	17%	19%	16%	15%	18%	18%	18%	18%	22%	16%	13%	8%
Trust a lot	10%	7%	12%	7%	6%	28%	7%	5%	6%	11%	34%	5%
Not relevant to me	14%	14%	13%	13%	15%	9%	19%	7%	9%	8%	18%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(121.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Other customers via reviews

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Do not trust at all	8%	10%	5%	5%	6%	9%	11%	9%	6%	8%	2%	5%	5%
Do not really trust	13%	12%	7%	10%	15%	16%	17%	13%	11%	13%	23%	19%	2%
Trust a little	46%	44%	37%	44%	50%	53%	48%	47%	46%	45%	45%	39%	21%
Trust a lot	18%	23%	27%	18%	15%	15%	10%	15%	22%	22%	19%	20%	4%
Not relevant to me	16%	11%	24%	23%	13%	7%	15%	16%	15%	12%	12%	17%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(121.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Other customers via reviews

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Do not trust at all	8%	9%	6%	8%	8%	6%	8%	6%	4%	10%	5%	11%
Do not really trust	13%	16%	10%	14%	14%	8%	13%	16%	10%	15%	8%	18%
Trust a little	46%	42%	51%	47%	45%	49%	42%	48%	54%	46%	54%	29%
Trust a lot	18%	15%	20%	16%	17%	23%	16%	19%	22%	19%	16%	6%
Not relevant to me	16%	18%	13%	15%	17%	14%	21%	11%	10%	10%	17%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(122.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 behaviour? Select all that apply

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Joined a social media page or campaign hostile to them	9%	18%	16%	15%	8%	1%	2%	7%	10%	16%	19%	13%	12%
Don't Know	8%	12%	8%	5%	11%	6%	4%	6%	8%	12%	8%	3%	6%
Attended a rally against their behaviour	6%	14%	9%	10%	6%	0%	2%	4%	12%	11%	7%	4%	3%
I haven't done anything to protest against their behaviour	37%	16%	24%	31%	37%	48%	56%	40%	30%	33%	40%	39%	28%
Actively used a different business instead when possible	25%	30%	20%	23%	25%	27%	27%	28%	20%	18%	26%	31%	9%
Encouraged others to use the services of other businesses instead	18%	30%	21%	12%	19%	18%	14%	18%	18%	23%	16%	23%	11%
Left a negative review online	15%	18%	18%	16%	13%	15%	9%	13%	18%	18%	17%	10%	12%
Signed a petition against them	13%	22%	20%	11%	12%	7%	9%	11%	17%	14%	19%	11%	3%
Made negative comments to them on social media	11%	15%	11%	13%	12%	10%	5%	10%	12%	14%	10%	7%	4%
Written to them or contacted them directly	11%	18%	14%	10%	12%	9%	7%	11%	11%	14%	11%	15%	20%
Lodged a complaint with an ombudsman or regulator about the company	11%	22%	14%	22%	7%	4%	2%	10%	16%	11%	6%	16%	15%
Other (Please Specify)	1%	0%	0%	0%	1%	1%	3%	2%	0%	0%	0%	1%	0%

Note:

BASE: All Respondents

(122.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 behaviour? Select all that apply

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Joined a social media page or campaign hostile to them	9%	11%	8%	10%	9%	10%	10%	6%	6%	11%	15%	6%
Don't Know	8%	7%	9%	7%	9%	4%	13%	8%	5%	3%	1%	3%
Attended a rally against their behaviour	6%	7%	5%	6%	7%	6%	4%	4%	6%	9%	11%	10%
I haven't done anything to protest against their behaviour	37%	34%	40%	39%	39%	26%	41%	41%	43%	32%	17%	26%
Actively used a different business instead when possible	25%	26%	24%	24%	24%	31%	17%	25%	27%	29%	49%	25%
Encouraged others to use the services of other businesses instead	18%	20%	16%	18%	18%	17%	18%	19%	20%	19%	16%	17%
Left a negative review online	15%	16%	14%	16%	14%	15%	12%	16%	14%	18%	13%	19%
Signed a petition against them	13%	13%	12%	13%	12%	16%	11%	16%	14%	16%	9%	11%
Made negative comments to them on social media	11%	13%	9%	11%	11%	9%	9%	12%	10%	12%	14%	15%
Written to them or contacted them directly	11%	12%	10%	11%	11%	12%	10%	13%	11%	11%	10%	19%
Lodged a complaint with an ombudsman or regulator about the company	11%	10%	12%	8%	9%	25%	9%	7%	6%	11%	32%	12%
Other (Please Specify)	1%	1%	1%	1%	1%	0%	1%	2%	2%	1%	2%	0%

Note:

(123.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	14%	18%	18%	21%	16%	8%	6%	13%	14%	20%	12%	11%	5%
Agree	27%	31%	30%	24%	30%	29%	22%	26%	32%	24%	38%	33%	16%
Neither agree nor Disagree	29%	29%	20%	22%	27%	38%	38%	32%	21%	30%	27%	29%	10%
Disagree	12%	8%	9%	6%	14%	13%	18%	12%	10%	11%	12%	12%	8%
Strongly Disagree	7%	4%	2%	4%	8%	10%	11%	7%	10%	4%	3%	2%	0%
Don't Know	11%	11%	20%	22%	6%	3%	6%	10%	13%	10%	7%	12%	61%
Total Agree:	41%	49%	48%	45%	45%	37%	28%	39%	46%	44%	50%	44%	21%
Total Disagree:	18%	12%	11%	10%	21%	23%	29%	19%	20%	16%	16%	14%	8%
Net:	23%	37%	37%	35%	24%	14%	0%	20%	26%	29%	34%	30%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(123.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	14%	13%	15%	13%	12%	23%	10%	11%	9%	17%	32%	13%
Agree	27%	25%	30%	28%	24%	36%	26%	29%	30%	28%	30%	21%
Neither agree nor Disagree	29%	28%	30%	31%	32%	17%	31%	34%	35%	26%	13%	25%
Disagree	12%	13%	11%	11%	13%	11%	13%	11%	13%	13%	5%	6%
Strongly Disagree	7%	8%	6%	8%	7%	3%	6%	9%	9%	6%	5%	0%
Don't Know	11%	14%	8%	9%	13%	10%	14%	5%	4%	9%	16%	34%
Total Agree:	41%	38%	45%	41%	36%	59%	36%	40%	39%	45%	62%	35%
Total Disagree:	18%	20%	16%	19%	19%	14%	19%	20%	23%	20%	10%	6%
Net:	23%	17%	28%	22%	17%	45%	17%	20%	16%	26%	52%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(124.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	14%	18%	21%	26%	12%	6%	6%	14%	16%	16%	10%	6%	5%
Agree	25%	32%	25%	22%	32%	26%	19%	24%	26%	29%	27%	32%	11%
Neither agree nor Disagree	34%	28%	24%	24%	35%	42%	47%	36%	32%	32%	31%	33%	8%
Disagree	10%	7%	9%	4%	12%	13%	14%	10%	9%	8%	18%	11%	10%
Strongly Disagree	5%	4%	1%	4%	3%	9%	6%	5%	5%	4%	5%	6%	0%
Don't Know	12%	11%	20%	21%	5%	4%	8%	11%	11%	12%	10%	11%	65%
Total Agree:	40%	50%	46%	47%	44%	32%	25%	38%	42%	45%	37%	38%	17%
Total Disagree:	15%	12%	10%	8%	16%	22%	20%	15%	14%	12%	22%	18%	10%
Net:	25%	38%	36%	40%	29%	9%	5%	24%	28%	33%	15%	21%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(124.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	14%	13%	15%	12%	12%	28%	11%	11%	9%	16%	36%	14%
Agree	25%	25%	25%	28%	24%	25%	24%	26%	35%	25%	23%	15%
Neither agree nor Disagree	34%	32%	37%	35%	36%	25%	38%	39%	36%	31%	18%	23%
Disagree	10%	11%	10%	9%	11%	10%	8%	13%	11%	14%	2%	11%
Strongly Disagree	5%	5%	5%	5%	5%	2%	5%	5%	5%	5%	3%	2%
Don't Know	12%	15%	9%	10%	13%	10%	14%	6%	5%	9%	18%	35%
Total Agree:	40%	38%	41%	40%	35%	53%	35%	38%	43%	40%	60%	29%
Total Disagree:	15%	15%	14%	15%	16%	12%	13%	18%	16%	19%	5%	13%
Net:	25%	23%	26%	25%	20%	41%	22%	20%	28%	21%	55%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(125.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	15%	22%	21%	18%	18%	9%	8%	13%	18%	22%	15%	12%	5%
Agree	31%	34%	27%	34%	35%	36%	24%	32%	29%	30%	31%	38%	11%
Neither agree nor Disagree	30%	23%	19%	22%	27%	36%	45%	32%	29%	21%	32%	32%	10%
Disagree	9%	8%	8%	5%	12%	10%	13%	9%	10%	10%	13%	6%	8%
Strongly Disagree	4%	4%	5%	3%	4%	4%	5%	4%	6%	6%	1%	2%	0%
Don't Know	11%	10%	20%	20%	3%	5%	6%	10%	8%	11%	7%	10%	65%
Total Agree:	46%	55%	48%	51%	53%	44%	31%	45%	47%	52%	47%	50%	17%
Total Disagree:	14%	12%	13%	7%	17%	14%	18%	13%	15%	16%	14%	8%	8%
Net:	32%	43%	35%	44%	36%	30%	14%	32%	32%	36%	32%	42%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(125.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	15%	16%	14%	15%	13%	21%	12%	16%	14%	20%	19%	16%
Agree	31%	27%	35%	29%	29%	42%	30%	28%	37%	27%	46%	23%
Neither agree nor Disagree	30%	29%	30%	33%	32%	16%	29%	36%	33%	30%	15%	23%
Disagree	9%	10%	9%	10%	9%	9%	11%	8%	8%	11%	3%	7%
Strongly Disagree	4%	4%	4%	4%	4%	4%	5%	6%	4%	3%	2%	2%
Don't Know	11%	13%	8%	9%	12%	8%	13%	5%	4%	9%	15%	28%
Total Agree:	46%	43%	49%	44%	43%	63%	41%	44%	51%	48%	65%	40%
Total Disagree:	14%	14%	13%	14%	14%	13%	16%	15%	12%	14%	5%	9%
Net:	32%	29%	35%	30%	29%	50%	25%	29%	38%	34%	60%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	14%	14%	20%	18%	13%	12%	11%	14%	15%	19%	11%	10%	0%
Agree	37%	32%	31%	34%	39%	43%	43%	40%	35%	29%	41%	31%	16%
Neither agree nor Disagree	26%	30%	19%	20%	32%	28%	30%	25%	25%	31%	27%	38%	21%
Disagree	6%	7%	6%	5%	6%	6%	7%	6%	6%	6%	8%	6%	0%
Strongly Disagree	3%	3%	1%	3%	2%	5%	2%	3%	3%	3%	2%	5%	0%
Don't Know	13%	13%	23%	22%	8%	5%	8%	12%	16%	11%	10%	11%	63%
Total Agree:	52%	46%	51%	51%	52%	55%	54%	54%	50%	48%	52%	41%	16%
Total Disagree:	9%	11%	8%	7%	8%	11%	9%	9%	9%	10%	10%	11%	0%
Net:	43%	36%	43%	44%	44%	43%	45%	45%	42%	38%	42%	30%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	14%	14%	15%	14%	14%	15%	12%	13%	13%	18%	21%	14%
Agree	37%	36%	38%	35%	36%	45%	32%	38%	39%	40%	54%	24%
Neither agree nor Disagree	26%	25%	27%	30%	26%	21%	31%	30%	27%	24%	8%	22%
Disagree	6%	7%	6%	6%	7%	6%	6%	5%	10%	7%	1%	6%
Strongly Disagree	3%	3%	3%	4%	2%	2%	2%	5%	5%	1%	1%	2%
Don't Know	13%	15%	11%	11%	15%	11%	16%	9%	6%	10%	15%	33%
Total Agree:	52%	50%	53%	49%	50%	61%	44%	51%	52%	58%	75%	38%
Total Disagree:	9%	9%	9%	10%	9%	7%	8%	10%	15%	9%	2%	8%
Net:	43%	41%	44%	39%	42%	54%	36%	40%	37%	49%	73%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(127.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	12%	11%	13%	13%	15%	10%	12%	12%	15%	16%	6%	7%	0%
Agree	29%	25%	24%	32%	29%	29%	33%	31%	30%	19%	38%	27%	10%
Neither agree nor Disagree	27%	31%	20%	21%	32%	30%	30%	27%	23%	34%	28%	30%	20%
Disagree	15%	15%	17%	7%	15%	21%	17%	16%	14%	15%	16%	23%	5%
Strongly Disagree	6%	9%	5%	6%	5%	7%	5%	6%	6%	7%	4%	5%	0%
Don't Know	10%	9%	21%	21%	4%	2%	3%	9%	12%	9%	8%	7%	65%
Total Agree:	41%	36%	37%	45%	44%	39%	45%	42%	46%	35%	44%	35%	10%
Total Disagree:	21%	23%	22%	13%	20%	28%	22%	22%	20%	22%	20%	28%	5%
Net:	20%	12%	16%	32%	24%	11%	23%	20%	26%	13%	24%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(127.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	12%	13%	11%	11%	12%	14%	11%	10%	8%	16%	16%	11%
Agree	29%	29%	29%	28%	28%	35%	22%	33%	34%	32%	39%	25%
Neither agree nor Disagree	27%	24%	30%	30%	28%	17%	32%	28%	26%	25%	16%	15%
Disagree	15%	14%	17%	17%	14%	17%	14%	19%	22%	15%	8%	17%
Strongly Disagree	6%	6%	5%	6%	6%	6%	6%	7%	7%	5%	5%	3%
Don't Know	10%	13%	8%	8%	11%	11%	14%	3%	3%	7%	16%	30%
Total Agree:	41%	42%	41%	39%	41%	49%	34%	44%	42%	48%	56%	35%
Total Disagree:	21%	21%	22%	23%	20%	23%	20%	26%	29%	20%	13%	20%
Net:	20%	21%	19%	16%	21%	26%	13%	18%	13%	28%	43%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(128.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	14%	17%	14%	23%	12%	11%	10%	14%	17%	15%	7%	14%	0%
Agree	25%	23%	23%	22%	28%	24%	29%	27%	21%	23%	31%	20%	28%
Neither agree nor Disagree	25%	25%	24%	20%	28%	28%	27%	24%	26%	29%	30%	28%	4%
Disagree	17%	15%	13%	9%	17%	23%	23%	18%	16%	14%	19%	15%	5%
Strongly Disagree	7%	9%	6%	5%	8%	8%	5%	7%	7%	9%	2%	9%	0%
Don't Know	11%	11%	21%	21%	6%	5%	5%	10%	12%	10%	11%	14%	63%
Total Agree:	39%	40%	37%	45%	40%	35%	39%	41%	38%	38%	38%	34%	28%
Total Disagree:	24%	24%	19%	14%	26%	31%	28%	25%	23%	23%	20%	24%	5%
Net:	16%	16%	18%	31%	15%	4%	11%	16%	15%	15%	18%	10%	23%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(128.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	14%	15%	13%	12%	12%	26%	11%	12%	11%	16%	33%	11%
Agree	25%	25%	26%	28%	23%	27%	23%	25%	32%	26%	27%	21%
Neither agree nor Disagree	25%	24%	28%	29%	26%	18%	30%	30%	23%	21%	11%	20%
Disagree	17%	16%	18%	16%	19%	12%	14%	19%	23%	22%	9%	14%
Strongly Disagree	7%	7%	6%	6%	7%	6%	7%	8%	8%	7%	4%	3%
Don't Know	11%	13%	10%	9%	13%	11%	15%	6%	5%	8%	15%	31%
Total Agree:	39%	40%	39%	40%	35%	52%	34%	37%	42%	42%	61%	33%
Total Disagree:	24%	23%	24%	22%	26%	18%	21%	27%	30%	29%	13%	17%
Net:	16%	17%	15%	18%	9%	34%	14%	9%	12%	13%	48%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(129.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	19%	24%	21%	19%	19%	17%	14%	18%	18%	27%	11%	19%	10%
Agree	36%	28%	26%	33%	39%	46%	42%	40%	28%	29%	48%	29%	6%
Neither agree nor Disagree	24%	27%	20%	20%	26%	20%	31%	24%	25%	23%	18%	32%	20%
Disagree	7%	9%	10%	3%	8%	7%	5%	4%	15%	7%	10%	5%	0%
Strongly Disagree	4%	3%	3%	4%	3%	5%	4%	3%	5%	3%	4%	4%	0%
Don't Know	10%	9%	20%	21%	4%	4%	5%	9%	10%	11%	10%	11%	63%
Total Agree:	55%	52%	47%	52%	58%	64%	56%	58%	46%	56%	58%	48%	17%
Total Disagree:	10%	12%	12%	8%	11%	12%	8%	8%	19%	10%	14%	9%	0%
Net:	44%	41%	35%	44%	47%	51%	48%	50%	27%	46%	44%	38%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(129.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	19%	18%	19%	18%	19%	20%	18%	19%	17%	18%	22%	21%
Agree	36%	34%	38%	36%	33%	47%	30%	38%	40%	39%	49%	32%
Neither agree nor Disagree	24%	23%	25%	27%	26%	14%	28%	28%	25%	22%	9%	11%
Disagree	7%	7%	7%	6%	6%	9%	8%	7%	7%	7%	1%	3%
Strongly Disagree	4%	5%	2%	4%	4%	2%	3%	3%	5%	6%	3%	1%
Don't Know	10%	13%	8%	9%	12%	9%	13%	5%	5%	8%	15%	31%
Total Agree:	55%	52%	57%	54%	52%	67%	48%	58%	57%	58%	72%	53%
Total Disagree:	10%	12%	9%	10%	11%	11%	11%	9%	12%	12%	5%	4%
Net:	44%	40%	48%	44%	41%	56%	36%	48%	45%	46%	67%	49%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(130.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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	26%	25%	27%	29%	25%	30%	20%	27%	27%	31%	11%	21%	5%
Agree	33%	27%	22%	29%	36%	35%	45%	36%	28%	22%	44%	30%	11%
Neither agree nor Disagree	22%	27%	23%	13%	23%	26%	22%	21%	22%	27%	25%	24%	18%
Disagree	4%	6%	6%	3%	5%	2%	5%	4%	4%	7%	3%	10%	2%
Strongly Disagree	3%	4%	2%	3%	1%	4%	3%	2%	5%	3%	2%	3%	0%
Don't Know	12%	11%	20%	23%	9%	4%	6%	10%	13%	11%	15%	12%	63%
Total Agree:	59%	52%	49%	58%	61%	64%	66%	63%	55%	52%	56%	51%	17%
Total Disagree:	7%	11%	8%	6%	6%	6%	7%	6%	9%	10%	5%	13%	2%
Net:	52%	41%	41%	52%	55%	58%	58%	57%	46%	43%	50%	38%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(130.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	26%	24%	28%	25%	25%	33%	23%	25%	21%	26%	42%	29%
Agree	33%	32%	34%	36%	30%	35%	27%	37%	37%	41%	30%	22%
Neither agree nor Disagree	22%	20%	24%	23%	24%	15%	25%	24%	31%	16%	9%	16%
Disagree	4%	5%	3%	4%	5%	2%	5%	5%	3%	5%	1%	1%
Strongly Disagree	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	2%	0%
Don't Know	12%	14%	10%	10%	13%	12%	16%	6%	4%	9%	16%	31%
Total Agree:	59%	56%	61%	61%	55%	68%	51%	62%	58%	67%	72%	52%
Total Disagree:	7%	9%	5%	7%	8%	5%	8%	8%	7%	7%	3%	1%
Net:	52%	48%	56%	54%	47%	63%	43%	53%	51%	60%	68%	51%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(131.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Joined a campaign or protest in support of the environment	8%	11%	9%	20%	6%	1%	1%	8%	8%	7%	9%	6%	4%
Given up a car e.g. sold a car and not replaced it	7%	7%	8%	18%	3%	4%	3%	8%	7%	4%	5%	3%	7%
Moved to a green energy tariff with your energy provider	6%	15%	9%	7%	5%	1%	1%	3%	12%	7%	8%	6%	3%
Moved to a vegetarian diet	6%	14%	10%	5%	4%	4%	3%	5%	7%	9%	14%	14%	0%
Bought an electric car / hybrid	5%	11%	5%	3%	6%	3%	3%	3%	8%	3%	7%	9%	14%
Turned lights off and used less energy where possible	46%	39%	33%	29%	44%	59%	67%	51%	42%	36%	44%	53%	8%
Recycled more	42%	38%	30%	28%	42%	50%	60%	45%	35%	36%	55%	57%	13%
Moved to a vegan diet	4%	8%	4%	5%	4%	3%	2%	3%	4%	6%	4%	6%	10%
Taken your own bags to the supermarket	34%	25%	21%	35%	29%	39%	49%	39%	25%	22%	41%	40%	18%
Avoided buying single-use plastics items	21%	25%	15%	11%	24%	25%	24%	23%	16%	14%	26%	24%	5%
Bought things second-hand more often	19%	26%	15%	17%	20%	23%	16%	19%	22%	12%	22%	26%	13%
Cycling or walking more for shorter journeys	18%	22%	16%	15%	17%	22%	18%	16%	19%	19%	21%	24%	20%
Paid more for products to ensure they are locally sourced	14%	18%	12%	15%	13%	14%	14%	15%	13%	12%	16%	21%	7%
Used smart technology solutions to save energy	14%	19%	15%	14%	12%	12%	13%	13%	15%	17%	16%	15%	10%
Bought sustainable clothing and fashion	11%	20%	17%	11%	10%	9%	5%	10%	11%	13%	18%	14%	13%
Used public transport more often	10%	15%	11%	12%	10%	11%	4%	7%	11%	20%	19%	10%	5%
Avoided taking flights where possible	10%	13%	12%	9%	7%	8%	11%	8%	13%	12%	15%	10%	2%
None of the above	16%	13%	12%	12%	22%	20%	17%	17%	14%	17%	13%	10%	22%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(131.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Joined a campaign or protest in support of the environment	8%	7%	8%	6%	5%	19%	4%	8%	4%	5%	32%	7%
Given up a car e.g. sold a car and not replaced it	7%	6%	8%	4%	5%	19%	3%	5%	4%	6%	29%	13%
Moved to a green energy tariff with your energy provider	6%	6%	6%	5%	5%	8%	6%	5%	4%	7%	7%	4%
Moved to a vegetarian diet	6%	7%	6%	7%	7%	6%	4%	8%	5%	8%	7%	13%
Bought an electric car / hybrid	5%	6%	3%	4%	4%	7%	3%	4%	3%	8%	6%	4%
Turned lights off and used less energy where possible	46%	42%	51%	47%	49%	36%	43%	52%	52%	55%	26%	41%
Recycled more	42%	43%	41%	45%	42%	37%	40%	48%	47%	47%	30%	33%
Moved to a vegan diet	4%	5%	3%	4%	3%	7%	3%	4%	7%	5%	4%	5%
Taken your own bags to the supermarket	34%	30%	37%	38%	29%	44%	25%	37%	37%	41%	47%	33%
Avoided buying single-use plastics items	21%	19%	22%	21%	21%	18%	16%	20%	24%	26%	24%	26%
Bought things second-hand more often	19%	15%	23%	17%	20%	21%	18%	27%	21%	16%	12%	18%
Cycling or walking more for shorter journeys	18%	19%	16%	19%	16%	19%	14%	19%	19%	23%	16%	18%
Paid more for products to ensure they are locally sourced	14%	16%	13%	15%	15%	13%	11%	15%	17%	19%	13%	11%
Used smart technology solutions to save energy	14%	16%	11%	15%	14%	14%	11%	15%	18%	18%	15%	13%
Bought sustainable clothing and fashion	11%	11%	11%	12%	11%	11%	10%	11%	15%	13%	12%	11%
Used public transport more often	10%	12%	8%	9%	10%	11%	11%	14%	8%	9%	7%	7%
Avoided taking flights where possible	10%	10%	9%	12%	9%	7%	10%	10%	7%	12%	6%	7%
None of the above	16%	17%	16%	17%	18%	9%	20%	18%	19%	11%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	14%	19%	20%	27%	9%	7%	4%	14%	14%	13%	14%	15%	0%
Somewhat confident	25%	32%	25%	17%	33%	24%	22%	23%	27%	31%	28%	33%	19%
Not very confident	25%	26%	20%	20%	22%	30%	32%	27%	21%	23%	26%	31%	14%
Not confident at all	16%	11%	11%	8%	18%	23%	24%	18%	14%	16%	9%	8%	0%
Have never heard this phrase before	20%	12%	24%	28%	18%	17%	18%	18%	24%	17%	24%	14%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	14%	11%	16%	11%	10%	31%	9%	10%	6%	16%	42%	17%
Somewhat confident	25%	27%	23%	26%	24%	28%	23%	26%	27%	30%	20%	28%
Not very confident	25%	27%	23%	26%	27%	19%	23%	31%	32%	26%	15%	15%
Not confident at all	16%	16%	17%	16%	19%	8%	18%	22%	20%	14%	3%	6%
Have never heard this phrase before	20%	19%	21%	22%	20%	14%	27%	11%	16%	14%	19%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	14%	15%	17%	25%	14%	8%	7%	16%	10%	16%	8%	12%	0%
Somewhat confident	26%	31%	19%	17%	31%	31%	27%	25%	28%	24%	31%	20%	5%
Not very confident	27%	24%	23%	22%	28%	29%	35%	28%	24%	25%	35%	35%	14%
Not confident at all	17%	13%	15%	8%	18%	21%	23%	17%	19%	17%	8%	15%	4%
Have never heard this phrase before	17%	17%	26%	28%	10%	12%	10%	14%	18%	18%	17%	17%	78%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	14%	13%	15%	12%	10%	29%	8%	11%	9%	17%	41%	15%
Somewhat confident	26%	31%	20%	26%	27%	21%	24%	25%	27%	29%	25%	23%
Not very confident	27%	24%	30%	29%	27%	23%	26%	32%	32%	30%	11%	25%
Not confident at all	17%	15%	18%	17%	17%	13%	20%	20%	20%	12%	5%	5%
Have never heard this phrase before	17%	16%	17%	16%	18%	14%	22%	11%	12%	11%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	9%	13%	17%	16%	10%	3%	1%	8%	10%	18%	5%	13%	0%
Somewhat confident	17%	22%	20%	24%	23%	12%	7%	16%	19%	21%	20%	21%	12%
Not very confident	23%	25%	19%	20%	23%	23%	26%	23%	23%	21%	24%	25%	11%
Not confident at all	18%	14%	16%	9%	20%	24%	25%	20%	18%	15%	19%	19%	2%
Have never heard this phrase before	32%	26%	28%	32%	24%	37%	40%	34%	30%	25%	31%	22%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	9%	10%	9%	9%	8%	14%	7%	9%	6%	12%	15%	15%
Somewhat confident	17%	17%	17%	16%	15%	26%	15%	13%	19%	17%	40%	10%
Not very confident	23%	24%	22%	24%	23%	19%	22%	26%	27%	23%	16%	25%
Not confident at all	18%	19%	18%	16%	21%	16%	20%	24%	19%	17%	8%	6%
Have never heard this phrase before	32%	30%	34%	34%	33%	25%	36%	29%	29%	32%	21%	43%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	22%	23%	28%	22%	21%	22%	18%	23%	15%	31%	22%	25%	5%
Somewhat confident	38%	39%	25%	34%	49%	39%	45%	40%	40%	31%	36%	35%	24%
Not very confident	18%	18%	15%	15%	15%	23%	20%	17%	19%	20%	20%	18%	2%
Not confident at all	11%	12%	12%	7%	11%	13%	13%	10%	13%	12%	15%	11%	2%
Have never heard this phrase before	10%	8%	20%	22%	5%	3%	4%	9%	13%	7%	7%	11%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	22%	25%	19%	22%	22%	24%	17%	24%	16%	30%	27%	27%
Somewhat confident	38%	35%	42%	36%	38%	43%	35%	39%	45%	38%	49%	32%
Not very confident	18%	16%	19%	20%	18%	14%	20%	21%	20%	17%	6%	7%
Not confident at all	11%	10%	12%	13%	11%	8%	15%	11%	13%	8%	3%	4%
Have never heard this phrase before	10%	13%	8%	8%	12%	11%	13%	5%	6%	7%	15%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	17%	20%	23%	30%	18%	10%	7%	16%	16%	29%	13%	13%	5%
Somewhat confident	33%	39%	24%	19%	41%	36%	37%	35%	31%	27%	28%	40%	12%
Not very confident	23%	20%	19%	17%	18%	29%	31%	23%	21%	22%	26%	21%	18%
Not confident at all	15%	11%	14%	9%	14%	20%	21%	14%	19%	13%	20%	9%	2%
Have never heard this phrase before	12%	10%	20%	25%	9%	6%	5%	11%	14%	10%	12%	17%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	17%	16%	18%	17%	14%	31%	14%	16%	11%	19%	41%	16%
Somewhat confident	33%	33%	32%	33%	35%	24%	30%	36%	39%	36%	25%	24%
Not very confident	23%	22%	24%	24%	23%	19%	22%	29%	25%	24%	12%	20%
Not confident at all	15%	13%	17%	15%	15%	16%	19%	13%	19%	13%	6%	8%
Have never heard this phrase before	12%	15%	9%	11%	14%	10%	16%	6%	7%	8%	16%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	15%	18%	19%	19%	15%	13%	8%	14%	15%	24%	11%	15%	0%
Somewhat confident	31%	33%	22%	32%	33%	32%	33%	33%	29%	22%	36%	24%	24%
Not very confident	25%	22%	22%	17%	27%	28%	31%	26%	25%	21%	18%	33%	14%
Not confident at all	16%	15%	12%	8%	15%	20%	22%	16%	16%	14%	18%	12%	0%
Have never heard this phrase before	14%	13%	25%	25%	11%	7%	7%	12%	16%	18%	16%	16%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	15%	17%	12%	16%	13%	19%	13%	14%	9%	19%	22%	14%
Somewhat confident	31%	31%	30%	27%	29%	41%	23%	30%	35%	33%	47%	40%
Not very confident	25%	25%	24%	27%	25%	18%	23%	32%	26%	27%	13%	14%
Not confident at all	16%	12%	19%	16%	17%	9%	21%	15%	23%	10%	3%	3%
Have never heard this phrase before	14%	14%	15%	13%	16%	13%	19%	9%	8%	11%	15%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	29%	40%	34%	36%	29%	21%	18%	28%	28%	39%	17%	41%	15%
Somewhat confident	38%	36%	31%	25%	45%	44%	45%	39%	40%	30%	48%	32%	12%
Not very confident	16%	11%	13%	11%	13%	22%	23%	16%	14%	16%	19%	12%	16%
Not confident at all	7%	5%	5%	4%	6%	11%	12%	8%	5%	8%	9%	4%	0%
Have never heard this phrase before	10%	8%	18%	22%	8%	2%	3%	8%	14%	7%	7%	11%	57%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	29%	28%	30%	27%	26%	39%	24%	28%	25%	30%	54%	23%
Somewhat confident	38%	38%	39%	39%	39%	33%	37%	44%	45%	40%	25%	31%
Not very confident	16%	16%	17%	19%	15%	13%	18%	15%	20%	16%	5%	15%
Not confident at all	7%	7%	8%	7%	8%	5%	9%	9%	6%	7%	1%	3%
Have never heard this phrase before	10%	12%	7%	7%	11%	10%	14%	3%	4%	7%	15%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	18%	24%	24%	28%	17%	10%	8%	16%	17%	30%	9%	26%	0%
Somewhat confident	26%	34%	25%	22%	30%	28%	21%	24%	31%	27%	22%	29%	24%
Not very confident	21%	15%	17%	17%	19%	27%	26%	21%	20%	15%	33%	24%	2%
Not confident at all	15%	13%	8%	7%	18%	19%	22%	16%	10%	16%	16%	7%	2%
Have never heard this phrase before	21%	14%	26%	26%	16%	17%	24%	22%	21%	11%	20%	15%	72%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	18%	16%	20%	15%	15%	32%	15%	16%	11%	16%	42%	15%
Somewhat confident	26%	27%	25%	27%	26%	25%	26%	26%	33%	27%	21%	13%
Not very confident	21%	20%	21%	22%	21%	16%	20%	22%	23%	20%	13%	28%
Not confident at all	15%	15%	15%	15%	16%	9%	15%	19%	15%	15%	3%	6%
Have never heard this phrase before	21%	23%	20%	22%	22%	18%	23%	16%	17%	21%	21%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	11%	12%	20%	14%	10%	5%	4%	10%	11%	15%	11%	12%	0%
Somewhat confident	22%	20%	19%	25%	30%	24%	18%	23%	24%	20%	22%	25%	9%
Not very confident	24%	27%	20%	22%	18%	29%	28%	23%	24%	29%	21%	25%	14%
Not confident at all	19%	17%	13%	11%	21%	21%	27%	21%	18%	13%	21%	16%	2%
Have never heard this phrase before	24%	23%	29%	27%	21%	21%	24%	23%	23%	23%	26%	23%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	11%	13%	8%	10%	8%	19%	9%	9%	9%	13%	17%	16%
Somewhat confident	22%	24%	21%	20%	22%	30%	19%	20%	18%	25%	41%	21%
Not very confident	24%	24%	24%	26%	25%	17%	25%	28%	30%	23%	14%	12%
Not confident at all	19%	17%	20%	19%	20%	14%	20%	21%	24%	19%	6%	14%
Have never heard this phrase before	24%	22%	26%	25%	25%	20%	29%	21%	19%	20%	22%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	22%	26%	30%	20%	26%	18%	15%	21%	19%	32%	19%	36%	10%
Somewhat confident	39%	37%	28%	34%	42%	43%	47%	43%	34%	29%	42%	33%	28%
Not very confident	18%	18%	13%	19%	16%	17%	21%	16%	20%	22%	21%	14%	6%
Not confident at all	11%	10%	10%	5%	10%	18%	13%	11%	16%	8%	6%	9%	0%
Have never heard this phrase before	10%	9%	19%	21%	6%	4%	4%	9%	11%	8%	13%	8%	55%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	22%	22%	22%	24%	20%	23%	19%	23%	18%	28%	24%	21%
Somewhat confident	39%	36%	42%	36%	39%	46%	32%	41%	50%	42%	50%	33%
Not very confident	18%	17%	18%	21%	16%	15%	19%	23%	15%	16%	9%	11%
Not confident at all	11%	12%	10%	11%	12%	7%	15%	11%	14%	8%	2%	4%
Have never heard this phrase before	10%	12%	8%	7%	13%	8%	14%	3%	3%	7%	15%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	11%	16%	16%	16%	10%	7%	2%	9%	13%	20%	6%	8%	0%
Somewhat confident	25%	33%	25%	31%	28%	18%	18%	25%	28%	25%	23%	24%	7%
Not very confident	24%	20%	20%	18%	21%	30%	30%	25%	20%	18%	32%	25%	14%
Not confident at all	17%	12%	11%	9%	18%	25%	24%	19%	12%	20%	12%	15%	4%
Have never heard this phrase before	24%	19%	28%	26%	22%	21%	25%	23%	27%	17%	26%	29%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	11%	11%	10%	11%	9%	17%	9%	10%	4%	15%	17%	14%
Somewhat confident	25%	26%	24%	22%	23%	38%	20%	24%	26%	27%	44%	20%
Not very confident	24%	23%	24%	28%	24%	15%	24%	28%	29%	21%	12%	20%
Not confident at all	17%	15%	19%	17%	18%	12%	19%	16%	21%	16%	8%	10%
Have never heard this phrase before	24%	25%	23%	23%	26%	19%	27%	22%	20%	21%	20%	36%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	10%	14%	14%	13%	10%	5%	4%	8%	10%	19%	7%	10%	0%
Somewhat confident	28%	35%	29%	32%	34%	23%	18%	26%	30%	31%	31%	32%	8%
Not very confident	24%	21%	18%	17%	22%	31%	31%	25%	20%	21%	30%	27%	13%
Not confident at all	16%	14%	13%	8%	15%	19%	22%	16%	18%	12%	10%	7%	4%
Have never heard this phrase before	23%	16%	26%	30%	20%	22%	24%	24%	22%	17%	22%	23%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	10%	10%	10%	9%	9%	15%	7%	8%	8%	12%	19%	12%
Somewhat confident	28%	26%	30%	29%	25%	33%	26%	25%	25%	27%	46%	23%
Not very confident	24%	24%	23%	25%	24%	20%	21%	29%	29%	26%	14%	24%
Not confident at all	16%	15%	16%	14%	16%	17%	20%	18%	17%	12%	3%	7%
Have never heard this phrase before	23%	25%	22%	24%	26%	14%	26%	20%	21%	23%	19%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	18%	20%	22%	17%	20%	19%	14%	18%	20%	22%	11%	20%	0%
Somewhat confident	38%	31%	25%	35%	47%	41%	47%	42%	32%	32%	34%	37%	25%
Not very confident	21%	24%	20%	15%	19%	24%	22%	20%	18%	22%	35%	19%	15%
Not confident at all	11%	14%	8%	9%	8%	13%	14%	9%	15%	15%	12%	10%	0%
Have never heard this phrase before	12%	12%	25%	23%	6%	3%	3%	10%	15%	10%	8%	14%	59%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	18%	21%	15%	18%	19%	19%	14%	21%	12%	27%	22%	20%
Somewhat confident	38%	37%	39%	38%	37%	43%	33%	42%	45%	38%	49%	35%
Not very confident	21%	20%	22%	24%	19%	20%	23%	22%	27%	19%	12%	13%
Not confident at all	11%	10%	12%	11%	12%	7%	14%	11%	13%	9%	1%	2%
Have never heard this phrase before	12%	12%	11%	10%	13%	11%	17%	5%	4%	7%	15%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	19%	22%	25%	33%	16%	13%	7%	18%	16%	25%	17%	25%	0%
Somewhat confident	36%	42%	29%	22%	43%	39%	40%	36%	38%	32%	38%	38%	29%
Not very confident	22%	16%	14%	17%	24%	27%	32%	23%	22%	22%	22%	19%	4%
Not confident at all	13%	10%	13%	7%	10%	19%	16%	13%	15%	12%	13%	8%	4%
Have never heard this phrase before	11%	9%	19%	22%	7%	3%	5%	10%	9%	10%	10%	10%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	19%	18%	19%	16%	15%	35%	15%	16%	13%	19%	44%	18%
Somewhat confident	36%	35%	36%	36%	39%	23%	32%	41%	40%	40%	25%	30%
Not very confident	22%	23%	22%	25%	20%	24%	22%	24%	24%	26%	13%	13%
Not confident at all	13%	12%	14%	14%	14%	8%	16%	16%	17%	8%	2%	9%
Have never heard this phrase before	11%	13%	9%	9%	12%	11%	15%	4%	6%	7%	15%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(146.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	11%	13%	19%	17%	10%	5%	2%	9%	13%	18%	6%	8%	0%
Somewhat confident	21%	28%	25%	27%	27%	16%	10%	19%	26%	21%	26%	27%	13%
Not very confident	22%	21%	15%	18%	22%	26%	30%	24%	19%	19%	26%	23%	16%
Not confident at all	17%	10%	14%	9%	18%	24%	26%	19%	16%	14%	14%	17%	0%
Have never heard this phrase before	28%	28%	28%	30%	22%	29%	33%	28%	26%	28%	28%	25%	71%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(146.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	11%	11%	10%	8%	10%	18%	7%	10%	7%	14%	19%	11%
Somewhat confident	21%	22%	21%	21%	18%	34%	20%	19%	21%	19%	40%	18%
Not very confident	22%	22%	22%	23%	23%	18%	21%	25%	25%	26%	13%	20%
Not confident at all	17%	17%	18%	18%	19%	10%	20%	19%	20%	16%	8%	8%
Have never heard this phrase before	28%	28%	29%	30%	30%	20%	32%	26%	27%	25%	21%	42%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very confident	9%	11%	16%	17%	9%	4%	1%	9%	10%	15%	7%	8%	0%
Somewhat confident	20%	26%	26%	24%	26%	15%	9%	18%	23%	28%	20%	14%	17%
Not very confident	25%	27%	20%	22%	23%	29%	29%	24%	32%	22%	24%	25%	5%
Not confident at all	17%	14%	9%	8%	21%	23%	25%	19%	13%	14%	23%	21%	2%
Have never heard this phrase before	28%	22%	28%	28%	21%	29%	36%	30%	22%	21%	27%	32%	75%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

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

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very confident	9%	10%	9%	7%	8%	17%	7%	7%	7%	13%	17%	11%
Somewhat confident	20%	19%	21%	20%	18%	29%	19%	16%	22%	19%	37%	13%
Not very confident	25%	25%	25%	27%	26%	19%	26%	31%	26%	23%	13%	24%
Not confident at all	17%	17%	17%	18%	18%	11%	17%	21%	22%	16%	9%	11%
Have never heard this phrase before	28%	28%	28%	28%	30%	24%	30%	25%	24%	30%	24%	42%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(148.A) Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can pay their staff more

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	11%	13%	15%	27%	11%	3%	0%	10%	15%	13%	7%	4%	0%
Agree	13%	20%	19%	14%	15%	9%	4%	10%	14%	15%	24%	14%	11%
Neither Agree nor Disagree	26%	32%	26%	18%	31%	27%	26%	25%	28%	30%	23%	35%	9%
Disagree	24%	16%	15%	12%	25%	32%	40%	28%	18%	17%	23%	21%	16%
Strongly Disagree	16%	10%	8%	10%	14%	25%	25%	17%	15%	15%	12%	12%	4%
Don't Know	10%	9%	17%	20%	4%	4%	5%	9%	9%	9%	10%	13%	59%
Total Agree:	24%	33%	34%	41%	26%	12%	4%	21%	29%	28%	31%	18%	11%
Total Disagree:	40%	26%	23%	21%	39%	58%	65%	45%	33%	33%	35%	33%	20%
Net:	-17%	7%	11%	19%	-13%	-46%	-61%	-25%	-4%	-4%	-4%	-15%	-9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(148.B) Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can pay their staff more

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	11%	9%	13%	7%	6%	35%	8%	4%	6%	12%	41%	10%
Agree	13%	15%	10%	12%	13%	12%	11%	16%	12%	13%	15%	12%
Neither Agree nor Disagree	26%	25%	28%	30%	26%	20%	30%	32%	28%	21%	10%	24%
Disagree	24%	24%	25%	27%	25%	15%	23%	27%	31%	29%	11%	14%
Strongly Disagree	16%	16%	16%	16%	18%	10%	17%	17%	19%	16%	9%	9%
Don't Know	10%	12%	7%	8%	11%	9%	11%	3%	5%	9%	15%	31%
Total Agree:	24%	24%	23%	19%	20%	47%	18%	21%	17%	26%	55%	22%
Total Disagree:	40%	40%	41%	43%	43%	24%	40%	44%	50%	45%	20%	23%
Net:	-17%	-16%	-18%	-24%	-24%	22%	-21%	-24%	-33%	-19%	36%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(149.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	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	9%	13%	12%	15%	10%	5%	0%	7%	11%	13%	7%	1%	5%
Agree	16%	21%	22%	29%	16%	6%	4%	15%	15%	16%	21%	22%	0%
Neither Agree nor Disagree	25%	27%	25%	18%	27%	25%	26%	24%	24%	28%	26%	32%	9%
Disagree	23%	16%	17%	10%	26%	32%	34%	25%	22%	19%	24%	22%	26%
Strongly Disagree	18%	14%	6%	8%	16%	29%	31%	20%	17%	16%	14%	12%	0%
Don't Know	10%	9%	18%	20%	4%	3%	4%	9%	11%	8%	8%	12%	59%
Total Agree:	24%	34%	34%	43%	27%	10%	5%	23%	26%	29%	28%	23%	5%
Total Disagree:	41%	30%	23%	18%	43%	61%	65%	45%	39%	35%	38%	33%	26%
Net:	-17%	4%	10%	25%	-16%	-51%	-60%	-22%	-13%	-6%	-9%	-10%	-21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(149.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	9%	9%	8%	8%	8%	13%	8%	5%	6%	11%	16%	8%
Agree	16%	14%	17%	12%	12%	34%	11%	16%	13%	16%	37%	13%
Neither Agree nor Disagree	25%	22%	28%	29%	25%	16%	31%	27%	27%	19%	10%	14%
Disagree	23%	23%	23%	24%	24%	20%	20%	26%	31%	28%	13%	25%
Strongly Disagree	18%	20%	17%	20%	20%	8%	19%	23%	18%	18%	9%	9%
Don't Know	10%	12%	7%	7%	11%	9%	11%	4%	5%	9%	14%	31%
Total Agree:	24%	23%	25%	20%	20%	47%	19%	20%	19%	26%	54%	21%
Total Disagree:	41%	43%	40%	44%	44%	28%	39%	49%	49%	46%	22%	34%
Net:	-17%	-20%	-15%	-24%	-24%	19%	-19%	-28%	-30%	-20%	32%	-13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(150.A) Do you agree or disagree with the following:: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	21%	26%	27%	20%	24%	20%	14%	20%	24%	26%	23%	22%	5%
Agree	36%	35%	29%	39%	35%	38%	38%	38%	31%	38%	34%	32%	22%
Neither Agree nor Disagree	21%	20%	17%	18%	26%	20%	25%	21%	25%	18%	20%	23%	10%
Disagree	8%	7%	8%	3%	7%	8%	12%	8%	7%	6%	10%	7%	4%
Strongly Disagree	3%	3%	1%	1%	2%	7%	6%	4%	3%	2%	3%	2%	0%
Don't Know	11%	9%	18%	19%	6%	8%	5%	10%	10%	10%	10%	14%	59%
Total Agree:	57%	61%	56%	60%	59%	58%	53%	58%	55%	63%	57%	54%	27%
Total Disagree:	11%	10%	9%	4%	9%	14%	18%	12%	10%	8%	13%	9%	4%
Net:	46%	51%	47%	55%	50%	44%	35%	46%	45%	55%	45%	45%	23%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(150.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	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	21%	19%	23%	19%	21%	27%	23%	21%	17%	20%	23%	19%
Agree	36%	34%	38%	38%	35%	34%	31%	34%	48%	38%	47%	24%
Neither Agree nor Disagree	21%	19%	23%	19%	21%	26%	24%	25%	23%	16%	7%	23%
Disagree	8%	10%	6%	9%	8%	4%	6%	9%	4%	12%	5%	3%
Strongly Disagree	3%	4%	3%	4%	3%	1%	3%	5%	3%	3%	3%	4%
Don't Know	11%	14%	8%	10%	12%	8%	13%	6%	5%	10%	15%	27%
Total Agree:	57%	53%	61%	58%	56%	61%	54%	55%	65%	58%	71%	43%
Total Disagree:	11%	14%	8%	13%	11%	5%	9%	15%	8%	15%	8%	7%
Net:	46%	39%	53%	44%	44%	56%	45%	40%	58%	43%	63%	36%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(151.A) Do you agree or disagree with the following:: Businesses can afford to pay their staff more without having to raise prices

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	23%	26%	25%	35%	24%	20%	12%	22%	26%	29%	18%	18%	5%
Agree	32%	28%	32%	24%	35%	39%	35%	33%	33%	27%	38%	30%	21%
Neither Agree nor Disagree	21%	26%	21%	18%	21%	16%	23%	20%	22%	23%	21%	27%	14%
Disagree	10%	6%	6%	3%	10%	14%	16%	12%	6%	7%	9%	8%	4%
Strongly Disagree	4%	6%	1%	1%	3%	7%	8%	5%	3%	5%	1%	2%	0%
Don't Know	10%	8%	17%	20%	6%	4%	6%	9%	10%	9%	13%	15%	55%
Total Agree:	55%	53%	56%	58%	59%	60%	47%	55%	60%	56%	56%	48%	27%
Total Disagree:	14%	12%	6%	4%	14%	20%	24%	17%	9%	12%	10%	10%	4%
Net:	41%	41%	50%	54%	45%	39%	24%	38%	51%	44%	46%	38%	23%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(151.B) Do you agree or disagree with the following: Businesses can afford to pay their staff more without having to raise prices

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	23%	20%	26%	20%	21%	37%	21%	23%	22%	19%	46%	15%
Agree	32%	33%	31%	35%	32%	28%	31%	35%	40%	33%	23%	33%
Neither Agree nor Disagree	21%	17%	25%	22%	21%	18%	25%	19%	23%	20%	7%	6%
Disagree	10%	12%	7%	9%	11%	6%	8%	13%	7%	13%	5%	11%
Strongly Disagree	4%	5%	4%	5%	5%	1%	3%	5%	4%	6%	3%	4%
Don't Know	10%	13%	7%	9%	11%	10%	11%	4%	5%	10%	15%	31%
Total Agree:	55%	54%	57%	55%	53%	66%	52%	59%	62%	52%	69%	48%
Total Disagree:	14%	17%	11%	14%	16%	7%	12%	18%	11%	18%	8%	15%
Net:	41%	37%	46%	40%	37%	59%	40%	41%	51%	34%	61%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(152.A) Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	38%	38%	34%	41%	39%	43%	32%	38%	39%	43%	29%	35%	14%
Agree	27%	30%	24%	21%	33%	27%	30%	28%	23%	24%	43%	27%	15%
Neither Agree nor Disagree	17%	18%	18%	14%	17%	16%	18%	16%	20%	18%	14%	21%	10%
Disagree	5%	3%	7%	2%	4%	7%	9%	6%	4%	3%	8%	5%	6%
Strongly Disagree	3%	3%	1%	2%	3%	5%	6%	4%	3%	3%	0%	3%	0%
Don't Know	9%	9%	16%	21%	4%	1%	5%	8%	11%	9%	7%	10%	55%
Total Agree:	65%	68%	58%	62%	73%	70%	63%	66%	62%	66%	71%	61%	29%
Total Disagree:	9%	5%	8%	4%	7%	12%	15%	10%	6%	6%	8%	8%	6%
Net:	56%	63%	50%	58%	66%	58%	48%	56%	56%	60%	64%	54%	22%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(152.B) Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	38%	34%	42%	35%	35%	52%	34%	39%	36%	35%	56%	44%
Agree	27%	27%	28%	31%	27%	23%	29%	27%	34%	30%	16%	11%
Neither Agree nor Disagree	17%	17%	17%	17%	18%	12%	20%	19%	19%	14%	9%	3%
Disagree	5%	6%	4%	5%	6%	3%	4%	6%	5%	9%	2%	6%
Strongly Disagree	3%	4%	3%	3%	4%	1%	2%	5%	3%	5%	2%	6%
Don't Know	9%	12%	6%	8%	11%	8%	11%	4%	3%	8%	15%	30%
Total Agree:	65%	60%	70%	66%	61%	75%	63%	66%	70%	65%	71%	55%
Total Disagree:	9%	10%	7%	8%	10%	5%	6%	11%	8%	14%	4%	12%
Net:	56%	50%	63%	58%	51%	70%	57%	56%	63%	50%	67%	43%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(153.A) If you had to choose, would you prefer...

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1 - Businesses to pay their staff less and make their products cheaper	13%	14%	15%	13%	15%	12%	8%	11%	17%	15%	15%	7%	9%
2	24%	18%	22%	20%	24%	27%	31%	24%	25%	20%	34%	28%	15%
3	36%	29%	32%	20%	39%	43%	48%	40%	30%	33%	30%	31%	14%
4 - Businesses to pay their staff more and make their products more expensive	27%	39%	31%	48%	22%	18%	12%	25%	27%	32%	22%	34%	62%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(153.B) If you had to choose, would you prefer...

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1 - Businesses to pay their staff less and make their products cheaper	13%	12%	13%	13%	9%	22%	15%	12%	11%	10%	13%	7%
2	24%	24%	25%	25%	25%	20%	26%	22%	31%	26%	12%	8%
3	36%	36%	36%	40%	38%	22%	33%	43%	40%	40%	21%	41%
4 - Businesses to pay their staff more and make their products more expensive	27%	29%	25%	22%	27%	36%	26%	22%	19%	23%	54%	44%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(154.A) If you had to choose, would you prefer...

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1 - Businesses to do less damage to the environment and make their products more expensive	24%	34%	27%	19%	27%	25%	18%	23%	21%	29%	33%	22%	30%
2	40%	34%	31%	21%	44%	52%	55%	43%	38%	33%	45%	41%	4%
3	18%	14%	18%	16%	19%	15%	21%	17%	18%	20%	16%	19%	19%
4 - Businesses to do more damage to the environment and make their products cheaper	18%	18%	24%	44%	10%	8%	6%	17%	23%	18%	6%	19%	47%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(154.B) If you had to choose, would you prefer...

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1 - Businesses to do less damage to the environment and make their products more expensive	24%	23%	25%	24%	24%	26%	24%	28%	24%	23%	22%	15%
2	40%	38%	43%	41%	42%	34%	37%	53%	43%	44%	19%	40%
3	18%	18%	17%	20%	19%	8%	21%	13%	26%	17%	10%	8%
4 - Businesses to do more damage to the environment and make their products cheaper	18%	21%	15%	15%	15%	32%	18%	6%	8%	16%	49%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(155.A) If you had to choose, would you prefer...

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
1 - A cap so that people who run businesses cannot earn more than a certain amount more than their lowest paid worker, to stop the divide between the richest and poorest growing	26%	39%	23%	25%	25%	28%	22%	26%	25%	33%	26%	18%	16%
2	23%	18%	29%	16%	23%	25%	24%	23%	22%	21%	32%	32%	19%
3	20%	18%	17%	14%	31%	17%	25%	20%	23%	19%	26%	16%	8%
4 - No cap so people who run businesses can earn any amount more than their lowest paid worker, to incentivise people to start businesses and create more jobs	30%	26%	31%	45%	21%	29%	30%	31%	31%	27%	16%	34%	57%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(155.B) If you had to choose, would you prefer...

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
1 - A cap so that people who run businesses cannot earn more than a certain amount more than their lowest paid worker, to stop the divide between the richest and poorest growing	26%	26%	27%	24%	27%	30%	30%	29%	25%	22%	19%	15%
2	23%	22%	23%	26%	21%	21%	22%	24%	26%	24%	20%	21%
3	20%	21%	20%	21%	22%	14%	21%	19%	25%	25%	8%	14%
4 - No cap so people who run businesses can earn any amount more than their lowest paid worker, to incentivise people to start businesses and create more jobs	30%	31%	30%	29%	30%	35%	27%	28%	24%	29%	53%	50%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(156.A) How well off would you say you feel?

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
I am very comfortable financially	19%	16%	26%	40%	9%	9%	13%	20%	19%	18%	9%	11%	18%
I am relatively comfortable financially	29%	27%	24%	14%	27%	31%	44%	30%	24%	23%	38%	35%	14%
I do not have money for luxuries but can normally comfortably cover the essentials	30%	31%	23%	26%	33%	38%	32%	28%	34%	34%	40%	31%	12%
I can only just afford my costs and often struggle to make ends meet	15%	16%	13%	11%	20%	18%	10%	14%	15%	18%	9%	17%	13%
I cannot afford my costs and often have to go without essentials like food and heating	8%	10%	14%	10%	11%	4%	1%	7%	9%	8%	4%	7%	43%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(156.B) How well off would you say you feel?

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
I am very comfortable financially	19%	20%	18%	18%	15%	34%	11%	8%	11%	25%	58%	42%
I am relatively comfortable financially	29%	34%	23%	32%	27%	25%	21%	35%	23%	42%	24%	28%
I do not have money for luxuries but can normally comfortably cover the essentials	30%	28%	32%	32%	32%	19%	35%	34%	43%	24%	8%	12%
I can only just afford my costs and often struggle to make ends meet	15%	12%	17%	12%	16%	16%	19%	19%	17%	7%	3%	4%
I cannot afford my costs and often have to go without essentials like food and heating	8%	7%	9%	5%	10%	5%	13%	5%	6%	2%	6%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(157.A) Which of the following comes closest to your view?

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Living a more sustainable lifestyle is generally cheaper	14%	22%	18%	15%	12%	13%	10%	12%	19%	20%	8%	13%	11%
Living a more sustainable lifestyle costs about the same	26%	26%	31%	25%	26%	22%	25%	23%	30%	27%	35%	39%	20%
Living a more sustainable lifestyle is generally more expensive	44%	39%	34%	45%	48%	49%	47%	48%	38%	36%	49%	35%	16%
Don't Know	16%	14%	17%	15%	14%	16%	19%	17%	13%	17%	8%	13%	53%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(157.B) Which of the following comes closest to your view?

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Living a more sustainable lifestyle is generally cheaper	14%	15%	13%	15%	13%	19%	15%	14%	9%	15%	17%	12%
Living a more sustainable lifestyle costs about the same	26%	27%	24%	28%	25%	22%	26%	26%	29%	26%	19%	18%
Living a more sustainable lifestyle is generally more expensive	44%	43%	45%	42%	43%	52%	36%	44%	46%	50%	57%	53%
Don't Know	16%	15%	17%	15%	20%	7%	23%	16%	16%	9%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(158.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Installing better insulation in a house

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Would typically cost money overall	13%	21%	20%	12%	10%	10%	7%	11%	18%	15%	13%	13%	0%
Would typically break even, saving as much as it costs	18%	24%	20%	20%	23%	13%	13%	15%	21%	27%	24%	18%	10%
Would typically save money overall	50%	36%	33%	33%	53%	67%	71%	57%	41%	37%	52%	51%	23%
Don't Know	18%	19%	26%	35%	13%	10%	9%	16%	20%	21%	11%	18%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(158.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Installing better insulation in a house

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Would typically cost money overall	13%	14%	12%	14%	12%	15%	13%	15%	11%	13%	16%	8%
Would typically break even, saving as much as it costs	18%	20%	17%	21%	18%	13%	18%	18%	19%	20%	17%	11%
Would typically save money overall	50%	49%	52%	50%	51%	48%	46%	57%	56%	57%	35%	49%
Don't Know	18%	18%	19%	15%	19%	24%	23%	10%	14%	10%	32%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(159.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Would typically cost money overall	9%	11%	16%	9%	9%	5%	5%	7%	12%	12%	10%	11%	6%
Would typically break even, saving as much as it costs	16%	21%	21%	19%	16%	9%	14%	14%	19%	24%	24%	17%	2%
Would typically save money overall	51%	49%	38%	32%	56%	68%	62%	56%	49%	45%	39%	45%	19%
Don't Know	23%	19%	25%	39%	19%	18%	19%	24%	21%	19%	27%	26%	73%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(159.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Would typically cost money overall	9%	9%	9%	9%	8%	13%	8%	7%	3%	12%	13%	12%
Would typically break even, saving as much as it costs	16%	17%	16%	18%	15%	16%	16%	17%	17%	18%	12%	11%
Would typically save money overall	51%	49%	53%	50%	54%	44%	50%	61%	62%	48%	37%	44%
Don't Know	23%	24%	22%	23%	22%	27%	25%	15%	17%	22%	38%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(160.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Would typically cost money overall	10%	12%	14%	8%	9%	7%	10%	9%	12%	13%	10%	9%	0%
Would typically break even, saving as much as it costs	23%	30%	24%	24%	23%	21%	21%	21%	32%	27%	23%	15%	15%
Would typically save money overall	45%	38%	34%	33%	50%	55%	53%	48%	36%	38%	51%	54%	20%
Don't Know	22%	20%	28%	34%	18%	16%	16%	22%	20%	22%	16%	22%	65%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(160.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Would typically cost money overall	10%	11%	9%	11%	9%	11%	10%	10%	8%	10%	13%	12%
Would typically break even, saving as much as it costs	23%	24%	23%	23%	23%	24%	23%	27%	21%	23%	22%	14%
Would typically save money overall	45%	41%	48%	45%	46%	39%	40%	50%	54%	50%	32%	41%
Don't Know	22%	23%	21%	21%	22%	26%	27%	13%	17%	16%	34%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(161.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying an electric vehicle (EV)

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Would typically cost money overall	27%	19%	21%	15%	26%	33%	42%	31%	25%	17%	22%	21%	14%
Would typically break even, saving as much as it costs	19%	25%	20%	24%	20%	13%	15%	17%	19%	30%	21%	17%	8%
Would typically save money overall	26%	33%	28%	19%	32%	29%	17%	24%	28%	26%	34%	34%	11%
Don't Know	28%	23%	32%	42%	22%	25%	26%	28%	28%	27%	24%	27%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(161.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying an electric vehicle (EV)

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Would typically cost money overall	27%	31%	23%	29%	29%	19%	23%	32%	26%	33%	22%	22%
Would typically break even, saving as much as it costs	19%	19%	19%	19%	19%	16%	18%	21%	18%	18%	23%	14%
Would typically save money overall	26%	27%	25%	23%	24%	37%	25%	22%	29%	32%	20%	25%
Don't Know	28%	23%	34%	29%	28%	27%	34%	25%	26%	18%	35%	38%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(162.A) In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount?

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Businesses are paying their junior and frontline staff much too much	13%	12%	19%	31%	11%	4%	1%	14%	13%	11%	6%	4%	11%
Businesses are paying their junior and frontline staff too much	10%	16%	15%	7%	7%	10%	6%	7%	17%	15%	6%	2%	6%
Businesses are paying their junior and frontline staff about the right amount	24%	20%	20%	19%	27%	24%	30%	24%	23%	20%	29%	28%	18%
Businesses are paying their junior and frontline staff too little	19%	18%	12%	11%	22%	25%	23%	20%	16%	16%	22%	14%	5%
Businesses are paying their junior and frontline staff much too little	9%	13%	9%	5%	9%	10%	7%	7%	9%	12%	8%	20%	5%
Don't Know	27%	23%	25%	26%	24%	27%	32%	27%	22%	25%	29%	31%	55%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(162.B) In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount?

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Businesses are paying their junior and frontline staff much too much	13%	13%	12%	11%	9%	29%	8%	6%	4%	16%	42%	32%
Businesses are paying their junior and frontline staff too much	10%	11%	8%	11%	10%	8%	10%	7%	12%	11%	11%	7%
Businesses are paying their junior and frontline staff about the right amount	24%	28%	20%	25%	25%	18%	20%	33%	25%	28%	11%	18%
Businesses are paying their junior and frontline staff too little	19%	19%	19%	20%	18%	18%	17%	23%	21%	20%	13%	21%
Businesses are paying their junior and frontline staff much too little	9%	7%	9%	8%	9%	7%	9%	9%	9%	8%	6%	9%
Don't Know	27%	22%	31%	25%	29%	21%	36%	22%	30%	17%	18%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(163.A) Which of the following comes closest to your view:

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Businesses could afford to pay their junior and frontline staff more, they are just choosing not to	45%	53%	52%	36%	49%	49%	38%	43%	55%	43%	50%	56%	34%
Businesses are already paying their junior and frontline staff as much as they can afford to	26%	28%	26%	28%	23%	23%	30%	28%	23%	30%	22%	16%	11%
Don't Know	28%	19%	22%	36%	28%	28%	33%	30%	22%	27%	28%	29%	55%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(163.B) Which of the following comes closest to your view:

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Businesses could afford to pay their junior and frontline staff more, they are just choosing not to	45%	49%	42%	47%	44%	48%	42%	49%	50%	47%	40%	51%
Businesses are already paying their junior and frontline staff as much as they can afford to	26%	28%	25%	29%	26%	22%	22%	26%	19%	34%	33%	32%
Don't Know	28%	23%	34%	24%	30%	30%	36%	24%	31%	18%	27%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(164.A) You said that businesses are generally paying their frontline and junior staff too little. In what ways do you think that businesses should increase the amount they pay these staff? Please select any which apply

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	536	95	56	40	76	115	154	375	36	64	29	30	2
Weighted	549	74	73	54	98	118	131	329	93	75	35	15	3
By taking on fewer staff	6%	3%	8%	17%	7%	7%	2%	5%	8%	11%	3%	9%	49%
By reducing the amount that their senior staff or board members earn	53%	40%	44%	39%	51%	61%	66%	61%	50%	34%	46%	31%	0%
Don't Know	5%	3%	3%	9%	10%	4%	4%	4%	3%	12%	9%	5%	0%
By generally reducing the amount that goes to their profits	49%	42%	54%	47%	45%	44%	59%	51%	51%	40%	44%	55%	51%
By reducing the amount that they pay to shareholders	43%	37%	44%	46%	33%	51%	45%	44%	41%	42%	47%	39%	0%
By offering more opportunities for junior and frontline staff to gain shares in the business	40%	46%	51%	24%	42%	36%	39%	38%	41%	46%	46%	36%	51%
By reducing business costs not linked to salaries (e.g. raw materials, rent, etc)	28%	29%	33%	26%	24%	21%	33%	29%	9%	39%	33%	40%	51%
By increasing the amount their products or services cost	11%	19%	17%	17%	15%	3%	6%	10%	6%	14%	17%	31%	0%
None of the above – businesses should not increase the amount they pay junior or frontline staff	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Other (Pleaser specify)	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%
less bonuses to ceo's	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Eliminate outrageous CEO pay	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pay cut to the CEO	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

Note:

BASE: Thinks Frontline and Junior staff are paid too little

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(164.B) You said that businesses are generally paying their frontline and junior staff too little. In what ways do you think that businesses should increase the amount they pay these staff? Please select any which apply

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	536	240	291	224	264	48	144	136	78	103	52	23
Weighted	549	270	275	179	292	78	203	116	58	121	33	19
By taking on fewer staff	6%	7%	6%	5%	5%	14%	8%	7%	12%	3%	3%	2%
By reducing the amount that their senior staff or board members earn	53%	56%	51%	52%	53%	57%	44%	53%	59%	62%	72%	47%
Don't Know	5%	3%	8%	7%	5%	2%	8%	1%	6%	5%	1%	3%
By generally reducing the amount that goes to their profits	49%	50%	48%	46%	55%	35%	51%	49%	43%	49%	54%	42%
By reducing the amount that they pay to shareholders	43%	44%	43%	34%	46%	50%	44%	45%	52%	33%	45%	56%
By offering more opportunities for junior and frontline staff to gain shares in the business	40%	42%	37%	38%	40%	45%	33%	54%	27%	48%	37%	16%
By reducing business costs not linked to salaries (e.g. raw materials, rent, etc)	28%	31%	24%	29%	27%	28%	29%	33%	26%	24%	21%	29%
By increasing the amount their products or services cost	11%	12%	10%	11%	10%	14%	14%	8%	11%	8%	15%	10%
None of the above – businesses should not increase the amount they pay junior or frontline staff	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%
Other (Pleaser specify)	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%
less bonuses to ceo's	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Eliminate outrageous CEO pay	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Pay cut to the CEO	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Thinks Frontline and Junior staff are paid too little

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(165.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
Businesses which say they are reducing their impact on the environment are just lying to sell more products

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	12%	17%	19%	16%	13%	8%	5%	11%	16%	18%	8%	9%	5%
Agree	21%	28%	24%	15%	26%	25%	15%	20%	24%	24%	29%	24%	10%
Neither Agree nor Disagree	36%	30%	28%	28%	40%	37%	48%	36%	41%	32%	30%	32%	15%
Disagree	12%	10%	8%	9%	12%	18%	15%	15%	8%	9%	12%	9%	6%
Strongly Disagree	3%	3%	2%	2%	2%	4%	3%	3%	2%	3%	1%	3%	0%
Don't Know	15%	12%	20%	30%	7%	9%	13%	15%	9%	14%	20%	24%	63%
Total Agree:	34%	44%	42%	31%	39%	32%	20%	30%	40%	42%	37%	33%	15%
Total Disagree:	15%	13%	10%	11%	14%	22%	19%	18%	10%	12%	13%	11%	6%
Net:	19%	31%	33%	20%	26%	10%	1%	13%	30%	29%	25%	22%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(165.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
Businesses which say they are reducing their impact on the environment are just lying to sell more products

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	12%	14%	11%	11%	12%	15%	11%	8%	10%	15%	21%	17%
Agree	21%	23%	20%	26%	17%	28%	18%	25%	23%	23%	22%	20%
Neither Agree nor Disagree	36%	32%	40%	35%	40%	23%	40%	44%	43%	29%	16%	23%
Disagree	12%	12%	13%	12%	13%	10%	12%	12%	13%	16%	6%	8%
Strongly Disagree	3%	3%	2%	2%	3%	2%	2%	4%	3%	3%	3%	2%
Don't Know	15%	16%	14%	13%	15%	22%	17%	7%	9%	13%	32%	29%
Total Agree:	34%	36%	31%	37%	29%	43%	30%	33%	33%	38%	43%	37%
Total Disagree:	15%	15%	15%	15%	16%	12%	14%	16%	16%	19%	9%	10%
Net:	19%	21%	16%	23%	13%	31%	16%	17%	17%	19%	34%	27%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(166.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
It is a good thing that businesses are making commitments to reduce their impact on the environment

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	23%	29%	26%	24%	25%	20%	20%	23%	21%	31%	22%	19%	10%
Agree	40%	31%	35%	23%	41%	51%	51%	42%	42%	29%	42%	48%	4%
Neither Agree nor Disagree	21%	22%	19%	20%	27%	20%	20%	19%	24%	25%	24%	20%	26%
Disagree	2%	5%	2%	3%	2%	0%	1%	2%	3%	4%	1%	2%	0%
Strongly Disagree	2%	3%	1%	0%	1%	4%	2%	2%	1%	1%	1%	2%	0%
Don't Know	12%	10%	17%	30%	4%	5%	7%	12%	9%	11%	11%	8%	59%
Total Agree:	63%	60%	61%	47%	66%	71%	71%	65%	63%	60%	64%	67%	14%
Total Disagree:	4%	9%	3%	3%	2%	4%	3%	4%	4%	5%	2%	4%	0%
Net:	59%	51%	58%	43%	64%	68%	68%	62%	59%	55%	61%	63%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(166.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
It is a good thing that businesses are making commitments to reduce their impact on the environment

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	23%	23%	23%	22%	23%	28%	20%	27%	16%	28%	28%	20%
Agree	40%	39%	40%	41%	41%	33%	36%	45%	47%	44%	27%	36%
Neither Agree nor Disagree	21%	21%	22%	23%	22%	16%	26%	22%	26%	17%	7%	11%
Disagree	2%	2%	2%	2%	2%	2%	2%	1%	5%	1%	4%	0%
Strongly Disagree	2%	2%	1%	2%	2%	0%	2%	1%	1%	2%	3%	0%
Don't Know	12%	13%	11%	10%	11%	19%	13%	4%	5%	8%	30%	34%
Total Agree:	63%	62%	64%	63%	64%	61%	57%	72%	62%	73%	56%	55%
Total Disagree:	4%	5%	3%	4%	4%	3%	4%	2%	7%	2%	8%	0%
Net:	59%	58%	61%	59%	60%	59%	53%	69%	56%	70%	48%	55%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(167.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products from businesses which have made commitments to reduce their impact on the environment

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	19%	27%	26%	20%	22%	12%	10%	17%	23%	25%	16%	18%	5%
Agree	34%	30%	30%	25%	31%	42%	40%	35%	30%	29%	44%	32%	14%
Neither Agree nor Disagree	27%	25%	22%	21%	31%	30%	33%	27%	27%	30%	26%	28%	6%
Disagree	5%	5%	3%	3%	8%	4%	7%	6%	5%	4%	2%	4%	8%
Strongly Disagree	2%	2%	0%	0%	2%	5%	4%	2%	4%	1%	2%	3%	0%
Don't Know	13%	10%	19%	30%	5%	6%	6%	13%	10%	11%	11%	15%	67%
Total Agree:	53%	57%	55%	46%	54%	54%	50%	52%	53%	54%	59%	50%	19%
Total Disagree:	8%	7%	4%	3%	10%	10%	11%	8%	9%	5%	4%	7%	8%
Net:	45%	50%	52%	43%	43%	45%	39%	44%	44%	49%	55%	43%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(167.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products from businesses which have made commitments to reduce their impact on the environment

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	19%	19%	19%	20%	18%	19%	18%	20%	13%	22%	21%	15%
Agree	34%	32%	35%	36%	32%	34%	29%	34%	39%	40%	35%	29%
Neither Agree nor Disagree	27%	27%	28%	27%	29%	21%	30%	33%	34%	24%	9%	19%
Disagree	5%	6%	4%	5%	5%	4%	6%	6%	6%	4%	2%	4%
Strongly Disagree	2%	3%	2%	2%	3%	1%	3%	1%	4%	3%	3%	0%
Don't Know	13%	14%	11%	9%	12%	21%	15%	5%	5%	8%	30%	32%
Total Agree:	53%	51%	54%	56%	50%	53%	47%	54%	51%	61%	56%	44%
Total Disagree:	8%	9%	7%	8%	8%	5%	8%	8%	10%	7%	5%	4%
Net:	45%	42%	47%	48%	42%	48%	39%	46%	42%	55%	52%	40%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(168.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products that have an independent environmental certification

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	17%	18%	29%	20%	18%	13%	8%	16%	22%	20%	19%	16%	5%
Agree	28%	31%	26%	21%	30%	31%	31%	28%	26%	32%	31%	32%	9%
Neither Agree nor Disagree	31%	29%	23%	22%	33%	36%	39%	33%	31%	27%	26%	26%	21%
Disagree	6%	6%	2%	5%	7%	6%	8%	6%	4%	3%	6%	7%	10%
Strongly Disagree	3%	2%	1%	1%	3%	5%	6%	3%	3%	2%	2%	5%	0%
Don't Know	15%	14%	19%	31%	8%	9%	9%	14%	14%	15%	16%	14%	55%
Total Agree:	46%	49%	55%	41%	48%	44%	39%	44%	48%	53%	50%	48%	14%
Total Disagree:	9%	8%	3%	6%	10%	11%	14%	10%	8%	6%	8%	12%	10%
Net:	37%	41%	52%	35%	39%	33%	25%	34%	40%	47%	42%	36%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(168.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products that have an independent environmental certification

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	17%	18%	17%	18%	15%	25%	13%	17%	13%	23%	29%	15%
Agree	28%	29%	27%	29%	28%	26%	28%	30%	30%	32%	16%	30%
Neither Agree nor Disagree	31%	29%	34%	34%	32%	21%	36%	34%	38%	26%	12%	14%
Disagree	6%	7%	4%	5%	6%	6%	4%	8%	8%	6%	6%	4%
Strongly Disagree	3%	4%	3%	3%	4%	1%	2%	3%	4%	4%	5%	4%
Don't Know	15%	14%	15%	11%	15%	21%	17%	7%	8%	11%	32%	34%
Total Agree:	46%	47%	44%	47%	43%	51%	41%	48%	43%	54%	45%	45%
Total Disagree:	9%	11%	7%	8%	10%	7%	6%	11%	12%	10%	11%	8%
Net:	37%	36%	38%	39%	34%	44%	35%	36%	31%	45%	35%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(169.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I have never noticed any businesses making commitments to reduce their impact on the environment

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Strongly Agree	11%	15%	18%	15%	8%	6%	5%	10%	14%	15%	5%	5%	7%
Agree	21%	24%	17%	18%	25%	21%	21%	20%	19%	25%	28%	29%	0%
Neither Agree nor Disagree	29%	28%	25%	23%	34%	31%	33%	28%	35%	26%	35%	27%	30%
Disagree	19%	17%	12%	9%	19%	28%	26%	22%	15%	14%	13%	18%	0%
Strongly Disagree	5%	4%	5%	3%	6%	5%	5%	5%	5%	5%	6%	1%	0%
Don't Know	15%	11%	22%	32%	7%	8%	9%	14%	12%	16%	13%	20%	63%
Total Agree:	32%	40%	35%	33%	33%	28%	26%	30%	33%	40%	33%	34%	7%
Total Disagree:	24%	22%	18%	12%	26%	33%	31%	27%	20%	19%	19%	19%	0%
Net:	8%	18%	18%	22%	7%	-6%	-5%	3%	12%	21%	14%	15%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(169.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I have never noticed any businesses making commitments to reduce their impact on the environment

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Strongly Agree	11%	11%	11%	9%	9%	21%	11%	12%	4%	10%	20%	11%
Agree	21%	19%	23%	22%	21%	19%	21%	20%	22%	23%	20%	15%
Neither Agree nor Disagree	29%	27%	31%	31%	31%	20%	33%	31%	36%	27%	12%	14%
Disagree	19%	22%	16%	20%	20%	14%	14%	24%	23%	25%	10%	21%
Strongly Disagree	5%	6%	4%	6%	5%	4%	4%	5%	7%	6%	4%	6%
Don't Know	15%	16%	14%	13%	14%	22%	17%	8%	8%	9%	34%	34%
Total Agree:	32%	30%	34%	31%	31%	40%	32%	32%	27%	33%	39%	25%
Total Disagree:	24%	27%	20%	26%	25%	18%	18%	29%	29%	31%	14%	27%
Net:	8%	2%	14%	5%	6%	22%	14%	2%	-3%	2%	25%	-2%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

(170.A) How likely or unlikely do you think it is that a business which says it has reduced it’s impact on the environment has actually done so?

	Total	Age						Race or Ethnicity					
		18-24	25-34	35-44	45-54	55-64	65+	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say
Unweighted	2013	326	284	356	253	327	467	1373	169	260	94	88	29
Weighted	2013	246	357	330	321	334	426	1192	367	266	117	42	29
Very likely that these businesses will actually have reduced their impact on the environment	20%	16%	32%	46%	14%	7%	6%	21%	19%	20%	12%	12%	41%
Likely that these businesses will actually have reduced their impact on the environment	35%	39%	34%	23%	37%	40%	39%	34%	43%	32%	40%	34%	16%
Unlikely that these businesses will actually have reduced their impact on the environment	18%	25%	14%	9%	20%	19%	20%	18%	14%	20%	20%	21%	15%
Very unlikely that these businesses will actually have reduced their impact on the environment	5%	5%	3%	5%	5%	5%	5%	5%	4%	5%	3%	8%	0%
Don't Know	22%	16%	16%	16%	24%	28%	30%	22%	20%	23%	25%	26%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions

Public First Poll for BRODIE (US)

(170.B) How likely or unlikely do you think it is that a business which says it has reduced it's impact on the environment has actually done so?

	Total	Gender		State Type			Education					
		Male	Female	East Coast	Non Coastal	West Coast	High School or Below	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2013	968	1036	758	1025	230	574	424	265	374	297	79
Weighted	2013	1029	975	644	1053	316	783	362	197	428	181	62
Very likely that these businesses will actually have reduced their impact on the environment	20%	21%	19%	15%	17%	36%	16%	10%	8%	21%	54%	46%
Likely that these businesses will actually have reduced their impact on the environment	35%	37%	34%	36%	35%	36%	32%	44%	39%	39%	26%	26%
Unlikely that these businesses will actually have reduced their impact on the environment	18%	19%	16%	21%	18%	12%	16%	22%	23%	19%	8%	14%
Very unlikely that these businesses will actually have reduced their impact on the environment	5%	5%	4%	3%	6%	3%	5%	4%	7%	2%	7%	6%
Don't Know	22%	18%	27%	25%	24%	13%	31%	20%	23%	18%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 9th Mar 2022

Data weighted by age & gender, state, racial group or origin, and education level to Nationally Representative Proportions