

BRODIE/Public First Sustainability Sentiment Tracker - US

Fieldwork: 12th Mar - 20th Mar 2021
Interview method: Online Survey
Population represented: US Adults
Sample size: 2003

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, state and ethnicity 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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Government 205

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Charities and NGOs 208

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Availability of housing	8%	7%	9%	11%	13%	12%	7%	7%	2%	7%	9%	5%	11%	7%	7%	6%	9%	9%
The Coronavirus Pandemic	56%	53%	59%	42%	52%	53%	53%	63%	66%	58%	54%	49%	55%	53%	56%	63%	55%	54%
Level of taxation	12%	13%	10%	12%	12%	11%	12%	13%	10%	13%	10%	11%	8%	10%	16%	15%	12%	16%
Levels of crime	16%	15%	18%	15%	14%	17%	17%	23%	12%	17%	15%	19%	16%	21%	16%	12%	12%	16%
State of the Armed Forces	3%	4%	2%	5%	2%	1%	5%	2%	3%	3%	3%	4%	1%	5%	4%	2%	3%	4%
Quality / cost of public transport	3%	3%	2%	3%	4%	3%	4%	1%	0%	3%	2%	2%	3%	1%	1%	2%	7%	4%
State of the economy	38%	39%	38%	19%	29%	36%	51%	47%	42%	43%	33%	20%	35%	46%	43%	41%	41%	40%
Levels of immigration	21%	22%	21%	12%	17%	15%	21%	27%	30%	24%	18%	13%	22%	23%	29%	21%	17%	21%
Quality / cost of healthcare	27%	24%	31%	24%	24%	23%	31%	28%	33%	29%	26%	12%	24%	26%	32%	37%	32%	29%
Access to good pensions	4%	5%	2%	2%	8%	5%	3%	3%	1%	4%	3%	7%	3%	3%	1%	3%	6%	11%
Threat of terrorism	12%	12%	12%	15%	14%	7%	10%	10%	16%	12%	12%	14%	13%	15%	10%	10%	12%	8%
Threat of climate change	22%	22%	23%	24%	21%	21%	20%	21%	26%	23%	22%	10%	21%	22%	19%	27%	31%	33%
Number of people on welfare	8%	10%	7%	7%	5%	9%	11%	11%	8%	10%	7%	3%	12%	7%	9%	7%	7%	8%
Quality of and access to schools / universities	7%	8%	7%	14%	10%	8%	6%	3%	5%	7%	8%	8%	8%	5%	4%	8%	9%	10%
Impact of new technology on society	4%	5%	2%	7%	8%	4%	2%	1%	1%	3%	4%	3%	4%	5%	1%	4%	4%	3%
The rise of China	12%	14%	10%	5%	10%	8%	10%	17%	19%	12%	12%	10%	9%	12%	15%	14%	14%	10%
Cost or availability of childcare	3%	3%	3%	7%	9%	4%	0%	1%	0%	2%	4%	1%	5%	3%	3%	3%	3%	5%
None of the above	2%	1%	3%	6%	1%	5%	2%	1%	0%	2%	3%	4%	3%	1%	2%	1%	1%	2%
Don't know	5%	4%	5%	12%	8%	7%	2%	2%	0%	1%	8%	22%	5%	2%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity 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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Availability of housing	8%	6%	14%	10%	8%	8%	6%	9%	5%	10%	15%	0%	52%	14%	8%	6%	8%	10%
The Coronavirus Pandemic	56%	52%	55%	57%	62%	55%	51%	61%	55%	55%	39%	66%	19%	52%	62%	53%	55%	61%
Level of taxation	12%	2%	7%	11%	7%	14%	17%	17%	20%	8%	11%	0%	0%	16%	10%	11%	13%	11%
Levels of crime	16%	16%	21%	18%	16%	14%	13%	15%	24%	29%	11%	6%	0%	17%	19%	14%	18%	14%
State of the Armed Forces	3%	0%	3%	3%	3%	3%	6%	2%	7%	0%	2%	0%	0%	3%	2%	4%	3%	2%
Quality / cost of public transport	3%	0%	3%	3%	4%	3%	3%	3%	2%	0%	0%	0%	0%	1%	3%	3%	3%	3%
State of the economy	38%	37%	34%	29%	38%	40%	45%	39%	47%	45%	54%	10%	29%	39%	38%	38%	39%	38%
Levels of immigration	21%	15%	17%	17%	26%	23%	27%	21%	19%	24%	12%	10%	0%	17%	20%	23%	26%	18%
Quality / cost of healthcare	27%	17%	21%	27%	29%	29%	31%	31%	26%	22%	26%	8%	71%	23%	28%	28%	26%	30%
Access to good pensions	4%	0%	9%	7%	3%	3%	2%	3%	6%	2%	4%	0%	0%	3%	3%	4%	5%	3%
Threat of terrorism	12%	16%	17%	13%	13%	12%	7%	13%	14%	7%	6%	3%	0%	15%	14%	10%	13%	12%
Threat of climate change	22%	15%	20%	24%	21%	20%	28%	25%	27%	27%	42%	6%	71%	28%	20%	22%	21%	26%
Number of people on welfare	8%	16%	4%	5%	9%	10%	9%	9%	8%	6%	4%	23%	0%	9%	7%	9%	10%	6%
Quality of and access to schools / universities	7%	8%	5%	8%	5%	6%	12%	7%	6%	7%	11%	0%	29%	7%	8%	7%	7%	8%
Impact of new technology on society	4%	4%	2%	5%	2%	2%	6%	5%	3%	0%	5%	0%	29%	3%	3%	4%	4%	3%
The rise of China	12%	2%	13%	8%	12%	17%	10%	13%	13%	7%	16%	13%	0%	9%	11%	13%	13%	12%
Cost or availability of childcare	3%	2%	4%	6%	2%	2%	4%	6%	0%	3%	2%	3%	0%	2%	4%	3%	3%	4%
None of the above	2%	15%	2%	2%	1%	4%	0%	0%	1%	4%	2%	0%	0%	1%	1%	3%	2%	1%
Don't know	5%	9%	6%	4%	1%	2%	1%	2%	0%	9%	0%	21%	0%	4%	4%	5%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Availability of housing	8%	12%	8%	7%	6%	2%	6%	7%	7%	16%	6%	9%	2%	4%	10%	7%	10%	7%
The Coronavirus Pandemic	56%	55%	59%	47%	56%	40%	53%	54%	59%	64%	61%	47%	21%	34%	72%	41%	55%	73%
Level of taxation	12%	10%	12%	9%	14%	13%	11%	12%	13%	9%	11%	14%	3%	19%	8%	28%	8%	5%
Levels of crime	16%	18%	17%	19%	12%	8%	14%	15%	20%	21%	18%	12%	4%	20%	13%	17%	20%	9%
State of the Armed Forces	3%	2%	4%	2%	2%	8%	3%	3%	5%	2%	0%	7%	7%	7%	2%	2%	1%	1%
Quality / cost of public transport	3%	4%	2%	2%	2%	2%	3%	3%	1%	4%	3%	3%	0%	3%	3%	0%	3%	1%
State of the economy	38%	35%	41%	38%	35%	30%	38%	39%	38%	35%	41%	44%	12%	48%	37%	36%	30%	31%
Levels of immigration	21%	17%	22%	22%	22%	15%	26%	24%	25%	10%	12%	21%	3%	45%	10%	16%	19%	5%
Quality / cost of healthcare	27%	26%	30%	23%	27%	22%	25%	29%	26%	24%	27%	31%	17%	16%	36%	32%	24%	32%
Access to good pensions	4%	6%	3%	0%	5%	0%	2%	4%	3%	5%	2%	7%	0%	4%	4%	0%	4%	1%
Threat of terrorism	12%	13%	11%	12%	14%	12%	14%	13%	11%	13%	9%	12%	4%	15%	12%	16%	8%	9%
Threat of climate change	22%	24%	23%	18%	26%	21%	14%	23%	23%	18%	28%	25%	11%	8%	35%	12%	15%	100%
Number of people on welfare	8%	6%	10%	9%	7%	4%	10%	9%	5%	11%	4%	3%	9%	14%	6%	5%	7%	3%
Quality of and access to schools / universities	7%	7%	8%	6%	5%	12%	6%	7%	9%	9%	7%	5%	2%	4%	9%	16%	8%	7%
Impact of new technology on society	4%	4%	3%	4%	4%	5%	3%	3%	3%	6%	3%	6%	9%	4%	3%	6%	4%	2%
The rise of China	12%	9%	12%	11%	12%	12%	18%	14%	13%	5%	7%	14%	2%	26%	6%	10%	7%	4%
Cost or availability of childcare	3%	5%	3%	4%	4%	5%	1%	2%	4%	7%	2%	4%	5%	2%	5%	1%	3%	3%
None of the above	2%	3%	1%	5%	2%	1%	1%	1%	3%	3%	3%	4%	4%	1%	1%	4%	6%	0%
Don't know	5%	5%	3%	11%	5%	11%	5%	4%	2%	3%	7%	1%	52%	3%	1%	0%	10%	0%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Availability of housing	8%	8%	10%	5%	11%	7%	6%	8%	7%	9%	9%	7%	7%	8%	11%	6%	8%
The Coronavirus Pandemic	56%	54%	70%	41%	64%	57%	46%	54%	54%	63%	58%	54%	55%	53%	61%	59%	51%
Level of taxation	12%	12%	7%	20%	9%	7%	19%	11%	12%	11%	14%	9%	8%	9%	9%	14%	15%
Levels of crime	16%	16%	12%	21%	15%	13%	20%	19%	14%	11%	17%	16%	14%	15%	18%	15%	18%
State of the Armed Forces	3%	3%	1%	6%	2%	3%	4%	3%	3%	3%	4%	2%	3%	2%	3%	5%	3%
Quality / cost of public transport	3%	2%	3%	2%	4%	3%	1%	2%	2%	4%	3%	2%	1%	2%	2%	1%	6%
State of the economy	38%	39%	38%	43%	37%	33%	44%	41%	40%	28%	42%	35%	33%	36%	38%	37%	44%
Levels of immigration	21%	21%	11%	40%	13%	14%	37%	24%	22%	12%	24%	18%	20%	22%	22%	23%	16%
Quality / cost of healthcare	27%	30%	36%	17%	30%	27%	25%	27%	24%	33%	29%	24%	34%	23%	31%	29%	29%
Access to good pensions	4%	3%	4%	5%	6%	3%	2%	4%	2%	5%	5%	2%	2%	3%	3%	3%	7%
Threat of terrorism	12%	13%	11%	15%	16%	10%	11%	14%	9%	11%	12%	12%	15%	12%	13%	14%	10%
Threat of climate change	22%	20%	34%	11%	33%	21%	13%	18%	17%	41%	21%	19%	40%	14%	26%	30%	24%
Number of people on welfare	8%	8%	6%	14%	6%	8%	12%	9%	9%	6%	11%	6%	7%	9%	10%	9%	5%
Quality of and access to schools / universities	7%	10%	10%	3%	8%	8%	6%	7%	8%	7%	8%	6%	11%	5%	8%	9%	9%
Impact of new technology on society	4%	4%	3%	3%	5%	3%	3%	3%	5%	2%	5%	2%	3%	2%	3%	3%	8%
The rise of China	12%	12%	7%	22%	7%	7%	22%	11%	17%	7%	14%	10%	13%	11%	12%	16%	10%
Cost or availability of childcare	3%	2%	5%	2%	7%	3%	1%	2%	5%	3%	5%	2%	4%	1%	3%	3%	10%
None of the above	2%	4%	1%	1%	1%	4%	1%	2%	3%	2%	1%	4%	2%	5%	1%	0%	0%
Don't know	5%	3%	1%	2%	1%	11%	1%	5%	4%	4%	1%	10%	0%	10%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(2.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	8%	10%	6%	7%	21%	11%	3%	3%	3%	9%	7%	10%	9%	4%	7%	8%	9%	12%
Will get better	14%	15%	13%	14%	14%	12%	12%	15%	17%	14%	14%	8%	13%	12%	15%	17%	22%	9%
Will stay the same	25%	29%	22%	14%	23%	24%	29%	28%	30%	28%	23%	14%	26%	31%	26%	24%	24%	35%
Will get worse	26%	25%	28%	28%	17%	22%	27%	31%	32%	31%	22%	22%	20%	32%	31%	29%	25%	30%
Will get much worse	12%	11%	14%	14%	11%	14%	15%	11%	10%	10%	15%	14%	13%	11%	11%	12%	15%	10%
Don't Know	14%	10%	17%	23%	14%	17%	13%	11%	8%	8%	20%	33%	19%	9%	10%	9%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(2.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	8%	6%	18%	6%	6%	6%	7%	11%	8%	9%	7%	29%	0%	6%	8%	9%	9%	8%
Will get better	14%	10%	12%	19%	17%	11%	13%	16%	16%	20%	22%	8%	52%	12%	17%	12%	16%	13%
Will stay the same	25%	14%	18%	24%	27%	31%	31%	27%	30%	28%	24%	33%	19%	26%	25%	26%	26%	25%
Will get worse	26%	19%	28%	19%	25%	24%	32%	33%	33%	33%	27%	8%	0%	30%	24%	26%	27%	29%
Will get much worse	12%	19%	11%	13%	18%	14%	11%	9%	10%	4%	13%	0%	0%	15%	14%	11%	12%	13%
Don't Know	14%	33%	12%	19%	8%	14%	7%	4%	2%	6%	8%	21%	29%	11%	12%	16%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(2.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	8%	14%	6%	4%	5%	0%	8%	8%	8%	14%	1%	2%	5%	8%	10%	6%	5%	8%
Will get better	14%	14%	14%	15%	17%	15%	12%	13%	13%	21%	13%	21%	2%	11%	20%	9%	8%	19%
Will stay the same	25%	23%	27%	22%	22%	17%	29%	27%	27%	20%	22%	21%	7%	44%	17%	34%	21%	8%
Will get worse	26%	24%	29%	16%	30%	28%	22%	28%	27%	20%	31%	26%	6%	18%	32%	24%	25%	38%
Will get much worse	12%	15%	12%	18%	9%	13%	11%	11%	18%	7%	15%	19%	12%	6%	15%	15%	17%	21%
Don't Know	14%	10%	12%	25%	16%	27%	19%	12%	7%	18%	18%	11%	68%	13%	7%	12%	23%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(2.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	8%	5%	12%	6%	18%	2%	4%	6%	9%	12%	13%	3%	3%	3%	5%	8%	24%
Will get better	14%	12%	20%	9%	19%	13%	9%	13%	15%	16%	13%	13%	25%	8%	17%	18%	18%
Will stay the same	25%	28%	17%	40%	18%	19%	40%	28%	29%	13%	27%	24%	25%	25%	26%	27%	22%
Will get worse	26%	26%	33%	19%	24%	29%	25%	27%	24%	28%	27%	27%	23%	26%	31%	26%	19%
Will get much worse	12%	18%	12%	9%	16%	11%	10%	12%	9%	18%	14%	11%	15%	11%	10%	17%	13%
Don't Know	14%	11%	7%	15%	5%	26%	10%	14%	14%	13%	7%	23%	10%	26%	11%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(3.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	8%	9%	7%	10%	16%	10%	6%	4%	2%	7%	8%	8%	10%	5%	3%	8%	9%	9%
Will get better	19%	19%	18%	25%	22%	21%	15%	15%	16%	20%	17%	21%	16%	23%	18%	18%	19%	17%
Will stay the same	32%	34%	30%	25%	26%	24%	33%	35%	46%	36%	29%	18%	30%	37%	40%	35%	30%	37%
Will get worse	19%	21%	17%	14%	15%	13%	22%	23%	24%	20%	18%	11%	16%	19%	18%	25%	22%	24%
Will get much worse	9%	7%	10%	7%	6%	13%	12%	10%	4%	8%	9%	7%	12%	7%	8%	5%	13%	5%
Don't Know	14%	10%	18%	19%	15%	20%	12%	13%	8%	9%	19%	35%	16%	10%	12%	8%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(3.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	8%	23%	9%	10%	5%	6%	7%	11%	6%	5%	3%	0%	0%	5%	10%	7%	9%	6%
Will get better	19%	10%	24%	20%	21%	16%	18%	20%	23%	17%	22%	29%	0%	21%	17%	19%	20%	19%
Will stay the same	32%	15%	29%	25%	34%	37%	39%	33%	39%	42%	34%	38%	100%	31%	36%	30%	31%	36%
Will get worse	19%	13%	10%	14%	20%	19%	25%	23%	22%	24%	26%	11%	0%	23%	17%	18%	20%	19%
Will get much worse	9%	7%	11%	11%	12%	11%	5%	6%	6%	4%	6%	0%	0%	7%	8%	9%	10%	8%
Don't Know	14%	32%	16%	20%	8%	11%	5%	8%	4%	9%	10%	21%	0%	14%	11%	16%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(3.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	8%	12%	7%	1%	5%	0%	7%	8%	4%	15%	3%	3%	3%	8%	9%	4%	6%	7%
Will get better	19%	24%	18%	21%	18%	11%	12%	18%	22%	24%	15%	11%	8%	15%	23%	15%	15%	23%
Will stay the same	32%	30%	33%	33%	36%	41%	29%	35%	31%	26%	30%	35%	13%	39%	31%	33%	27%	30%
Will get worse	19%	13%	22%	12%	18%	23%	22%	19%	22%	14%	22%	21%	5%	20%	20%	16%	16%	23%
Will get much worse	9%	10%	8%	8%	7%	4%	10%	7%	12%	10%	9%	13%	5%	6%	8%	18%	13%	9%
Don't Know	14%	10%	13%	25%	14%	21%	20%	13%	10%	11%	21%	18%	65%	12%	8%	14%	23%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(3.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	8%	5%	10%	8%	16%	4%	3%	7%	8%	10%	12%	4%	4%	4%	4%	7%	22%
Will get better	19%	13%	26%	15%	26%	16%	15%	19%	16%	20%	20%	16%	22%	11%	22%	23%	27%
Will stay the same	32%	39%	29%	36%	26%	30%	41%	33%	35%	26%	32%	32%	35%	32%	36%	34%	25%
Will get worse	19%	21%	19%	20%	18%	16%	22%	19%	18%	20%	21%	16%	21%	19%	21%	23%	11%
Will get much worse	9%	12%	8%	7%	10%	8%	8%	8%	8%	10%	10%	7%	10%	9%	6%	8%	11%
Don't Know	14%	11%	8%	14%	4%	26%	10%	14%	15%	13%	6%	26%	8%	26%	11%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(4.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	9%	10%	7%	7%	20%	13%	5%	4%	2%	8%	9%	9%	9%	6%	5%	9%	11%	11%
Will get better	21%	24%	18%	25%	20%	17%	20%	19%	25%	24%	18%	18%	17%	23%	20%	25%	24%	28%
Will stay the same	31%	32%	29%	24%	21%	27%	29%	35%	42%	34%	27%	19%	27%	37%	38%	34%	26%	36%
Will get worse	17%	15%	19%	16%	15%	12%	20%	20%	17%	18%	16%	9%	18%	18%	15%	16%	21%	14%
Will get much worse	8%	8%	9%	10%	8%	12%	11%	6%	5%	7%	10%	8%	12%	6%	10%	6%	10%	6%
Don't Know	15%	10%	19%	17%	16%	19%	15%	15%	8%	10%	20%	37%	17%	11%	11%	10%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(4.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	9%	13%	13%	8%	6%	5%	12%	12%	11%	9%	4%	29%	0%	6%	9%	9%	11%	7%
Will get better	21%	8%	23%	23%	23%	21%	19%	26%	25%	20%	21%	0%	100%	23%	22%	20%	21%	22%
Will stay the same	31%	21%	21%	27%	35%	36%	36%	29%	34%	50%	40%	38%	0%	34%	33%	28%	32%	32%
Will get worse	17%	18%	9%	14%	20%	17%	21%	17%	19%	10%	23%	11%	0%	16%	17%	17%	17%	18%
Will get much worse	8%	7%	16%	13%	7%	9%	7%	7%	7%	3%	4%	0%	0%	7%	7%	10%	10%	7%
Don't Know	15%	34%	18%	15%	10%	12%	6%	9%	4%	9%	9%	21%	0%	13%	12%	17%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(4.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	9%	14%	7%	9%	7%	3%	6%	9%	6%	16%	4%	3%	5%	8%	11%	7%	6%	9%
Will get better	21%	22%	22%	22%	21%	17%	16%	23%	21%	21%	16%	14%	5%	19%	26%	17%	13%	27%
Will stay the same	31%	29%	32%	27%	32%	23%	29%	31%	34%	27%	31%	32%	7%	35%	29%	30%	32%	28%
Will get worse	17%	16%	18%	9%	15%	26%	19%	17%	20%	15%	18%	17%	3%	16%	19%	18%	12%	22%
Will get much worse	8%	9%	8%	7%	8%	8%	10%	8%	8%	9%	9%	19%	13%	9%	7%	18%	12%	7%
Don't Know	15%	9%	14%	25%	17%	24%	20%	13%	12%	13%	22%	15%	68%	13%	8%	10%	25%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(4.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	9%	5%	12%	7%	18%	4%	4%	8%	9%	10%	13%	4%	6%	3%	5%	7%	26%
Will get better	21%	18%	28%	17%	25%	17%	21%	22%	19%	22%	22%	19%	23%	12%	25%	27%	27%
Will stay the same	31%	38%	26%	36%	25%	30%	37%	31%	33%	28%	31%	31%	29%	30%	35%	31%	26%
Will get worse	17%	17%	18%	17%	18%	14%	19%	17%	16%	18%	19%	14%	21%	17%	18%	21%	9%
Will get much worse	8%	10%	7%	10%	9%	8%	8%	9%	7%	9%	8%	7%	13%	10%	7%	7%	9%
Don't Know	15%	12%	9%	14%	5%	27%	11%	15%	15%	13%	8%	24%	8%	28%	9%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(5.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	7%	8%	6%	6%	16%	13%	5%	2%	2%	8%	7%	11%	9%	3%	5%	7%	9%	10%
Will get better	12%	11%	14%	11%	12%	16%	12%	7%	14%	14%	10%	7%	9%	16%	13%	14%	15%	10%
Will stay the same	22%	23%	21%	26%	17%	20%	22%	24%	25%	23%	21%	11%	22%	24%	23%	24%	25%	34%
Will get worse	25%	26%	25%	22%	22%	18%	26%	30%	32%	26%	25%	17%	25%	25%	28%	30%	25%	24%
Will get much worse	19%	21%	17%	13%	15%	18%	21%	25%	21%	21%	17%	14%	18%	25%	21%	17%	19%	17%
Don't Know	14%	10%	17%	21%	18%	16%	13%	12%	6%	8%	20%	39%	17%	7%	10%	8%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(5.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	7%	16%	14%	5%	5%	4%	7%	11%	11%	5%	6%	3%	29%	5%	8%	8%	9%	6%
Will get better	12%	6%	16%	17%	12%	13%	14%	11%	13%	22%	7%	0%	19%	18%	13%	10%	14%	12%
Will stay the same	22%	13%	22%	19%	27%	19%	24%	23%	27%	22%	41%	35%	52%	23%	25%	20%	22%	22%
Will get worse	25%	23%	11%	25%	30%	30%	26%	28%	30%	21%	24%	23%	0%	25%	27%	25%	24%	30%
Will get much worse	19%	6%	19%	12%	21%	25%	24%	20%	14%	23%	11%	18%	0%	17%	16%	21%	21%	17%
Don't Know	14%	35%	17%	22%	6%	8%	4%	7%	5%	8%	11%	21%	0%	12%	12%	16%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(5.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	7%	13%	5%	8%	4%	5%	4%	7%	8%	14%	2%	1%	5%	5%	9%	3%	8%	8%
Will get better	12%	19%	12%	7%	7%	11%	8%	12%	14%	16%	9%	14%	1%	10%	17%	5%	5%	17%
Will stay the same	22%	23%	21%	17%	28%	22%	21%	23%	23%	21%	30%	12%	7%	18%	26%	19%	23%	26%
Will get worse	25%	19%	27%	25%	28%	19%	29%	28%	23%	22%	17%	37%	10%	28%	27%	36%	21%	27%
Will get much worse	19%	14%	22%	19%	17%	18%	22%	19%	21%	13%	21%	25%	11%	30%	13%	33%	18%	13%
Don't Know	14%	11%	12%	24%	15%	24%	15%	12%	11%	14%	22%	11%	66%	10%	8%	4%	26%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(5.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	7%	5%	11%	6%	17%	3%	3%	7%	7%	9%	11%	4%	4%	3%	3%	5%	26%
Will get better	12%	9%	19%	8%	19%	11%	6%	12%	11%	15%	14%	9%	13%	7%	12%	18%	17%
Will stay the same	22%	25%	26%	17%	22%	24%	20%	22%	22%	24%	20%	25%	23%	20%	25%	24%	22%
Will get worse	25%	30%	24%	28%	23%	21%	33%	24%	27%	27%	27%	23%	27%	26%	34%	23%	14%
Will get much worse	19%	23%	11%	29%	14%	13%	31%	21%	21%	12%	22%	14%	23%	19%	17%	23%	16%
Don't Know	14%	8%	9%	12%	6%	28%	7%	14%	13%	14%	5%	25%	10%	25%	9%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(6.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behavior of companies

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	8%	10%	6%	6%	19%	14%	3%	3%	4%	8%	8%	9%	8%	5%	6%	10%	10%	11%
Will get better	16%	17%	15%	20%	15%	14%	18%	16%	15%	18%	15%	12%	15%	14%	15%	21%	20%	14%
Will stay the same	39%	40%	38%	30%	27%	33%	37%	43%	56%	43%	35%	29%	37%	42%	40%	41%	39%	48%
Will get worse	15%	15%	15%	14%	15%	10%	18%	19%	13%	16%	14%	9%	15%	18%	19%	13%	16%	14%
Will get much worse	7%	7%	8%	10%	7%	9%	10%	6%	4%	6%	9%	5%	10%	10%	7%	5%	6%	3%
Don't Know	15%	11%	19%	20%	17%	20%	13%	13%	9%	10%	20%	37%	16%	10%	14%	11%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(6.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behavior of companies

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	8%	9%	12%	6%	6%	7%	10%	13%	6%	8%	6%	29%	0%	6%	9%	8%	10%	7%
Will get better	16%	7%	20%	25%	15%	16%	16%	15%	23%	25%	11%	8%	71%	14%	18%	15%	17%	15%
Will stay the same	39%	22%	34%	33%	47%	39%	43%	38%	45%	44%	55%	23%	0%	46%	36%	38%	40%	41%
Will get worse	15%	25%	12%	9%	12%	14%	17%	20%	20%	16%	6%	8%	0%	12%	17%	15%	15%	15%
Will get much worse	7%	4%	6%	8%	10%	12%	7%	4%	1%	0%	3%	10%	29%	7%	8%	7%	8%	6%
Don't Know	15%	32%	15%	20%	10%	11%	6%	10%	5%	7%	18%	21%	0%	15%	12%	17%	10%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(6.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behavior of companies

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	8%	16%	6%	1%	4%	3%	5%	8%	8%	13%	1%	3%	2%	7%	10%	8%	5%	7%
Will get better	16%	18%	16%	19%	15%	15%	14%	15%	15%	22%	16%	17%	7%	13%	20%	5%	13%	20%
Will stay the same	39%	35%	41%	37%	42%	35%	36%	40%	44%	30%	39%	26%	9%	43%	39%	43%	36%	39%
Will get worse	15%	12%	15%	11%	17%	15%	19%	17%	11%	11%	13%	19%	4%	17%	14%	13%	15%	17%
Will get much worse	7%	8%	7%	6%	5%	7%	9%	7%	6%	10%	5%	18%	9%	9%	6%	21%	9%	6%
Don't Know	15%	12%	14%	25%	16%	25%	17%	12%	16%	13%	26%	18%	68%	11%	11%	10%	23%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(6.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behavior of companies

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	8%	4%	12%	8%	19%	3%	3%	7%	8%	12%	13%	4%	4%	3%	4%	5%	28%
Will get better	16%	16%	22%	11%	23%	13%	13%	15%	17%	18%	18%	13%	21%	11%	16%	20%	23%
Will stay the same	39%	39%	37%	46%	27%	40%	49%	39%	41%	32%	40%	38%	32%	38%	47%	40%	26%
Will get worse	15%	18%	13%	16%	17%	9%	18%	15%	14%	15%	16%	13%	18%	14%	17%	17%	10%
Will get much worse	7%	12%	5%	7%	8%	6%	9%	8%	6%	7%	7%	7%	11%	7%	7%	8%	8%
Don't Know	15%	12%	11%	13%	6%	29%	8%	15%	14%	16%	6%	26%	14%	27%	9%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(7.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	9%	11%	7%	11%	18%	13%	5%	5%	5%	9%	10%	10%	7%	7%	8%	13%	12%	15%
Will get better	26%	28%	24%	31%	27%	21%	25%	23%	27%	27%	24%	23%	21%	29%	29%	27%	28%	23%
Will stay the same	21%	24%	19%	18%	15%	20%	27%	22%	25%	23%	20%	14%	25%	20%	22%	22%	22%	22%
Will get worse	19%	18%	21%	10%	15%	18%	16%	27%	25%	22%	16%	14%	15%	23%	21%	21%	22%	25%
Will get much worse	8%	7%	9%	9%	7%	9%	10%	7%	6%	7%	8%	4%	11%	8%	9%	5%	8%	5%
Don't Know	17%	12%	20%	20%	18%	19%	17%	15%	12%	11%	22%	35%	21%	12%	10%	12%	8%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(7.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	9%	16%	10%	13%	6%	7%	10%	13%	13%	20%	8%	3%	0%	10%	10%	9%	11%	9%
Will get better	26%	22%	28%	22%	25%	26%	27%	31%	24%	45%	27%	33%	19%	30%	27%	24%	28%	25%
Will stay the same	21%	3%	25%	22%	23%	22%	26%	19%	32%	16%	12%	0%	81%	17%	23%	22%	21%	24%
Will get worse	19%	15%	9%	17%	24%	21%	22%	21%	20%	9%	34%	14%	0%	20%	18%	20%	20%	20%
Will get much worse	8%	9%	10%	7%	10%	10%	7%	5%	5%	2%	5%	29%	0%	7%	7%	8%	8%	7%
Don't Know	17%	35%	18%	20%	12%	14%	8%	10%	6%	8%	14%	21%	0%	16%	15%	18%	12%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(7.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	9%	14%	8%	6%	9%	9%	7%	9%	11%	12%	6%	2%	3%	9%	11%	4%	9%	8%
Will get better	26%	27%	28%	26%	28%	23%	16%	23%	29%	36%	26%	16%	8%	24%	30%	19%	23%	25%
Will stay the same	21%	17%	23%	23%	22%	24%	24%	25%	17%	17%	17%	22%	6%	24%	22%	35%	18%	21%
Will get worse	19%	18%	19%	13%	18%	28%	23%	21%	19%	13%	18%	29%	7%	19%	21%	21%	13%	26%
Will get much worse	8%	9%	7%	11%	7%	0%	10%	7%	11%	8%	7%	16%	7%	9%	6%	17%	11%	7%
Don't Know	17%	15%	15%	22%	16%	15%	21%	15%	14%	15%	26%	15%	69%	15%	11%	5%	27%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(7.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	9%	8%	13%	7%	18%	5%	5%	9%	7%	14%	13%	5%	8%	4%	6%	9%	28%
Will get better	26%	23%	30%	24%	32%	21%	25%	27%	26%	22%	28%	22%	27%	16%	31%	31%	30%
Will stay the same	21%	26%	21%	22%	16%	24%	24%	20%	27%	19%	21%	22%	21%	24%	22%	20%	17%
Will get worse	19%	21%	18%	20%	18%	15%	25%	19%	18%	21%	20%	18%	20%	19%	22%	22%	12%
Will get much worse	8%	10%	6%	9%	9%	7%	8%	9%	6%	8%	9%	6%	12%	8%	7%	9%	7%
Don't Know	17%	11%	11%	17%	7%	29%	13%	17%	16%	17%	9%	27%	12%	29%	12%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Will get much better	18%	20%	16%	31%	33%	19%	15%	8%	8%	18%	19%	22%	18%	16%	17%	18%	20%	20%
Will get better	34%	36%	32%	25%	26%	29%	35%	39%	43%	37%	30%	22%	32%	36%	34%	36%	38%	41%
Will stay the same	19%	18%	19%	14%	11%	15%	18%	24%	27%	20%	18%	11%	17%	20%	23%	22%	16%	24%
Will get worse	11%	11%	10%	10%	11%	13%	9%	10%	11%	11%	10%	3%	11%	11%	12%	13%	12%	7%
Will get much worse	6%	5%	8%	6%	4%	8%	10%	7%	5%	6%	6%	6%	8%	7%	6%	5%	8%	3%
Don't Know	13%	10%	15%	14%	15%	17%	13%	13%	6%	8%	18%	36%	14%	11%	9%	7%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Will get much better	18%	29%	22%	17%	14%	17%	17%	22%	25%	20%	10%	29%	19%	17%	19%	18%	21%	16%
Will get better	34%	26%	22%	27%	41%	35%	35%	40%	44%	45%	32%	8%	29%	38%	35%	31%	32%	38%
Will stay the same	19%	11%	21%	18%	20%	19%	22%	16%	19%	17%	25%	23%	52%	17%	19%	19%	20%	19%
Will get worse	11%	4%	10%	15%	10%	10%	13%	12%	4%	11%	18%	8%	0%	10%	11%	10%	11%	11%
Will get much worse	6%	5%	10%	3%	8%	9%	6%	4%	6%	0%	4%	10%	0%	8%	5%	7%	7%	5%
Don't Know	13%	27%	16%	20%	8%	8%	6%	6%	2%	7%	11%	21%	0%	11%	11%	15%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(8.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Will get much better	18%	29%	14%	13%	16%	17%	14%	15%	25%	26%	11%	14%	9%	13%	21%	16%	19%	19%
Will get better	34%	32%	35%	23%	38%	43%	31%	34%	34%	34%	38%	24%	7%	36%	38%	19%	27%	36%
Will stay the same	19%	15%	22%	24%	17%	17%	18%	22%	14%	14%	19%	20%	6%	17%	21%	25%	15%	21%
Will get worse	11%	8%	11%	7%	10%	10%	14%	11%	9%	11%	8%	10%	7%	14%	8%	27%	9%	11%
Will get much worse	6%	6%	6%	9%	6%	0%	9%	7%	6%	4%	2%	20%	6%	10%	4%	4%	9%	3%
Don't Know	13%	10%	12%	23%	13%	12%	14%	11%	11%	11%	21%	12%	65%	10%	8%	8%	21%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(8.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Will get much better	18%	15%	24%	14%	30%	12%	12%	18%	15%	22%	22%	13%	20%	10%	16%	20%	36%
Will get better	34%	34%	37%	33%	36%	28%	37%	34%	33%	34%	38%	28%	37%	28%	39%	40%	31%
Will stay the same	19%	17%	21%	20%	16%	22%	19%	18%	18%	21%	16%	22%	18%	21%	21%	15%	16%
Will get worse	11%	14%	7%	13%	9%	7%	16%	10%	14%	7%	12%	8%	12%	11%	13%	11%	6%
Will get much worse	6%	11%	3%	8%	5%	5%	10%	7%	8%	4%	7%	6%	6%	7%	5%	7%	8%
Don't Know	13%	10%	8%	12%	4%	26%	7%	13%	13%	12%	5%	23%	7%	24%	7%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	10%	11%	9%	12%	19%	13%	8%	5%	6%	10%	11%	9%	10%	7%	9%	12%	15%	15%
Agree	22%	23%	22%	25%	27%	20%	23%	21%	19%	23%	22%	14%	21%	22%	22%	25%	31%	26%
Neither Agree nor Disagree	26%	23%	28%	26%	24%	27%	27%	24%	26%	25%	26%	27%	27%	24%	26%	26%	22%	21%
Disagree	17%	19%	15%	11%	12%	15%	18%	18%	24%	19%	15%	9%	17%	22%	16%	17%	15%	18%
Strongly Disagree	15%	17%	13%	12%	7%	10%	15%	22%	22%	17%	13%	15%	14%	18%	19%	14%	11%	14%
Don't Know	10%	7%	12%	15%	11%	14%	9%	9%	4%	5%	14%	25%	11%	7%	8%	6%	6%	5%
Total Agree:	33%	34%	31%	36%	46%	34%	31%	27%	24%	33%	33%	23%	31%	29%	31%	37%	46%	41%
Total Disagree:	32%	36%	28%	23%	19%	25%	33%	40%	46%	37%	27%	25%	31%	40%	35%	31%	26%	33%
Net:	1%	-1%	2%	14%	27%	9%	-2%	-14%	-22%	-4%	6%	-2%	0%	-11%	-4%	6%	20%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	10%	17%	20%	5%	7%	11%	10%	15%	10%	6%	3%	21%	0%	8%	12%	10%	12%	10%
Agree	22%	32%	18%	25%	19%	21%	23%	26%	28%	21%	38%	43%	19%	26%	26%	19%	22%	24%
Neither Agree nor Disagree	26%	17%	30%	37%	32%	20%	24%	23%	25%	15%	17%	3%	29%	31%	24%	25%	25%	26%
Disagree	17%	6%	13%	9%	22%	20%	20%	18%	20%	25%	12%	0%	0%	15%	15%	19%	17%	18%
Strongly Disagree	15%	8%	9%	15%	13%	20%	19%	13%	12%	24%	20%	33%	52%	11%	14%	17%	17%	13%
Don't Know	10%	18%	9%	9%	7%	8%	4%	5%	5%	8%	10%	0%	0%	9%	9%	11%	6%	9%
Total Agree:	33%	50%	38%	30%	26%	32%	33%	40%	38%	28%	42%	65%	19%	34%	38%	29%	34%	34%
Total Disagree:	32%	15%	23%	24%	35%	40%	40%	31%	32%	49%	31%	33%	52%	26%	29%	36%	35%	32%
Net:	1%	35%	16%	6%	-9%	-8%	-7%	9%	5%	-21%	10%	32%	-33%	8%	9%	-7%	-1%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(9.C) To what extent do you agree or Disagree with the following statements:: We need more government regulation of business

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	10%	19%	8%	11%	7%	3%	6%	9%	8%	21%	8%	7%	3%	7%	14%	4%	8%	14%
Agree	22%	31%	19%	26%	22%	5%	17%	20%	28%	24%	29%	23%	14%	12%	32%	15%	17%	35%
Neither Agree nor Disagree	26%	22%	26%	21%	29%	46%	27%	26%	23%	27%	31%	39%	13%	16%	30%	22%	32%	28%
Disagree	17%	12%	19%	9%	19%	19%	20%	18%	18%	18%	9%	9%	2%	23%	14%	25%	16%	14%
Strongly Disagree	15%	7%	19%	12%	16%	11%	19%	19%	14%	6%	5%	17%	4%	35%	5%	26%	12%	4%
Don't Know	10%	10%	9%	21%	7%	17%	10%	8%	9%	5%	19%	5%	65%	7%	6%	9%	16%	6%
Total Agree:	33%	50%	27%	38%	29%	8%	23%	29%	36%	45%	36%	30%	17%	19%	46%	19%	24%	48%
Total Disagree:	32%	19%	38%	20%	35%	29%	39%	37%	32%	23%	14%	26%	5%	58%	18%	50%	28%	18%
Net:	1%	31%	-11%	17%	-5%	-21%	-16%	-8%	4%	22%	23%	4%	12%	-39%	28%	-31%	-4%	30%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(9.D) To what extent do you agree or Disagree with the following statements:: We need more government regulation of business

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	10%	5%	16%	9%	32%	0%	0%	10%	8%	16%	14%	5%	12%	4%	8%	10%	28%
Agree	22%	20%	34%	12%	68%	0%	0%	19%	22%	33%	25%	17%	29%	15%	24%	27%	31%
Neither Agree nor Disagree	26%	27%	30%	18%	0%	72%	0%	26%	26%	23%	22%	32%	21%	29%	29%	22%	18%
Disagree	17%	25%	11%	21%	0%	0%	53%	19%	17%	11%	18%	15%	23%	16%	20%	21%	10%
Strongly Disagree	15%	16%	4%	31%	0%	0%	47%	17%	17%	7%	19%	11%	12%	15%	15%	18%	11%
Don't Know	10%	7%	6%	9%	0%	28%	0%	9%	11%	9%	3%	20%	3%	22%	4%	2%	1%
Total Agree:	33%	25%	50%	21%	100%	0%	0%	28%	29%	49%	39%	22%	41%	19%	31%	37%	59%
Total Disagree:	32%	41%	15%	53%	0%	0%	100%	36%	34%	18%	36%	26%	36%	31%	35%	39%	21%
Net:	1%	-16%	35%	-32%	100%	0%	-100%	-8%	-4%	31%	3%	-4%	5%	-12%	-4%	-2%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	9%	11%	7%	7%	21%	9%	6%	6%	5%	9%	9%	12%	9%	7%	5%	11%	11%	12%
Agree	34%	37%	31%	25%	26%	32%	37%	41%	40%	40%	27%	25%	34%	33%	41%	34%	36%	32%
Neither Agree nor Disagree	32%	29%	35%	30%	26%	28%	34%	34%	37%	32%	32%	21%	32%	37%	34%	33%	32%	26%
Disagree	11%	11%	12%	10%	12%	11%	12%	8%	12%	10%	12%	8%	10%	10%	9%	14%	13%	19%
Strongly Disagree	5%	5%	5%	11%	5%	4%	4%	5%	2%	5%	5%	10%	4%	5%	6%	4%	3%	6%
Don't Know	9%	7%	10%	16%	11%	15%	7%	6%	3%	4%	14%	24%	10%	8%	5%	6%	4%	5%
Total Agree:	43%	48%	38%	32%	46%	41%	43%	47%	45%	49%	36%	37%	43%	40%	46%	44%	47%	44%
Total Disagree:	16%	16%	17%	22%	17%	16%	16%	14%	15%	15%	18%	18%	14%	15%	16%	18%	17%	24%
Net:	27%	32%	21%	11%	29%	25%	27%	33%	30%	35%	18%	19%	29%	25%	30%	26%	30%	19%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	9%	13%	11%	7%	10%	7%	11%	13%	9%	13%	5%	0%	0%	5%	10%	10%	13%	6%
Agree	34%	27%	31%	38%	35%	35%	38%	36%	41%	30%	37%	62%	0%	35%	30%	35%	38%	33%
Neither Agree nor Disagree	32%	30%	38%	36%	35%	31%	33%	27%	25%	36%	31%	17%	19%	36%	33%	29%	30%	33%
Disagree	11%	0%	9%	4%	12%	13%	10%	15%	21%	12%	14%	0%	0%	8%	14%	11%	9%	15%
Strongly Disagree	5%	11%	4%	7%	4%	5%	5%	5%	3%	1%	2%	0%	81%	5%	5%	5%	4%	6%
Don't Know	9%	19%	7%	7%	4%	10%	3%	4%	2%	8%	10%	21%	0%	10%	8%	10%	6%	7%
Total Agree:	43%	39%	42%	45%	45%	42%	49%	49%	50%	43%	42%	62%	0%	40%	40%	45%	50%	39%
Total Disagree:	16%	11%	13%	11%	17%	18%	15%	20%	23%	12%	16%	0%	81%	14%	19%	15%	14%	21%
Net:	27%	28%	29%	34%	28%	24%	34%	30%	27%	30%	25%	62%	-81%	26%	21%	30%	37%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(10.C) To what extent do you agree or Disagree with the following statements:: Businesses generally try to do the right thing

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	9%	15%	8%	4%	5%	3%	9%	8%	10%	17%	4%	12%	1%	11%	10%	11%	4%	8%
Agree	34%	32%	35%	38%	34%	34%	32%	34%	32%	41%	32%	26%	1%	39%	34%	13%	33%	28%
Neither Agree nor Disagree	32%	30%	30%	29%	41%	36%	32%	33%	36%	25%	28%	33%	13%	27%	34%	35%	36%	37%
Disagree	11%	10%	12%	9%	12%	8%	11%	13%	8%	6%	15%	22%	7%	11%	12%	22%	9%	16%
Strongly Disagree	5%	4%	6%	5%	1%	10%	8%	5%	4%	5%	4%	4%	8%	3%	6%	17%	4%	8%
Don't Know	9%	9%	9%	15%	7%	9%	8%	7%	10%	5%	17%	4%	70%	7%	5%	2%	14%	4%
Total Agree:	43%	47%	43%	41%	39%	36%	41%	42%	42%	58%	36%	38%	2%	51%	44%	24%	37%	36%
Total Disagree:	16%	14%	18%	15%	13%	19%	19%	18%	12%	11%	19%	25%	15%	15%	18%	39%	13%	24%
Net:	27%	33%	25%	26%	26%	18%	22%	24%	30%	47%	18%	13%	-13%	36%	26%	-15%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(10.D) To what extent do you agree or Disagree with the following statements:: Businesses generally try to do the right thing

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	9%	6%	12%	10%	17%	3%	7%	8%	11%	11%	14%	4%	6%	5%	4%	6%	29%
Agree	34%	31%	34%	40%	34%	25%	43%	35%	34%	28%	39%	27%	35%	27%	36%	41%	36%
Neither Agree nor Disagree	32%	34%	34%	28%	28%	38%	29%	33%	31%	29%	29%	36%	29%	32%	42%	29%	21%
Disagree	11%	14%	11%	11%	11%	10%	13%	11%	8%	16%	11%	10%	16%	11%	12%	15%	7%
Strongly Disagree	5%	7%	6%	3%	7%	3%	5%	4%	6%	7%	5%	3%	11%	5%	4%	8%	4%
Don't Know	9%	7%	5%	7%	2%	21%	3%	9%	10%	8%	3%	19%	3%	20%	3%	1%	3%
Total Agree:	43%	38%	45%	51%	51%	29%	50%	43%	45%	39%	53%	32%	42%	32%	40%	47%	65%
Total Disagree:	16%	21%	16%	14%	19%	12%	18%	15%	14%	24%	16%	13%	26%	15%	15%	23%	11%
Net:	27%	16%	29%	37%	32%	16%	32%	28%	31%	15%	36%	18%	15%	17%	25%	24%	54%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(11.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	16%	17%	14%	16%	24%	17%	16%	14%	8%	17%	15%	19%	15%	11%	16%	17%	19%	14%
Agree	37%	41%	33%	36%	30%	34%	34%	43%	44%	39%	35%	24%	34%	43%	34%	39%	44%	50%
Neither Agree nor Disagree	26%	24%	29%	24%	25%	20%	32%	26%	28%	26%	26%	23%	30%	24%	31%	25%	21%	26%
Disagree	9%	9%	10%	7%	7%	10%	8%	8%	14%	10%	8%	2%	8%	12%	12%	11%	11%	3%
Strongly Disagree	3%	3%	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	1%
Don't Know	9%	8%	11%	14%	10%	17%	8%	7%	3%	5%	14%	29%	11%	7%	5%	5%	3%	5%
Total Agree:	53%	57%	48%	52%	54%	52%	50%	57%	52%	56%	49%	44%	48%	54%	50%	57%	63%	64%
Total Disagree:	12%	11%	12%	10%	10%	12%	11%	10%	16%	13%	11%	4%	11%	15%	14%	13%	13%	5%
Net:	41%	46%	36%	42%	44%	40%	39%	47%	36%	43%	39%	40%	38%	39%	36%	43%	51%	60%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(11.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	16%	15%	22%	16%	16%	15%	14%	20%	15%	9%	12%	29%	0%	13%	17%	16%	18%	15%
Agree	37%	31%	31%	28%	42%	41%	49%	34%	43%	32%	38%	24%	29%	43%	37%	36%	38%	39%
Neither Agree nor Disagree	26%	31%	29%	34%	24%	27%	23%	23%	29%	32%	24%	3%	19%	23%	27%	27%	24%	28%
Disagree	9%	2%	7%	8%	11%	7%	11%	13%	8%	20%	12%	23%	0%	10%	10%	9%	11%	8%
Strongly Disagree	3%	1%	0%	4%	3%	3%	0%	5%	1%	1%	4%	0%	52%	3%	3%	2%	2%	4%
Don't Know	9%	20%	10%	10%	4%	7%	2%	5%	3%	7%	9%	21%	0%	8%	8%	11%	6%	7%
Total Agree:	53%	46%	53%	44%	58%	56%	63%	54%	58%	41%	51%	53%	29%	56%	53%	51%	57%	53%
Total Disagree:	12%	3%	8%	12%	14%	10%	11%	18%	10%	21%	16%	23%	52%	13%	13%	11%	13%	11%
Net:	41%	44%	46%	32%	44%	46%	52%	36%	48%	20%	35%	30%	-23%	43%	40%	41%	43%	42%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(11.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	16%	20%	11%	12%	15%	5%	22%	16%	12%	21%	14%	16%	4%	17%	18%	15%	9%	16%
Agree	37%	39%	40%	35%	38%	44%	26%	37%	39%	44%	30%	38%	10%	38%	40%	34%	29%	42%
Neither Agree nor Disagree	26%	22%	27%	22%	31%	23%	27%	28%	26%	20%	35%	19%	15%	23%	26%	33%	35%	27%
Disagree	9%	6%	11%	9%	7%	17%	11%	10%	9%	7%	5%	17%	0%	13%	8%	11%	9%	10%
Strongly Disagree	3%	3%	3%	3%	1%	0%	3%	2%	6%	3%	1%	4%	3%	2%	3%	5%	2%	2%
Don't Know	9%	9%	8%	19%	8%	11%	11%	7%	9%	7%	15%	7%	69%	7%	5%	3%	16%	3%
Total Agree:	53%	59%	51%	47%	53%	48%	48%	53%	50%	64%	44%	54%	13%	55%	59%	49%	38%	57%
Total Disagree:	12%	9%	14%	12%	8%	17%	14%	12%	14%	9%	5%	21%	3%	15%	11%	15%	11%	12%
Net:	41%	50%	38%	34%	46%	31%	34%	41%	36%	55%	39%	33%	11%	40%	48%	34%	27%	45%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(11.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	16%	14%	19%	17%	28%	9%	11%	13%	17%	20%	23%	7%	16%	9%	14%	16%	32%
Agree	37%	39%	39%	36%	40%	32%	40%	37%	36%	38%	43%	30%	35%	34%	44%	41%	30%
Neither Agree nor Disagree	26%	27%	25%	27%	19%	32%	27%	29%	25%	20%	19%	36%	24%	28%	27%	25%	23%
Disagree	9%	10%	8%	11%	7%	5%	15%	9%	8%	10%	9%	7%	16%	7%	10%	12%	9%
Strongly Disagree	3%	3%	3%	2%	3%	1%	4%	3%	2%	2%	2%	2%	6%	2%	2%	3%	3%
Don't Know	9%	7%	5%	8%	4%	21%	3%	9%	11%	9%	3%	19%	3%	20%	3%	2%	4%
Total Agree:	53%	53%	58%	53%	68%	41%	51%	51%	53%	58%	66%	37%	51%	43%	58%	57%	61%
Total Disagree:	12%	13%	12%	12%	10%	6%	19%	12%	11%	12%	12%	9%	22%	9%	11%	16%	12%
Net:	41%	41%	46%	41%	57%	34%	31%	39%	42%	46%	54%	28%	29%	33%	47%	42%	49%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	13%	15%	10%	12%	19%	14%	12%	10%	8%	14%	11%	14%	16%	9%	9%	12%	13%	17%
Agree	28%	33%	22%	24%	24%	23%	28%	36%	31%	31%	25%	21%	26%	34%	29%	29%	27%	29%
Neither Agree nor Disagree	33%	28%	39%	31%	32%	31%	36%	31%	37%	33%	33%	30%	32%	35%	41%	33%	34%	26%
Disagree	12%	11%	13%	11%	10%	13%	12%	10%	15%	14%	10%	6%	11%	12%	11%	16%	15%	14%
Strongly Disagree	5%	5%	5%	4%	4%	5%	5%	5%	6%	4%	7%	5%	5%	4%	4%	5%	8%	11%
Don't Know	9%	7%	10%	18%	10%	14%	6%	7%	3%	4%	14%	24%	11%	6%	6%	5%	4%	3%
Total Agree:	41%	49%	32%	36%	43%	37%	41%	46%	39%	45%	36%	35%	42%	43%	38%	41%	39%	46%
Total Disagree:	17%	16%	18%	15%	14%	19%	17%	15%	21%	17%	17%	11%	16%	15%	15%	21%	23%	25%
Net:	24%	33%	14%	21%	29%	18%	24%	31%	18%	28%	19%	24%	26%	28%	23%	20%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(12.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	13%	31%	15%	16%	10%	10%	14%	13%	14%	19%	10%	39%	0%	9%	13%	14%	16%	9%
Agree	28%	12%	26%	15%	31%	33%	38%	31%	37%	41%	23%	0%	0%	27%	27%	28%	28%	29%
Neither Agree nor Disagree	33%	21%	34%	45%	38%	33%	30%	31%	20%	27%	23%	37%	19%	37%	34%	32%	34%	34%
Disagree	12%	4%	9%	11%	14%	12%	8%	15%	20%	7%	33%	3%	0%	12%	12%	12%	12%	13%
Strongly Disagree	5%	7%	9%	6%	4%	3%	6%	5%	7%	2%	1%	0%	0%	5%	6%	5%	4%	6%
Don't Know	9%	25%	6%	7%	3%	8%	3%	5%	2%	5%	10%	21%	81%	9%	8%	10%	5%	7%
Total Agree:	41%	44%	41%	31%	41%	44%	52%	44%	51%	59%	33%	39%	0%	36%	40%	42%	45%	39%
Total Disagree:	17%	11%	18%	17%	18%	15%	14%	20%	27%	10%	34%	3%	0%	17%	18%	16%	16%	19%
Net:	24%	32%	24%	14%	23%	29%	38%	25%	24%	50%	-1%	36%	0%	19%	22%	26%	28%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(12.C) To what extent do you agree or Disagree with the following statements:: I tend to trust Businesses more than I trust the Government

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	13%	17%	11%	10%	11%	6%	12%	13%	12%	16%	5%	13%	4%	18%	11%	15%	9%	9%
Agree	28%	30%	29%	14%	25%	20%	29%	31%	27%	25%	22%	20%	4%	42%	25%	25%	19%	18%
Neither Agree nor Disagree	33%	28%	33%	34%	40%	43%	35%	32%	35%	36%	39%	44%	14%	25%	36%	39%	40%	34%
Disagree	12%	13%	10%	16%	14%	11%	12%	12%	13%	11%	10%	12%	3%	6%	16%	10%	11%	24%
Strongly Disagree	5%	5%	5%	10%	5%	5%	3%	5%	3%	7%	5%	4%	7%	2%	7%	7%	4%	11%
Don't Know	9%	8%	10%	15%	5%	15%	9%	7%	9%	5%	19%	7%	67%	6%	5%	3%	16%	5%
Total Agree:	41%	46%	41%	24%	36%	26%	41%	44%	39%	41%	26%	32%	8%	61%	36%	40%	28%	27%
Total Disagree:	17%	17%	16%	26%	19%	17%	15%	18%	16%	18%	16%	16%	11%	8%	24%	18%	15%	34%
Net:	24%	29%	25%	-2%	18%	9%	26%	26%	23%	23%	11%	16%	-3%	53%	12%	23%	13%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(12.D) To what extent do you agree or Disagree with the following statements:: I tend to trust Businesses more than I trust the Government

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	13%	13%	11%	18%	18%	5%	15%	12%	16%	12%	18%	6%	10%	6%	13%	12%	27%
Agree	28%	30%	23%	38%	24%	18%	44%	29%	27%	24%	36%	20%	21%	24%	25%	36%	30%
Neither Agree nor Disagree	33%	35%	38%	27%	28%	44%	27%	34%	35%	29%	27%	40%	34%	36%	39%	28%	26%
Disagree	12%	11%	17%	7%	18%	9%	9%	12%	8%	18%	12%	10%	17%	9%	15%	17%	9%
Strongly Disagree	5%	4%	7%	2%	10%	3%	3%	4%	4%	9%	4%	4%	14%	5%	4%	5%	7%
Don't Know	9%	7%	5%	8%	2%	22%	3%	9%	10%	8%	3%	19%	2%	20%	3%	2%	1%
Total Agree:	41%	43%	33%	56%	42%	23%	59%	41%	43%	36%	54%	27%	32%	30%	38%	48%	57%
Total Disagree:	17%	15%	25%	9%	28%	11%	12%	16%	12%	26%	16%	14%	32%	13%	19%	21%	16%
Net:	24%	28%	8%	47%	14%	12%	47%	25%	31%	10%	38%	13%	0%	17%	19%	26%	41%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(13.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	9%	10%	8%	13%	15%	16%	4%	5%	3%	9%	8%	10%	10%	7%	6%	8%	11%	10%
Agree	20%	22%	19%	29%	24%	22%	17%	17%	16%	19%	21%	16%	21%	17%	19%	23%	23%	25%
Neither Agree nor Disagree	33%	34%	33%	25%	31%	26%	40%	37%	38%	33%	33%	30%	35%	39%	36%	28%	31%	30%
Disagree	19%	18%	20%	9%	14%	14%	21%	23%	28%	23%	15%	10%	15%	24%	23%	22%	22%	20%
Strongly Disagree	6%	5%	6%	4%	3%	3%	7%	5%	9%	6%	5%	6%	3%	4%	8%	8%	6%	9%
Don't Know	13%	11%	15%	20%	12%	19%	11%	12%	7%	9%	17%	27%	17%	9%	8%	10%	7%	5%
Total Agree:	29%	32%	27%	42%	39%	38%	21%	22%	19%	29%	30%	26%	31%	24%	26%	32%	33%	35%
Total Disagree:	25%	24%	26%	14%	18%	18%	28%	28%	37%	29%	20%	16%	18%	28%	31%	30%	29%	30%
Net:	5%	8%	1%	28%	21%	20%	-7%	-6%	-18%	0%	10%	10%	13%	-3%	-5%	2%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(13.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	9%	14%	19%	12%	6%	4%	9%	11%	9%	10%	8%	39%	0%	8%	8%	9%	11%	7%
Agree	20%	19%	17%	16%	20%	23%	26%	21%	27%	25%	12%	14%	0%	20%	18%	22%	23%	19%
Neither Agree nor Disagree	33%	31%	36%	41%	38%	36%	31%	28%	30%	23%	28%	3%	19%	30%	38%	31%	33%	35%
Disagree	19%	14%	10%	11%	21%	22%	21%	25%	27%	30%	31%	23%	0%	25%	18%	18%	18%	21%
Strongly Disagree	6%	0%	7%	9%	7%	3%	6%	7%	4%	3%	9%	0%	29%	4%	6%	6%	5%	6%
Don't Know	13%	21%	11%	11%	10%	11%	7%	9%	4%	10%	12%	21%	52%	13%	12%	14%	9%	12%
Total Agree:	29%	33%	36%	28%	25%	28%	35%	31%	36%	35%	20%	53%	0%	28%	26%	31%	34%	26%
Total Disagree:	25%	14%	17%	20%	27%	25%	27%	32%	30%	33%	40%	23%	29%	29%	24%	24%	24%	28%
Net:	5%	19%	19%	8%	-2%	2%	8%	0%	6%	2%	-20%	30%	-29%	0%	3%	8%	10%	-2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(13.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	9%	14%	7%	9%	8%	0%	8%	9%	6%	17%	7%	7%	1%	11%	9%	12%	8%	7%
Agree	20%	20%	20%	20%	22%	14%	21%	20%	23%	19%	24%	20%	0%	21%	22%	17%	17%	21%
Neither Agree nor Disagree	33%	30%	34%	30%	37%	30%	34%	35%	33%	29%	32%	42%	17%	32%	32%	40%	40%	29%
Disagree	19%	20%	20%	14%	20%	18%	16%	19%	19%	21%	14%	21%	6%	19%	23%	17%	13%	26%
Strongly Disagree	6%	5%	6%	7%	4%	23%	5%	6%	5%	6%	2%	3%	4%	5%	7%	1%	5%	10%
Don't Know	13%	11%	13%	21%	9%	14%	15%	11%	13%	8%	20%	7%	72%	11%	8%	13%	17%	7%
Total Agree:	29%	34%	27%	29%	30%	14%	29%	29%	29%	36%	31%	27%	1%	32%	31%	29%	25%	28%
Total Disagree:	25%	24%	26%	21%	24%	41%	22%	25%	24%	27%	17%	24%	10%	24%	29%	18%	17%	36%
Net:	5%	9%	1%	8%	6%	-27%	7%	3%	5%	8%	14%	4%	-9%	8%	2%	10%	7%	-9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(13.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	9%	7%	10%	10%	19%	4%	5%	8%	9%	11%	14%	3%	9%	3%	7%	10%	23%
Agree	20%	20%	22%	21%	27%	15%	20%	20%	18%	24%	25%	14%	23%	15%	20%	25%	27%
Neither Agree nor Disagree	33%	38%	32%	34%	26%	38%	35%	34%	36%	28%	29%	41%	22%	35%	39%	31%	24%
Disagree	19%	20%	21%	19%	18%	15%	25%	20%	17%	20%	21%	14%	28%	17%	21%	22%	15%
Strongly Disagree	6%	6%	7%	4%	5%	3%	8%	5%	6%	6%	5%	5%	12%	3%	6%	9%	6%
Don't Know	13%	10%	8%	12%	5%	26%	7%	13%	14%	11%	5%	24%	5%	26%	7%	3%	5%
Total Agree:	29%	27%	32%	31%	45%	19%	25%	29%	27%	35%	39%	16%	32%	18%	27%	35%	50%
Total Disagree:	25%	25%	28%	23%	23%	18%	33%	25%	23%	26%	26%	19%	40%	20%	28%	31%	21%
Net:	5%	1%	4%	8%	22%	1%	-9%	4%	4%	9%	13%	-2%	-8%	-2%	-1%	4%	29%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(14.A) To what extent do you agree or Disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	21%	21%	20%	33%	38%	30%	18%	8%	3%	19%	22%	32%	22%	20%	15%	18%	16%	18%
Agree	21%	24%	19%	30%	27%	26%	27%	15%	8%	23%	20%	17%	23%	20%	23%	21%	25%	16%
Neither Agree nor Disagree	16%	17%	15%	9%	13%	17%	17%	22%	17%	18%	14%	8%	17%	19%	18%	15%	13%	22%
Disagree	15%	15%	15%	9%	6%	7%	16%	21%	25%	16%	13%	9%	14%	14%	15%	17%	19%	21%
Strongly Disagree	19%	16%	23%	4%	6%	10%	15%	28%	43%	21%	18%	10%	15%	20%	25%	24%	25%	22%
Don't Know	8%	8%	8%	17%	10%	10%	7%	5%	4%	3%	13%	24%	9%	7%	4%	5%	3%	2%
Total Agree:	42%	45%	38%	62%	65%	56%	46%	24%	11%	42%	42%	49%	45%	40%	38%	39%	41%	33%
Total Disagree:	34%	30%	39%	12%	12%	18%	31%	50%	68%	37%	31%	19%	29%	34%	40%	41%	43%	43%
Net:	8%	15%	0%	50%	53%	38%	15%	-26%	-57%	5%	11%	30%	16%	6%	-2%	-1%	-2%	-9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(14.B) To what extent do you agree or Disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	21%	36%	35%	31%	20%	17%	14%	19%	15%	10%	16%	29%	48%	17%	23%	20%	21%	19%
Agree	21%	9%	17%	15%	24%	26%	29%	22%	20%	31%	10%	0%	0%	20%	19%	23%	22%	21%
Neither Agree nor Disagree	16%	6%	16%	20%	19%	16%	19%	14%	22%	3%	24%	3%	0%	18%	16%	15%	17%	17%
Disagree	15%	20%	13%	12%	16%	14%	11%	18%	21%	19%	12%	6%	0%	16%	15%	15%	17%	15%
Strongly Disagree	19%	5%	12%	14%	19%	22%	22%	24%	20%	32%	29%	18%	0%	20%	20%	18%	20%	21%
Don't Know	8%	24%	7%	9%	2%	5%	5%	3%	2%	5%	9%	44%	52%	8%	8%	8%	4%	7%
Total Agree:	42%	45%	52%	45%	44%	43%	43%	41%	35%	42%	26%	29%	48%	38%	42%	43%	43%	41%
Total Disagree:	34%	25%	25%	26%	35%	36%	33%	42%	41%	51%	41%	24%	0%	37%	34%	33%	36%	36%
Net:	8%	20%	28%	19%	9%	7%	10%	-2%	-5%	-9%	-14%	5%	48%	1%	8%	10%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(14.C) To what extent do you agree or Disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	21%	31%	15%	16%	25%	18%	15%	17%	22%	41%	6%	27%	5%	17%	23%	29%	22%	16%
Agree	21%	24%	20%	21%	18%	23%	26%	20%	23%	25%	23%	22%	12%	21%	21%	17%	26%	24%
Neither Agree nor Disagree	16%	16%	16%	12%	15%	19%	18%	16%	18%	12%	21%	17%	3%	18%	15%	17%	18%	15%
Disagree	15%	11%	17%	16%	18%	25%	12%	17%	14%	7%	17%	17%	4%	15%	15%	19%	15%	16%
Strongly Disagree	19%	13%	23%	18%	18%	8%	21%	23%	15%	9%	22%	10%	4%	23%	22%	16%	10%	24%
Don't Know	8%	5%	9%	16%	6%	7%	10%	6%	7%	6%	11%	7%	72%	7%	5%	2%	9%	4%
Total Agree:	42%	55%	35%	37%	43%	41%	40%	37%	45%	67%	29%	49%	17%	38%	44%	46%	47%	41%
Total Disagree:	34%	24%	40%	34%	36%	33%	32%	40%	30%	16%	38%	26%	8%	38%	37%	36%	26%	40%
Net:	8%	31%	-6%	3%	8%	8%	8%	-3%	15%	51%	-9%	23%	9%	0%	7%	10%	22%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(14.D) To what extent do you agree or Disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	21%	19%	26%	16%	31%	16%	15%	21%	16%	24%	26%	15%	17%	12%	21%	23%	36%
Agree	21%	22%	22%	20%	25%	19%	20%	21%	21%	21%	22%	20%	24%	15%	21%	26%	28%
Neither Agree nor Disagree	16%	19%	14%	20%	11%	18%	19%	17%	16%	15%	14%	18%	15%	16%	15%	18%	14%
Disagree	15%	18%	13%	15%	12%	12%	20%	14%	17%	14%	14%	14%	21%	17%	16%	15%	8%
Strongly Disagree	19%	19%	21%	22%	18%	17%	23%	19%	19%	19%	21%	17%	19%	22%	24%	16%	10%
Don't Know	8%	4%	5%	8%	3%	18%	3%	8%	10%	7%	3%	15%	4%	17%	2%	2%	4%
Total Agree:	42%	41%	48%	36%	57%	34%	35%	43%	38%	45%	48%	35%	41%	27%	43%	49%	64%
Total Disagree:	34%	37%	33%	37%	30%	29%	43%	33%	36%	33%	35%	31%	40%	39%	40%	30%	18%
Net:	8%	4%	14%	-1%	27%	5%	-8%	10%	2%	12%	13%	4%	1%	-12%	3%	19%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(15.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
2	11%	13%	9%	8%	10%	15%	11%	14%	8%	11%	11%	15%	10%	13%	5%	12%	11%	10%
1	26%	27%	25%	23%	24%	24%	24%	28%	31%	28%	24%	20%	25%	26%	27%	28%	31%	30%
0	34%	31%	38%	28%	30%	35%	37%	35%	40%	34%	35%	32%	38%	31%	35%	34%	32%	34%
-1	20%	20%	19%	29%	25%	16%	20%	15%	17%	19%	21%	19%	17%	25%	23%	21%	14%	18%
-2	9%	9%	9%	12%	12%	10%	8%	9%	4%	8%	10%	14%	10%	5%	9%	6%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(15.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
2	11%	14%	13%	13%	12%	9%	15%	11%	10%	13%	9%	0%	0%	8%	9%	13%	14%	9%
1	26%	19%	20%	29%	31%	19%	31%	29%	46%	37%	20%	26%	0%	28%	26%	25%	26%	27%
0	34%	36%	36%	26%	32%	40%	24%	36%	26%	40%	31%	18%	0%	40%	27%	37%	31%	38%
-1	20%	14%	16%	21%	19%	24%	22%	18%	13%	5%	25%	21%	52%	19%	26%	16%	19%	20%
-2	9%	17%	14%	10%	7%	8%	7%	6%	4%	5%	16%	35%	48%	5%	11%	9%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(15.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
2	11%	13%	10%	14%	8%	12%	11%	11%	12%	14%	6%	5%	8%	16%	8%	12%	13%	8%
1	26%	24%	29%	21%	23%	13%	26%	27%	29%	18%	31%	32%	7%	28%	28%	19%	20%	22%
0	34%	31%	35%	30%	38%	46%	35%	35%	31%	32%	40%	33%	44%	31%	32%	37%	41%	36%
-1	20%	22%	17%	22%	24%	14%	18%	18%	21%	25%	16%	24%	24%	16%	22%	21%	20%	25%
-2	9%	9%	8%	13%	7%	15%	10%	9%	6%	12%	7%	6%	18%	9%	10%	11%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(15.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
2	11%	10%	10%	15%	16%	5%	13%	11%	12%	10%	13%	9%	10%	8%	8%	12%	21%
1	26%	26%	26%	29%	21%	25%	32%	28%	26%	21%	29%	23%	25%	19%	30%	32%	26%
0	34%	37%	31%	33%	20%	48%	34%	34%	35%	34%	27%	44%	30%	46%	34%	27%	18%
-1	20%	19%	23%	16%	29%	15%	15%	20%	17%	22%	21%	17%	23%	19%	20%	20%	21%
-2	9%	9%	10%	7%	14%	8%	6%	7%	10%	13%	10%	6%	11%	7%	8%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
2	15%	16%	14%	17%	14%	15%	13%	19%	13%	15%	16%	13%	16%	17%	18%	12%	15%	16%
1	30%	29%	30%	35%	24%	27%	40%	21%	31%	30%	29%	23%	27%	30%	33%	33%	32%	30%
0	27%	26%	28%	17%	22%	30%	28%	27%	31%	25%	28%	26%	26%	26%	25%	30%	25%	29%
-1	20%	21%	19%	23%	26%	17%	11%	24%	20%	22%	18%	25%	17%	20%	22%	20%	21%	16%
-2	9%	7%	10%	7%	13%	10%	8%	9%	4%	8%	9%	12%	13%	8%	2%	5%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(16.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
2	15%	13%	18%	17%	16%	14%	14%	17%	11%	8%	21%	35%	48%	18%	15%	14%	14%	16%
1	30%	38%	27%	28%	30%	30%	28%	31%	39%	35%	13%	0%	52%	31%	30%	29%	29%	30%
0	27%	19%	23%	22%	25%	26%	30%	27%	21%	37%	39%	31%	0%	29%	25%	27%	22%	30%
-1	20%	10%	20%	21%	19%	25%	26%	18%	24%	11%	10%	34%	0%	18%	21%	20%	24%	16%
-2	9%	20%	12%	11%	11%	5%	3%	7%	5%	8%	18%	0%	0%	4%	10%	9%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(16.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
2	15%	14%	13%	16%	15%	27%	21%	17%	12%	13%	11%	19%	12%	14%	16%	28%	14%	18%
1	30%	30%	32%	24%	24%	31%	28%	30%	29%	25%	35%	39%	19%	28%	33%	13%	29%	34%
0	27%	25%	27%	21%	34%	16%	26%	27%	25%	25%	30%	22%	39%	26%	25%	32%	28%	23%
-1	20%	20%	19%	26%	20%	24%	20%	19%	23%	23%	22%	12%	7%	24%	18%	25%	19%	17%
-2	9%	11%	8%	12%	7%	3%	5%	7%	10%	15%	2%	7%	23%	8%	8%	2%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(16.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
2	15%	18%	15%	14%	21%	11%	13%	15%	16%	15%	18%	11%	20%	11%	16%	19%	18%
1	30%	30%	30%	29%	29%	29%	30%	31%	24%	32%	30%	28%	30%	28%	31%	35%	24%
0	27%	28%	24%	28%	14%	37%	29%	26%	31%	22%	18%	38%	23%	37%	25%	19%	17%
-1	20%	21%	20%	21%	22%	17%	22%	19%	20%	22%	22%	18%	18%	17%	21%	22%	24%
-2	9%	4%	11%	9%	14%	6%	6%	8%	9%	9%	11%	5%	9%	7%	7%	6%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(17.A) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
2	13%	14%	12%	10%	13%	13%	14%	16%	10%	13%	13%	14%	11%	14%	13%	13%	15%	13%
1	29%	29%	30%	34%	32%	27%	36%	20%	28%	30%	29%	20%	31%	27%	31%	31%	33%	36%
0	36%	37%	36%	21%	27%	37%	32%	47%	48%	38%	35%	35%	36%	35%	37%	39%	35%	40%
-1	15%	16%	14%	26%	19%	14%	14%	9%	11%	14%	16%	15%	15%	18%	15%	15%	13%	6%
-2	7%	5%	8%	9%	9%	9%	4%	7%	4%	6%	7%	16%	8%	7%	4%	3%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(17.B) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
2	13%	12%	17%	14%	11%	12%	17%	13%	15%	16%	15%	0%	19%	12%	13%	12%	14%	12%
1	29%	37%	26%	26%	31%	27%	29%	36%	34%	31%	35%	6%	29%	35%	32%	26%	27%	32%
0	36%	23%	28%	33%	36%	42%	36%	34%	38%	47%	23%	61%	0%	36%	34%	38%	35%	38%
-1	15%	13%	17%	15%	16%	15%	13%	13%	12%	1%	22%	24%	52%	14%	14%	15%	16%	12%
-2	7%	15%	12%	12%	6%	4%	5%	3%	2%	4%	5%	10%	0%	3%	6%	8%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(17.C) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
2	13%	19%	12%	10%	7%	7%	9%	12%	12%	14%	15%	14%	10%	13%	14%	12%	11%	16%
1	29%	30%	31%	27%	28%	19%	28%	29%	33%	25%	33%	43%	15%	24%	34%	22%	28%	34%
0	36%	28%	39%	31%	41%	59%	38%	38%	35%	30%	37%	20%	45%	40%	33%	47%	36%	31%
-1	15%	15%	14%	14%	17%	10%	15%	13%	17%	21%	12%	15%	11%	15%	14%	7%	15%	17%
-2	7%	7%	4%	18%	7%	5%	9%	7%	4%	9%	3%	7%	19%	7%	5%	12%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(17.D) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
2	13%	11%	15%	13%	18%	10%	11%	12%	14%	12%	15%	10%	13%	10%	12%	12%	22%
1	29%	31%	32%	24%	33%	30%	25%	30%	30%	27%	32%	25%	36%	23%	34%	32%	33%
0	36%	39%	30%	43%	24%	43%	41%	37%	35%	36%	30%	46%	28%	47%	32%	33%	22%
-1	15%	14%	17%	12%	17%	12%	16%	13%	15%	19%	16%	13%	16%	13%	16%	18%	14%
-2	7%	4%	6%	8%	9%	6%	6%	7%	7%	5%	7%	6%	6%	8%	5%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(18.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 pas

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
2	19%	22%	16%	11%	15%	18%	19%	23%	23%	20%	17%	10%	16%	17%	22%	24%	22%	24%
1	33%	33%	33%	33%	32%	26%	36%	30%	39%	34%	32%	23%	28%	34%	33%	40%	36%	41%
0	24%	21%	26%	19%	19%	32%	19%	26%	25%	23%	24%	25%	28%	23%	21%	21%	22%	13%
-1	16%	16%	15%	27%	23%	14%	15%	9%	11%	15%	17%	23%	16%	14%	19%	13%	15%	15%
-2	9%	8%	10%	9%	11%	10%	12%	10%	3%	8%	10%	18%	11%	12%	4%	2%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(18.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 pas

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
2	19%	14%	18%	18%	18%	22%	21%	20%	19%	16%	25%	0%	0%	15%	20%	19%	19%	20%
1	33%	31%	24%	28%	34%	32%	38%	38%	36%	37%	31%	31%	19%	38%	31%	32%	32%	35%
0	24%	7%	25%	22%	25%	24%	13%	24%	23%	32%	19%	38%	52%	24%	24%	23%	23%	24%
-1	16%	25%	20%	17%	14%	18%	17%	12%	20%	10%	22%	21%	0%	18%	17%	15%	16%	15%
-2	9%	23%	13%	14%	9%	4%	10%	6%	2%	6%	2%	10%	29%	5%	8%	10%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(18.C) 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 pas

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
2	19%	16%	21%	20%	18%	10%	17%	20%	18%	14%	15%	25%	13%	22%	19%	28%	13%	22%
1	33%	31%	34%	28%	30%	27%	36%	33%	36%	30%	35%	46%	13%	28%	40%	24%	27%	38%
0	24%	23%	25%	19%	24%	39%	21%	25%	21%	18%	29%	10%	45%	22%	20%	29%	31%	20%
-1	16%	20%	12%	13%	20%	16%	18%	14%	16%	25%	18%	12%	8%	19%	14%	13%	17%	15%
-2	9%	10%	8%	21%	8%	8%	7%	8%	8%	13%	3%	7%	20%	10%	7%	6%	12%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(18.D) 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 pas

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
2	19%	23%	16%	20%	25%	13%	19%	18%	19%	19%	23%	12%	21%	13%	22%	21%	24%
1	33%	29%	40%	28%	32%	31%	35%	33%	33%	31%	33%	31%	41%	31%	35%	37%	28%
0	24%	28%	18%	25%	13%	36%	21%	24%	23%	24%	17%	36%	7%	35%	16%	16%	19%
-1	16%	13%	18%	16%	20%	13%	15%	17%	13%	18%	17%	13%	19%	13%	21%	16%	17%
-2	9%	7%	8%	11%	11%	7%	9%	8%	12%	7%	9%	8%	12%	8%	6%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(19.A) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
2	22%	21%	23%	15%	17%	21%	24%	30%	23%	25%	19%	22%	22%	24%	20%	23%	17%	24%
1	38%	39%	37%	36%	28%	26%	45%	39%	51%	40%	36%	28%	32%	40%	47%	43%	43%	43%
0	19%	17%	21%	15%	20%	27%	17%	17%	17%	17%	21%	21%	23%	16%	18%	17%	19%	16%
-1	15%	17%	13%	24%	26%	18%	10%	10%	6%	14%	16%	16%	17%	16%	12%	13%	16%	11%
-2	6%	6%	6%	10%	10%	8%	4%	5%	3%	4%	8%	14%	7%	5%	3%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(19.B) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
2	22%	25%	22%	30%	22%	20%	27%	19%	21%	26%	14%	10%	0%	19%	19%	24%	26%	19%
1	38%	36%	34%	31%	37%	39%	43%	44%	42%	28%	48%	37%	52%	43%	43%	33%	36%	42%
0	19%	11%	18%	22%	18%	21%	11%	16%	23%	18%	12%	0%	29%	19%	17%	20%	17%	20%
-1	15%	13%	12%	12%	17%	16%	15%	17%	10%	23%	15%	24%	19%	14%	15%	16%	16%	13%
-2	6%	14%	14%	5%	6%	4%	4%	4%	3%	5%	11%	29%	0%	4%	7%	7%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(19.C) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
2	22%	21%	21%	24%	20%	13%	27%	24%	16%	24%	16%	18%	10%	24%	22%	28%	20%	21%
1	38%	34%	40%	35%	40%	22%	39%	41%	37%	27%	37%	48%	16%	41%	39%	37%	33%	43%
0	19%	19%	19%	14%	22%	33%	18%	17%	19%	21%	30%	18%	42%	15%	17%	17%	26%	16%
-1	15%	18%	14%	12%	13%	26%	14%	12%	23%	18%	15%	12%	14%	13%	17%	12%	13%	18%
-2	6%	9%	5%	15%	5%	6%	2%	6%	5%	10%	3%	5%	18%	7%	5%	5%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(19.D) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
2	22%	22%	21%	23%	22%	16%	27%	22%	25%	17%	27%	15%	26%	17%	25%	21%	30%
1	38%	37%	38%	40%	34%	36%	44%	39%	36%	38%	37%	39%	35%	35%	42%	44%	31%
0	19%	23%	15%	18%	10%	30%	15%	19%	18%	20%	12%	29%	17%	29%	15%	11%	12%
-1	15%	14%	20%	10%	23%	12%	10%	15%	13%	19%	17%	12%	19%	12%	15%	18%	17%
-2	6%	4%	5%	9%	9%	5%	4%	6%	7%	7%	7%	6%	3%	6%	3%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Whether it will increase the amount of money the business makes	46%	45%	47%	42%	38%	44%	48%	42%	56%	50%	41%	25%	39%	51%	48%	55%	51%	57%
Whether it will increase the business's ability to operate for a long time into the future	47%	45%	48%	42%	41%	48%	46%	45%	55%	52%	41%	32%	40%	56%	49%	52%	52%	45%
Whether it will reduce the number of employees the business requires	20%	21%	18%	16%	21%	18%	20%	19%	22%	24%	15%	17%	16%	19%	23%	21%	27%	25%
Whether it will benefit the world generally	24%	22%	25%	29%	27%	30%	21%	21%	18%	25%	22%	28%	30%	17%	21%	22%	22%	21%
Whether it benefits the people who buy products or services from the business	39%	41%	38%	38%	47%	32%	32%	42%	42%	40%	39%	36%	42%	40%	36%	38%	36%	38%
Whether it makes the company appear more politically correct	22%	25%	19%	24%	25%	20%	26%	16%	21%	23%	21%	16%	16%	25%	23%	27%	24%	26%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	22%	27%	24%	30%	24%	20%	22%	23%	24%	24%	26%	24%	24%	25%	21%	28%	19%
None of the above	3%	3%	3%	4%	2%	4%	5%	3%	1%	2%	4%	5%	3%	2%	3%	2%	3%	2%
Don't know	12%	12%	12%	18%	11%	11%	10%	16%	8%	7%	17%	28%	16%	7%	13%	6%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(20.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Whether it will increase the amount of money the business makes	46%	37%	52%	30%	43%	48%	54%	54%	49%	45%	61%	41%	0%	50%	44%	45%	48%	48%
Whether it will increase the business's ability to operate for a long time into the future	47%	37%	40%	39%	53%	45%	54%	51%	55%	55%	46%	79%	19%	49%	43%	48%	48%	47%
Whether it will reduce the number of employees the business requires	20%	12%	19%	15%	15%	22%	26%	22%	30%	26%	20%	18%	0%	20%	19%	20%	21%	20%
Whether it will benefit the world generally	24%	36%	26%	38%	28%	22%	19%	19%	30%	28%	13%	6%	0%	19%	26%	24%	27%	21%
Whether it benefits the people who buy products or services from the business	39%	33%	34%	40%	49%	42%	39%	39%	45%	26%	50%	26%	19%	34%	42%	39%	43%	39%
Whether it makes the company appear more politically correct	22%	15%	19%	13%	21%	24%	27%	31%	21%	32%	17%	0%	19%	27%	23%	19%	23%	23%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	26%	27%	29%	29%	21%	26%	25%	12%	33%	21%	0%	0%	23%	27%	23%	26%	24%
None of the above	3%	6%	5%	4%	3%	1%	1%	2%	4%	5%	5%	0%	29%	3%	3%	3%	2%	4%
Don't know	12%	19%	15%	11%	8%	9%	5%	6%	4%	8%	10%	21%	52%	12%	11%	13%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(20.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Whether it will increase the amount of money the business makes	46%	45%	49%	39%	47%	46%	40%	48%	44%	44%	40%	54%	18%	48%	48%	56%	39%	51%
Whether it will increase the business's ability to operate for a long time into the future	47%	44%	50%	37%	47%	41%	45%	46%	58%	39%	40%	58%	19%	46%	51%	50%	41%	54%
Whether it will reduce the number of employees the business requires	20%	22%	19%	21%	21%	23%	16%	20%	21%	19%	14%	20%	10%	18%	22%	27%	16%	23%
Whether it will benefit the world generally	24%	28%	21%	23%	22%	15%	26%	23%	24%	28%	26%	24%	5%	20%	27%	19%	25%	28%
Whether it benefits the people who buy products or services from the business	39%	41%	38%	25%	47%	38%	38%	40%	43%	40%	32%	40%	7%	43%	40%	45%	37%	41%
Whether it makes the company appear more politically correct	22%	24%	23%	21%	21%	14%	18%	21%	22%	28%	18%	23%	7%	23%	25%	17%	16%	28%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	31%	21%	19%	30%	10%	18%	23%	29%	26%	21%	28%	6%	20%	27%	20%	26%	27%
None of the above	3%	3%	2%	7%	2%	5%	4%	4%	0%	3%	4%	1%	2%	4%	2%	5%	3%	2%
Don't know	12%	10%	12%	21%	11%	20%	14%	10%	8%	13%	19%	6%	69%	10%	7%	6%	21%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(20.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Whether it will increase the amount of money the business makes	46%	53%	44%	48%	48%	37%	52%	45%	50%	41%	51%	39%	46%	42%	47%	49%	47%
Whether it will increase the business's ability to operate for a long time into the future	47%	54%	47%	46%	49%	36%	56%	47%	47%	44%	50%	42%	49%	36%	50%	56%	53%
Whether it will reduce the number of employees the business requires	20%	24%	20%	19%	25%	17%	17%	18%	20%	24%	22%	15%	23%	16%	23%	22%	20%
Whether it will benefit the world generally	24%	20%	29%	20%	30%	24%	18%	22%	24%	29%	24%	22%	29%	17%	25%	27%	33%
Whether it benefits the people who buy products or services from the business	39%	36%	42%	43%	42%	32%	45%	41%	36%	40%	45%	30%	46%	30%	42%	47%	45%
Whether it makes the company appear more politically correct	22%	22%	24%	20%	28%	16%	23%	21%	23%	22%	26%	16%	24%	14%	27%	27%	24%
Whether it promotes virtues like tolerance and diversity among their staff and customers	24%	21%	32%	19%	30%	22%	20%	25%	20%	27%	26%	21%	27%	17%	27%	27%	32%
None of the above	3%	2%	2%	4%	1%	5%	2%	3%	3%	2%	1%	5%	3%	5%	1%	1%	3%
Don't know	12%	9%	8%	12%	6%	23%	6%	12%	12%	12%	6%	21%	6%	25%	6%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Whether it will increase the amount of money the business makes	27%	32%	22%	20%	31%	25%	25%	27%	30%	27%	27%	21%	24%	25%	27%	32%	33%	31%
Whether it will increase the business's ability to operate for a long time into the future	42%	45%	39%	37%	38%	35%	44%	42%	51%	49%	35%	38%	38%	46%	44%	44%	40%	42%
Whether it will reduce the number of employees the business requires	13%	14%	13%	21%	16%	16%	11%	13%	7%	13%	13%	11%	15%	17%	10%	11%	14%	8%
Whether it will benefit the world generally	41%	38%	44%	45%	41%	41%	39%	38%	42%	44%	38%	31%	38%	42%	43%	46%	41%	48%
Whether it benefits the people who buy products or services from the business	51%	50%	53%	47%	43%	42%	48%	60%	63%	56%	46%	40%	47%	57%	58%	53%	50%	56%
Whether it makes the company appear more politically correct	14%	15%	13%	19%	26%	17%	12%	6%	6%	14%	14%	20%	13%	13%	11%	13%	16%	15%
Whether it promotes virtues like tolerance and diversity among their staff and customers	34%	30%	39%	36%	37%	34%	32%	28%	38%	36%	33%	25%	34%	33%	41%	36%	39%	27%
None of the above	3%	2%	3%	3%	2%	4%	3%	3%	2%	2%	4%	5%	2%	2%	2%	2%	4%	1%
Don't know	12%	11%	13%	15%	11%	11%	13%	15%	8%	8%	16%	25%	16%	8%	11%	6%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(21.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Whether it will increase the amount of money the business makes	27%	21%	32%	21%	27%	26%	30%	31%	33%	29%	34%	42%	29%	24%	28%	27%	29%	29%
Whether it will increase the business's ability to operate for a long time into the future	42%	43%	42%	29%	46%	44%	42%	45%	56%	53%	39%	41%	81%	39%	43%	42%	43%	43%
Whether it will reduce the number of employees the business requires	13%	8%	17%	11%	14%	15%	12%	11%	24%	10%	4%	18%	52%	12%	14%	13%	14%	14%
Whether it will benefit the world generally	41%	43%	42%	40%	46%	37%	42%	44%	44%	44%	53%	37%	19%	42%	43%	39%	42%	41%
Whether it benefits the people who buy products or services from the business	51%	37%	51%	45%	56%	54%	55%	58%	52%	64%	43%	37%	48%	48%	52%	51%	54%	52%
Whether it makes the company appear more politically correct	14%	23%	12%	24%	10%	14%	17%	12%	11%	16%	22%	0%	71%	17%	12%	14%	17%	11%
Whether it promotes virtues like tolerance and diversity among their staff and customers	34%	30%	33%	39%	41%	34%	39%	34%	26%	36%	39%	0%	0%	37%	35%	33%	34%	36%
None of the above	3%	7%	4%	4%	3%	1%	1%	2%	3%	2%	5%	0%	0%	2%	3%	3%	1%	3%
Don't know	12%	17%	11%	14%	6%	10%	8%	9%	2%	5%	10%	21%	0%	12%	10%	13%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(21.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Whether it will increase the amount of money the business makes	27%	29%	28%	30%	26%	27%	22%	29%	22%	30%	18%	29%	6%	33%	24%	40%	26%	21%
Whether it will increase the business's ability to operate for a long time into the future	42%	38%	43%	30%	49%	48%	43%	45%	41%	40%	32%	42%	9%	50%	40%	43%	37%	38%
Whether it will reduce the number of employees the business requires	13%	17%	12%	22%	11%	8%	11%	13%	12%	18%	10%	14%	4%	14%	14%	14%	12%	13%
Whether it will benefit the world generally	41%	45%	38%	48%	41%	28%	39%	40%	42%	46%	42%	44%	13%	33%	49%	37%	37%	56%
Whether it benefits the people who buy products or services from the business	51%	51%	52%	41%	50%	60%	50%	52%	55%	48%	40%	52%	27%	55%	51%	45%	51%	55%
Whether it makes the company appear more politically correct	14%	20%	12%	7%	13%	21%	12%	11%	20%	19%	19%	13%	4%	9%	17%	11%	13%	15%
Whether it promotes virtues like tolerance and diversity among their staff and customers	34%	39%	34%	30%	37%	18%	27%	33%	37%	41%	29%	50%	7%	22%	45%	24%	30%	53%
None of the above	3%	2%	2%	6%	2%	6%	3%	3%	1%	3%	3%	3%	2%	3%	2%	5%	2%	2%
Don't know	12%	8%	13%	11%	13%	12%	15%	10%	11%	9%	23%	2%	60%	11%	8%	3%	18%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(21.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Whether it will increase the amount of money the business makes	27%	29%	23%	34%	27%	20%	34%	26%	32%	22%	32%	21%	24%	22%	23%	30%	39%
Whether it will increase the business's ability to operate for a long time into the future	42%	48%	36%	49%	40%	32%	54%	41%	48%	35%	46%	39%	33%	36%	42%	50%	44%
Whether it will reduce the number of employees the business requires	13%	15%	14%	12%	17%	11%	12%	13%	14%	13%	14%	12%	14%	11%	14%	14%	16%
Whether it will benefit the world generally	41%	44%	49%	32%	55%	35%	32%	41%	33%	50%	44%	34%	51%	32%	47%	43%	48%
Whether it benefits the people who buy products or services from the business	51%	55%	50%	55%	50%	43%	61%	55%	48%	43%	55%	44%	57%	43%	62%	55%	49%
Whether it makes the company appear more politically correct	14%	12%	18%	11%	20%	13%	8%	11%	16%	19%	15%	13%	16%	8%	16%	16%	21%
Whether it promotes virtues like tolerance and diversity among their staff and customers	34%	35%	46%	22%	44%	33%	25%	34%	26%	46%	38%	27%	41%	24%	40%	41%	40%
None of the above	3%	1%	2%	3%	2%	4%	2%	3%	3%	2%	1%	5%	3%	4%	2%	1%	2%
Don't know	12%	7%	10%	12%	4%	22%	9%	11%	14%	11%	6%	20%	7%	23%	6%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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	55%	25%	19%
2	31%	32%	36%
3-Lowest Rank	13%	42%	45%
Not Selected	0%	0%	0%
Mean Rank	0.6	1.2	1.3
Standard Deviation	0.5	0.6	0.6

Note:

BASE: All Respondents

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	55%	51%	60%	52%	49%	55%	60%	60%	55%	59%	52%	53%	59%	60%	60%	50%	47%	45%
2	31%	34%	28%	34%	31%	29%	28%	30%	35%	29%	34%	24%	30%	30%	30%	35%	36%	36%
3-Lowest Rank	13%	14%	12%	13%	20%	15%	12%	10%	10%	12%	15%	22%	10%	10%	10%	15%	17%	19%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.6	0.5	0.6	0.7	0.6	0.5	0.5	0.5	0.5	0.6	0.7	0.5	0.5	0.5	0.7	0.7	0.7
Standard Deviation	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.5	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(23.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	55%	37%	58%	52%	55%	63%	52%	52%	57%	52%	41%	53%	19%	57%	55%	55%	56%	53%
2	31%	43%	26%	30%	35%	25%	32%	33%	31%	38%	44%	42%	52%	32%	32%	31%	28%	36%
3-Lowest Rank	13%	20%	16%	18%	10%	11%	16%	15%	12%	9%	14%	6%	29%	11%	13%	14%	16%	11%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.8	0.6	0.7	0.6	0.5	0.6	0.6	0.5	0.6	0.7	0.5	1.1	0.5	0.6	0.6	0.6	0.6
Standard Deviation	0.5	0.5	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.4	0.6	0.5	0.5	0.5	0.6	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(23.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	55%	50%	59%	54%	49%	45%	61%	55%	61%	54%	44%	58%	53%	61%	50%	58%	60%	45%
2	31%	32%	29%	27%	41%	38%	30%	33%	25%	33%	40%	33%	16%	29%	36%	28%	25%	40%
3-Lowest Rank	13%	18%	13%	19%	10%	17%	8%	13%	14%	12%	16%	10%	31%	10%	15%	15%	15%	14%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.7	0.5	0.6	0.6	0.7	0.5	0.6	0.5	0.6	0.7	0.5	0.8	0.5	0.6	0.6	0.5	0.7
Standard Deviation	0.5	0.6	0.5	0.6	0.4	0.6	0.4	0.5	0.5	0.5	0.5	0.5	0.8	0.4	0.5	0.5	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(23.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	55%	55%	51%	62%	48%	56%	62%	100%	0%	0%	56%	56%	53%	60%	55%	53%	49%
2	31%	35%	34%	28%	36%	30%	28%	0%	67%	74%	32%	30%	37%	29%	32%	33%	34%
3-Lowest Rank	13%	11%	15%	11%	16%	14%	9%	0%	33%	26%	13%	15%	10%	11%	13%	14%	17%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.6	0.6	0.5	0.7	0.6	0.5	0	1.3	1.3	0.6	0.6	0.6	0.5	0.6	0.6	0.7
Standard Deviation	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0	0.2	0.2	0.5	0.5	0.5	0.5	0.5	0.5	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	25%	30%	20%	26%	26%	26%	25%	24%	26%	24%	27%	31%	21%	23%	19%	31%	29%	35%
2	32%	32%	33%	24%	32%	31%	35%	36%	34%	33%	32%	31%	29%	36%	36%	32%	33%	36%
3-Lowest Rank	42%	38%	46%	50%	42%	43%	41%	40%	40%	43%	41%	38%	50%	41%	45%	36%	38%	29%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.3	1.2	1.2	1.2	1.2	1.2	1.1	1.2	1.1	1.1	1.3	1.2	1.3	1.1	1.1	0.9
Standard Deviation	0.6	0.7	0.6	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(24.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	25%	46%	17%	30%	24%	20%	27%	28%	30%	36%	38%	16%	81%	25%	26%	25%	26%	25%
2	32%	20%	30%	31%	28%	38%	34%	33%	32%	38%	23%	23%	0%	31%	33%	33%	34%	29%
3-Lowest Rank	42%	34%	52%	39%	48%	43%	39%	40%	38%	26%	40%	62%	19%	44%	41%	42%	40%	45%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	0.9	1.3	1.1	1.2	1.2	1.1	1.1	1.1	0.9	1	1.5	0.4	1.2	1.2	1.2	1.1	1.2
Standard Deviation	0.6	0.8	0.6	0.7	0.7	0.6	0.6	0.7	0.7	0.6	0.8	0.6	0.8	0.7	0.7	0.6	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(24.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	25%	27%	24%	31%	25%	20%	24%	25%	26%	26%	29%	22%	36%	26%	25%	27%	25%	20%
2	32%	26%	37%	28%	28%	43%	34%	33%	27%	36%	27%	31%	50%	42%	25%	33%	35%	21%
3-Lowest Rank	42%	46%	39%	41%	47%	37%	41%	42%	47%	38%	45%	47%	14%	32%	50%	40%	41%	60%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.1	1.1	1.2	1.2	1.2	1.2	1.2	1.1	1.2	1.2	0.8	1.1	1.2	1.1	1.2	1.4
Standard Deviation	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.7	0.6	0.5	0.6	0.7	0.7	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(24.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	25%	27%	22%	28%	23%	27%	27%	0%	100%	0%	25%	27%	22%	26%	24%	25%	27%
2	32%	32%	26%	38%	26%	30%	41%	50%	0%	26%	33%	33%	29%	36%	30%	34%	26%
3-Lowest Rank	42%	41%	51%	34%	52%	43%	32%	50%	0%	74%	42%	40%	49%	38%	47%	40%	48%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.3	1.1	1.3	1.2	1	1.5	0	1.7	1.2	1.1	1.3	1.1	1.2	1.1	1.2
Standard Deviation	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.3	0	0.2	0.6	0.7	0.6	0.6	0.6	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	19%	18%	20%	22%	25%	19%	15%	16%	19%	17%	21%	16%	19%	17%	21%	19%	24%	20%
2	36%	34%	39%	41%	37%	39%	38%	34%	31%	38%	34%	44%	41%	34%	34%	32%	31%	29%
3-Lowest Rank	45%	48%	41%	37%	38%	42%	47%	50%	51%	45%	44%	40%	40%	49%	45%	49%	45%	51%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.3	1.3	1.2	1.2	1.1	1.2	1.3	1.3	1.3	1.3	1.2	1.2	1.2	1.3	1.2	1.3	1.2	1.3
Standard Deviation	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.5	0.6	0.5	0.6	0.5	0.6	0.6	0.6	0.6	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(25.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	19%	17%	24%	18%	22%	17%	21%	20%	12%	11%	21%	32%	0%	18%	19%	20%	18%	22%
2	36%	37%	44%	39%	37%	37%	34%	34%	37%	24%	33%	35%	48%	37%	36%	37%	38%	34%
3-Lowest Rank	45%	46%	32%	43%	41%	46%	46%	46%	50%	65%	46%	33%	52%	45%	45%	44%	45%	44%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.3	1.3	1.1	1.3	1.2	1.3	1.2	1.3	1.4	1.5	1.2	1	1.5	1.3	1.3	1.2	1.3	1.2
Standard Deviation	0.6	0.6	0.6	0.5	0.6	0.5	0.6	0.6	0.5	0.5	0.6	0.7	0.3	0.6	0.6	0.6	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(25.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	19%	23%	17%	14%	26%	35%	14%	21%	13%	20%	27%	20%	11%	12%	25%	15%	15%	35%
2	36%	42%	35%	45%	31%	20%	35%	34%	49%	30%	33%	37%	34%	30%	39%	40%	40%	39%
3-Lowest Rank	45%	36%	48%	41%	43%	45%	51%	45%	39%	50%	40%	43%	54%	58%	36%	45%	44%	26%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.3	1.1	1.3	1.3	1.2	1.1	1.4	1.2	1.3	1.3	1.1	1.2	1.4	1.5	1.1	1.3	1.3	0.9
Standard Deviation	0.6	0.6	0.6	0.5	0.7	0.8	0.5	0.6	0.4	0.6	0.7	0.6	0.5	0.5	0.6	0.5	0.5	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(25.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	19%	19%	27%	10%	29%	18%	11%	0%	0%	100%	19%	18%	25%	14%	22%	22%	24%
2	36%	33%	40%	34%	39%	39%	30%	50%	33%	0%	36%	37%	35%	36%	38%	33%	40%
3-Lowest Rank	45%	48%	33%	56%	32%	43%	59%	50%	67%	0%	45%	45%	40%	51%	41%	45%	36%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.3	1.3	1.1	1.5	1	1.3	1.5	1.5	1.7	0	1.3	1.3	1.2	1.4	1.2	1.2	1.1
Standard Deviation	0.6	0.6	0.6	0.5	0.6	0.5	0.5	0.3	0.2	0	0.6	0.6	0.6	0.5	0.6	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children			Education					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Knowing where products come from	12%	13%	11%	13%	17%	10%	12%	10%	8%	12%	11%	15%	12%	12%	11%	11%	13%	6%
Making it easy for outsiders to understand how decisions are made inside the company	6%	6%	6%	12%	11%	5%	4%	3%	3%	6%	7%	7%	6%	8%	4%	5%	8%	7%
Ensuring people and businesses pay their taxes	12%	11%	13%	12%	14%	10%	12%	10%	13%	13%	11%	10%	11%	9%	16%	14%	15%	10%
Preventing corruption and bribery	23%	23%	24%	22%	19%	19%	19%	25%	33%	25%	21%	14%	21%	27%	30%	23%	22%	31%
Enhancing animal Welfare	10%	9%	10%	11%	12%	13%	6%	9%	7%	10%	9%	15%	9%	9%	9%	9%	9%	7%
Responsible marketing	11%	13%	9%	17%	16%	14%	5%	7%	7%	9%	12%	8%	15%	9%	8%	8%	11%	11%
Contributing to efforts to address climate change	22%	23%	20%	18%	18%	15%	21%	21%	34%	23%	20%	19%	16%	22%	22%	27%	28%	31%
Responsible water use	15%	17%	13%	16%	14%	14%	9%	19%	18%	16%	14%	14%	13%	14%	13%	17%	16%	28%
Product packaging and plastics	12%	12%	11%	9%	13%	13%	11%	10%	12%	12%	12%	8%	13%	8%	12%	15%	9%	14%
Reducing landfill waste	16%	16%	16%	16%	15%	19%	11%	14%	17%	18%	13%	11%	14%	15%	15%	19%	18%	16%
Biodiversity/improving nature	9%	9%	8%	12%	10%	12%	6%	7%	5%	8%	9%	8%	9%	5%	6%	10%	10%	14%
Nutritional value of food	12%	12%	13%	13%	17%	11%	11%	12%	9%	12%	13%	11%	14%	11%	12%	12%	12%	9%
Human rights	29%	27%	30%	38%	27%	30%	28%	26%	27%	28%	29%	30%	31%	34%	23%	26%	24%	27%
Diversity and Inclusion	23%	22%	24%	23%	23%	20%	28%	21%	23%	21%	25%	9%	19%	27%	22%	29%	31%	26%
Minimum pay standards for employees and workers in supply chain	24%	24%	24%	17%	24%	25%	23%	25%	25%	26%	22%	11%	27%	26%	27%	22%	26%	20%
Use of customer data	18%	20%	16%	11%	17%	18%	21%	19%	20%	18%	18%	13%	16%	16%	18%	23%	20%	27%
Job creation	33%	35%	32%	26%	28%	33%	43%	33%	35%	38%	28%	29%	32%	38%	31%	35%	31%	29%
Responsible sourcing of raw materials	13%	13%	13%	12%	14%	11%	10%	12%	16%	15%	11%	14%	10%	12%	10%	14%	19%	18%
Employee health, safety, and wellbeing	44%	37%	51%	43%	38%	37%	48%	46%	52%	50%	38%	38%	44%	50%	50%	44%	38%	34%
Community relations	10%	11%	9%	8%	16%	7%	8%	8%	9%	10%	9%	13%	8%	11%	7%	11%	10%	1%
Countering extremism and terrorism	15%	16%	14%	13%	11%	12%	12%	19%	22%	17%	14%	9%	17%	15%	16%	15%	17%	18%
Ethics and rules for new technology	16%	17%	15%	10%	17%	12%	20%	16%	17%	18%	14%	5%	15%	19%	14%	18%	19%	24%
None of the above	2%	2%	3%	3%	2%	2%	2%	4%	2%	2%	3%	4%	3%	2%	2%	2%	3%	1%
Don't Know	8%	7%	8%	13%	8%	10%	8%	7%	3%	3%	12%	23%	10%	5%	7%	2%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(26.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Knowing where products come from	12%	11%	13%	14%	11%	13%	10%	14%	6%	18%	2%	6%	29%	11%	12%	12%	13%	11%
Making it easy for outsiders to understand how decisions are made inside the company	6%	8%	9%	3%	9%	6%	4%	7%	5%	1%	0%	3%	52%	6%	6%	6%	7%	5%
Ensuring people and businesses pay their taxes	12%	15%	10%	13%	12%	10%	11%	17%	18%	11%	9%	3%	0%	15%	12%	11%	14%	12%
Preventing corruption and bribery	23%	17%	18%	26%	22%	26%	28%	21%	25%	36%	18%	10%	0%	25%	24%	22%	26%	21%
Enhancing animal Welfare	10%	15%	11%	17%	13%	9%	10%	4%	6%	3%	12%	0%	19%	10%	8%	10%	10%	10%
Responsible marketing	11%	14%	14%	8%	12%	12%	11%	11%	6%	4%	3%	23%	0%	8%	9%	12%	11%	11%
Contributing to efforts to address climate change	22%	21%	22%	22%	18%	23%	23%	27%	27%	32%	26%	6%	19%	22%	22%	21%	20%	27%
Responsible water use	15%	7%	15%	16%	17%	17%	12%	18%	19%	5%	31%	23%	71%	19%	14%	15%	17%	15%
Product packaging and plastics	12%	9%	12%	12%	15%	11%	12%	10%	18%	11%	10%	6%	52%	9%	15%	11%	13%	12%
Reducing landfill waste	16%	4%	12%	9%	14%	15%	23%	19%	26%	19%	25%	0%	0%	17%	14%	16%	17%	14%
Biodiversity/improving nature	9%	11%	8%	9%	7%	6%	9%	11%	16%	9%	9%	29%	19%	7%	10%	8%	8%	10%
Nutritional value of food	12%	20%	16%	12%	15%	13%	9%	7%	16%	5%	15%	0%	0%	7%	13%	13%	13%	12%
Human rights	29%	19%	32%	40%	30%	27%	26%	27%	22%	24%	35%	40%	81%	26%	32%	28%	29%	30%
Diversity and Inclusion	23%	11%	24%	14%	24%	25%	26%	28%	25%	32%	16%	11%	0%	25%	23%	22%	22%	25%
Minimum pay standards for employees and workers in supply chain	24%	8%	27%	21%	28%	25%	22%	25%	33%	18%	19%	11%	0%	25%	24%	23%	21%	29%
Use of customer data	18%	12%	16%	17%	15%	23%	16%	21%	23%	28%	15%	58%	52%	17%	16%	19%	20%	17%
Job creation	33%	24%	31%	32%	35%	39%	33%	34%	38%	28%	28%	33%	29%	35%	29%	35%	36%	30%
Responsible sourcing of raw materials	13%	13%	11%	10%	14%	15%	18%	10%	16%	13%	17%	0%	0%	10%	13%	14%	14%	13%
Employee health, safety, and wellbeing	44%	33%	40%	39%	50%	49%	44%	45%	45%	45%	45%	47%	19%	44%	43%	45%	46%	44%
Community relations	10%	9%	14%	12%	10%	11%	10%	7%	4%	17%	6%	0%	0%	7%	8%	11%	12%	7%
Countering extremism and terrorism	15%	24%	18%	18%	12%	15%	15%	17%	8%	22%	18%	0%	0%	15%	17%	14%	20%	12%
Ethics and rules for new technology	16%	11%	13%	13%	13%	16%	18%	21%	16%	14%	30%	8%	0%	16%	16%	16%	19%	13%
None of the above	2%	6%	2%	3%	1%	2%	1%	2%	2%	8%	3%	0%	0%	1%	3%	3%	2%	3%
Don't Know	8%	18%	11%	7%	5%	4%	3%	4%	1%	2%	8%	21%	0%	9%	8%	7%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(26.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Knowing where products come from	12%	13%	10%	8%	14%	13%	14%	12%	13%	11%	7%	9%	4%	15%	11%	9%	10%	11%
Making it easy for outsiders to understand how decisions are made inside the company	6%	8%	5%	6%	5%	14%	8%	5%	7%	11%	4%	6%	3%	7%	6%	0%	7%	7%
Ensuring people and businesses pay their taxes	12%	14%	13%	11%	9%	4%	10%	12%	14%	12%	12%	11%	2%	11%	15%	11%	9%	15%
Preventing corruption and bribery	23%	20%	25%	16%	22%	13%	29%	26%	20%	17%	23%	27%	9%	33%	19%	38%	18%	21%
Enhancing animal Welfare	10%	11%	9%	9%	9%	5%	12%	11%	7%	9%	12%	10%	2%	11%	10%	13%	8%	14%
Responsible marketing	11%	14%	9%	14%	10%	13%	8%	9%	12%	21%	8%	11%	4%	11%	10%	10%	12%	12%
Contributing to efforts to address climate change	22%	23%	23%	21%	24%	23%	15%	23%	23%	16%	17%	30%	11%	11%	32%	12%	16%	45%
Responsible water use	15%	12%	16%	16%	16%	9%	16%	15%	17%	14%	15%	15%	6%	18%	16%	17%	11%	19%
Product packaging and plastics	12%	14%	11%	14%	9%	6%	11%	12%	11%	15%	6%	18%	0%	9%	15%	6%	8%	15%
Reducing landfill waste	16%	17%	17%	12%	17%	10%	11%	15%	20%	12%	20%	20%	1%	15%	18%	8%	14%	21%
Biodiversity/improving nature	9%	12%	7%	11%	9%	5%	6%	8%	13%	4%	9%	15%	3%	6%	10%	16%	8%	12%
Nutritional value of food	12%	16%	9%	13%	11%	21%	14%	12%	10%	16%	11%	12%	5%	12%	12%	18%	13%	12%
Human rights	29%	33%	27%	23%	31%	29%	27%	28%	29%	37%	26%	28%	13%	21%	34%	28%	30%	31%
Diversity and Inclusion	23%	28%	23%	18%	26%	12%	15%	20%	20%	38%	28%	32%	10%	13%	32%	20%	19%	35%
Minimum pay standards for employees and workers in supply chain	24%	25%	26%	20%	21%	22%	20%	24%	22%	29%	22%	30%	7%	15%	32%	16%	21%	30%
Use of customer data	18%	20%	20%	13%	13%	11%	16%	19%	14%	20%	19%	11%	4%	22%	16%	26%	18%	13%
Job creation	33%	31%	35%	29%	33%	35%	32%	31%	40%	36%	43%	22%	10%	43%	28%	31%	35%	25%
Responsible sourcing of raw materials	13%	14%	12%	12%	14%	12%	12%	14%	15%	6%	16%	9%	2%	14%	15%	9%	9%	21%
Employee health, safety, and wellbeing	44%	43%	46%	33%	44%	28%	46%	44%	49%	46%	45%	45%	12%	43%	47%	43%	45%	45%
Community relations	10%	15%	8%	6%	10%	14%	6%	8%	15%	12%	4%	7%	5%	12%	10%	6%	7%	10%
Countering extremism and terrorism	15%	15%	15%	15%	17%	20%	14%	16%	15%	18%	7%	10%	1%	22%	13%	16%	12%	13%
Ethics and rules for new technology	16%	15%	16%	11%	16%	7%	18%	17%	13%	14%	15%	12%	6%	20%	16%	12%	12%	15%
None of the above	2%	2%	2%	8%	2%	6%	2%	3%	0%	4%	3%	4%	3%	2%	1%	5%	3%	1%
Don't Know	8%	4%	8%	14%	8%	12%	9%	7%	7%	3%	8%	5%	60%	6%	3%	4%	16%	4%

Note:
 BASE: All Respondents
 Fieldwork: 12th Mar - 20th Mar 2021
 Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(26.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Knowing where products come from	12%	11%	13%	13%	12%	10%	13%	11%	13%	12%	12%	11%	11%	9%	15%	12%	12%
Making it easy for outsiders to understand how decisions are made inside the company	6%	6%	6%	7%	6%	6%	6%	5%	7%	9%	7%	5%	6%	5%	5%	8%	8%
Ensuring people and businesses pay their taxes	12%	13%	14%	11%	15%	12%	9%	13%	12%	12%	13%	9%	19%	10%	10%	13%	17%
Preventing corruption and bribery	23%	27%	18%	30%	20%	20%	30%	25%	24%	16%	25%	21%	25%	21%	25%	26%	21%
Enhancing animal Welfare	10%	11%	9%	11%	13%	7%	9%	9%	8%	14%	12%	7%	10%	5%	10%	15%	11%
Responsible marketing	11%	10%	11%	12%	14%	9%	9%	10%	13%	10%	11%	10%	11%	8%	10%	11%	17%
Contributing to efforts to address climate change	22%	23%	30%	14%	30%	20%	15%	19%	21%	31%	21%	21%	26%	18%	28%	21%	22%
Responsible water use	15%	14%	17%	16%	17%	12%	16%	14%	12%	22%	17%	12%	14%	11%	14%	18%	20%
Product packaging and plastics	12%	11%	13%	11%	13%	11%	11%	10%	12%	17%	12%	10%	13%	9%	9%	13%	17%
Reducing landfill waste	16%	19%	14%	16%	16%	15%	15%	14%	16%	20%	18%	14%	12%	11%	15%	20%	20%
Biodiversity/improving nature	9%	8%	10%	8%	14%	7%	5%	7%	7%	14%	10%	7%	10%	2%	9%	13%	16%
Nutritional value of food	12%	12%	13%	11%	15%	9%	13%	12%	12%	14%	14%	9%	16%	12%	13%	10%	14%
Human rights	29%	25%	37%	20%	33%	31%	22%	30%	23%	32%	27%	30%	33%	24%	35%	31%	28%
Diversity and Inclusion	23%	22%	33%	12%	29%	23%	18%	23%	20%	26%	24%	20%	29%	19%	27%	26%	23%
Minimum pay standards for employees and workers in supply chain	24%	22%	32%	15%	29%	23%	19%	26%	19%	22%	23%	22%	33%	21%	28%	23%	23%
Use of customer data	18%	24%	15%	21%	16%	13%	25%	17%	22%	15%	23%	13%	14%	18%	18%	20%	16%
Job creation	33%	36%	29%	39%	27%	29%	44%	36%	36%	23%	35%	30%	38%	30%	37%	36%	32%
Responsible sourcing of raw materials	13%	12%	14%	14%	15%	11%	12%	11%	13%	18%	16%	9%	12%	8%	15%	16%	15%
Employee health, safety, and wellbeing	44%	47%	45%	43%	44%	42%	47%	51%	34%	38%	46%	40%	50%	39%	52%	46%	42%
Community relations	10%	8%	10%	12%	11%	9%	9%	10%	9%	8%	9%	9%	12%	7%	13%	9%	11%
Countering extremism and terrorism	15%	17%	12%	21%	16%	10%	20%	15%	15%	15%	17%	13%	15%	13%	19%	15%	14%
Ethics and rules for new technology	16%	15%	15%	20%	17%	13%	18%	16%	18%	12%	20%	11%	15%	12%	16%	18%	21%
None of the above	2%	2%	1%	3%	1%	4%	3%	3%	3%	2%	1%	4%	2%	5%	0%	1%	1%
Don't Know	8%	6%	4%	7%	3%	15%	4%	7%	10%	7%	3%	15%	2%	17%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(27.A) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	10%	12%	9%	9%	13%	16%	9%	7%	8%	9%	12%	9%	12%	10%	7%	11%	11%	12%
Businesses	12%	12%	12%	14%	18%	13%	9%	11%	6%	11%	12%	8%	15%	10%	8%	12%	11%	11%
Government	66%	67%	65%	55%	53%	55%	71%	75%	79%	73%	59%	51%	58%	71%	77%	70%	73%	70%
Don't know	12%	9%	15%	21%	16%	15%	11%	7%	7%	7%	18%	33%	15%	9%	8%	7%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(27.B) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	10%	9%	12%	15%	11%	10%	9%	11%	8%	14%	9%	0%	0%	11%	9%	11%	12%	9%
Businesses	12%	16%	8%	8%	16%	11%	15%	11%	14%	4%	6%	3%	52%	12%	12%	11%	12%	13%
Government	66%	51%	67%	63%	68%	70%	72%	70%	72%	64%	72%	76%	19%	64%	67%	65%	69%	65%
Don't know	12%	24%	13%	14%	5%	8%	5%	8%	6%	18%	13%	21%	29%	14%	12%	12%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(27.C) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	10%	10%	11%	11%	10%	4%	11%	10%	8%	14%	9%	10%	9%	13%	7%	32%	11%	5%
Businesses	12%	15%	11%	12%	8%	6%	12%	11%	15%	13%	9%	3%	8%	13%	12%	9%	12%	10%
Government	66%	67%	68%	57%	66%	50%	63%	67%	69%	64%	62%	76%	21%	65%	73%	54%	58%	78%
Don't know	12%	8%	11%	20%	16%	40%	14%	12%	8%	8%	20%	11%	62%	9%	8%	6%	19%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(27.D) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	10%	13%	8%	12%	11%	9%	11%	9%	12%	10%	11%	10%	11%	9%	11%	7%	15%
Businesses	12%	9%	13%	13%	15%	8%	13%	12%	10%	14%	13%	10%	12%	9%	11%	12%	18%
Government	66%	67%	71%	65%	70%	57%	71%	68%	63%	63%	70%	58%	73%	57%	72%	75%	64%
Don't know	12%	11%	8%	10%	4%	26%	6%	11%	15%	13%	6%	22%	4%	24%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	32%	34%	30%	25%	26%	29%	32%	31%	43%	37%	27%	26%	28%	39%	30%	35%	28%	39%
Businesses	13%	13%	13%	18%	15%	12%	11%	15%	10%	11%	15%	13%	15%	11%	16%	13%	16%	8%
Government	33%	34%	32%	35%	38%	27%	39%	32%	26%	32%	33%	25%	33%	30%	29%	34%	43%	37%
Don't know	22%	19%	25%	22%	21%	32%	18%	22%	20%	20%	25%	36%	25%	19%	25%	18%	14%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	32%	29%	30%	26%	32%	33%	43%	34%	33%	31%	26%	38%	0%	27%	30%	34%	37%	29%
Businesses	13%	9%	20%	12%	18%	12%	13%	15%	8%	9%	17%	0%	81%	10%	14%	14%	13%	14%
Government	33%	37%	30%	35%	31%	35%	32%	30%	42%	34%	37%	40%	19%	38%	36%	29%	32%	34%
Don't know	22%	24%	20%	27%	20%	20%	12%	21%	16%	26%	20%	21%	0%	24%	20%	23%	18%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	32%	28%	31%	29%	31%	38%	41%	36%	32%	22%	23%	32%	5%	41%	28%	44%	30%	24%
Businesses	13%	14%	12%	13%	14%	19%	15%	14%	14%	12%	13%	11%	5%	15%	14%	13%	10%	17%
Government	33%	41%	32%	34%	31%	22%	21%	30%	34%	44%	36%	38%	21%	25%	38%	31%	34%	46%
Don't know	22%	17%	25%	25%	24%	21%	23%	21%	21%	22%	28%	20%	69%	19%	20%	11%	25%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	32%	35%	28%	39%	24%	27%	45%	31%	38%	24%	36%	27%	31%	26%	35%	38%	31%
Businesses	13%	13%	15%	15%	20%	8%	12%	13%	11%	16%	17%	9%	15%	10%	11%	18%	18%
Government	33%	33%	38%	25%	46%	29%	22%	32%	27%	41%	33%	30%	40%	25%	39%	30%	44%
Don't know	22%	19%	19%	21%	10%	36%	20%	23%	24%	19%	14%	34%	15%	39%	15%	14%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	22%	25%	20%	20%	24%	24%	22%	24%	20%	24%	21%	23%	23%	26%	21%	20%	18%	26%
Businesses	19%	19%	19%	12%	20%	16%	16%	26%	22%	20%	18%	13%	15%	19%	22%	23%	28%	18%
Government	41%	40%	43%	45%	39%	37%	45%	38%	45%	42%	41%	26%	41%	40%	44%	48%	44%	49%
Don't know	17%	15%	19%	24%	18%	23%	16%	12%	13%	13%	21%	38%	21%	14%	13%	10%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(29.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	22%	23%	29%	16%	22%	25%	26%	21%	24%	20%	21%	23%	29%	22%	21%	23%	25%	22%
Businesses	19%	13%	13%	16%	20%	21%	23%	25%	21%	32%	14%	6%	0%	16%	23%	17%	21%	19%
Government	41%	34%	42%	45%	44%	40%	43%	45%	50%	25%	45%	40%	19%	47%	40%	41%	42%	44%
Don't know	17%	29%	16%	23%	14%	14%	8%	9%	5%	23%	21%	31%	52%	15%	16%	18%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(29.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	22%	24%	22%	24%	18%	25%	24%	24%	24%	19%	20%	14%	4%	34%	16%	45%	19%	11%
Businesses	19%	18%	20%	18%	16%	14%	22%	21%	16%	17%	16%	14%	9%	21%	21%	19%	13%	19%
Government	41%	48%	41%	37%	44%	44%	32%	39%	47%	48%	43%	54%	23%	25%	52%	31%	46%	62%
Don't know	17%	10%	18%	20%	21%	17%	22%	16%	13%	17%	21%	19%	63%	20%	11%	5%	21%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(29.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	22%	25%	17%	31%	19%	17%	31%	23%	25%	18%	25%	20%	18%	21%	25%	19%	27%
Businesses	19%	19%	19%	23%	22%	14%	22%	20%	18%	18%	22%	15%	20%	16%	16%	26%	22%
Government	41%	39%	55%	27%	53%	39%	33%	40%	37%	51%	42%	39%	49%	34%	48%	44%	45%
Don't know	17%	17%	9%	19%	6%	30%	14%	17%	19%	13%	10%	27%	12%	29%	12%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	28%	29%	27%	29%	29%	28%	27%	31%	25%	31%	25%	35%	30%	33%	30%	20%	22%	19%
Businesses	18%	20%	15%	16%	13%	14%	20%	22%	20%	19%	16%	8%	18%	17%	16%	23%	23%	19%
Government	32%	34%	32%	31%	35%	31%	35%	29%	33%	32%	33%	16%	27%	33%	33%	40%	43%	47%
Don't know	22%	17%	26%	24%	22%	27%	18%	18%	21%	17%	26%	40%	25%	17%	21%	17%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	28%	35%	38%	24%	33%	30%	31%	26%	17%	27%	13%	0%	29%	24%	25%	31%	32%	25%
Businesses	18%	6%	15%	11%	18%	20%	20%	23%	30%	24%	21%	3%	52%	20%	19%	16%	18%	19%
Government	32%	24%	25%	33%	34%	32%	39%	36%	43%	21%	45%	35%	19%	32%	34%	32%	33%	35%
Don't know	22%	35%	22%	32%	15%	19%	10%	15%	10%	27%	22%	62%	0%	24%	22%	20%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	28%	27%	27%	30%	22%	35%	37%	28%	34%	29%	13%	28%	15%	37%	22%	42%	30%	18%
Businesses	18%	21%	18%	14%	13%	21%	18%	20%	17%	10%	21%	20%	6%	23%	18%	13%	11%	16%
Government	32%	37%	33%	32%	39%	13%	18%	30%	34%	42%	38%	29%	10%	20%	43%	30%	30%	51%
Don't know	22%	15%	22%	25%	25%	31%	27%	21%	15%	19%	29%	23%	69%	20%	17%	15%	28%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	28%	30%	24%	35%	25%	21%	39%	31%	25%	24%	31%	24%	32%	26%	28%	32%	28%
Businesses	18%	19%	16%	22%	21%	12%	21%	18%	17%	18%	21%	14%	20%	14%	17%	21%	22%
Government	32%	32%	44%	21%	45%	29%	24%	29%	31%	44%	35%	28%	38%	21%	38%	36%	44%
Don't know	22%	20%	15%	22%	9%	38%	17%	21%	27%	15%	13%	35%	11%	38%	16%	11%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	22%	21%	22%	23%	26%	27%	20%	19%	17%	22%	21%	23%	22%	21%	25%	22%	19%	18%
Businesses	30%	32%	28%	30%	25%	25%	30%	32%	36%	32%	28%	20%	32%	32%	31%	29%	31%	26%
Government	34%	35%	32%	26%	30%	26%	40%	38%	38%	36%	31%	22%	28%	36%	32%	39%	43%	39%
Don't know	15%	12%	18%	21%	19%	22%	10%	12%	10%	11%	20%	34%	18%	11%	12%	10%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	22%	19%	23%	27%	19%	25%	20%	20%	27%	38%	15%	10%	0%	22%	16%	25%	24%	21%
Businesses	30%	18%	23%	21%	39%	31%	33%	31%	34%	29%	28%	55%	81%	24%	33%	30%	30%	31%
Government	34%	39%	36%	28%	33%	35%	39%	37%	36%	16%	46%	14%	19%	40%	36%	30%	36%	32%
Don't know	15%	24%	17%	24%	9%	10%	8%	12%	3%	16%	12%	21%	0%	15%	15%	15%	10%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	22%	23%	22%	24%	18%	29%	19%	23%	23%	16%	22%	21%	10%	27%	17%	36%	25%	18%
Businesses	30%	25%	29%	28%	32%	22%	38%	32%	32%	22%	26%	23%	5%	35%	29%	31%	27%	30%
Government	34%	42%	33%	26%	32%	18%	26%	31%	36%	45%	33%	42%	12%	27%	43%	24%	26%	42%
Don't know	15%	9%	16%	22%	18%	31%	18%	14%	8%	16%	19%	14%	72%	11%	11%	9%	23%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	22%	26%	16%	26%	19%	20%	26%	21%	27%	17%	22%	20%	23%	20%	21%	23%	25%
Businesses	30%	28%	29%	36%	30%	22%	38%	31%	27%	29%	35%	23%	27%	23%	32%	37%	32%
Government	34%	29%	45%	27%	45%	28%	28%	34%	30%	38%	34%	31%	39%	29%	37%	33%	38%
Don't know	15%	17%	10%	11%	6%	30%	8%	15%	16%	16%	8%	25%	10%	28%	10%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	26%	29%	24%	27%	29%	28%	26%	23%	26%	27%	26%	27%	26%	30%	24%	26%	22%	31%
Businesses	32%	32%	33%	24%	23%	30%	34%	39%	38%	33%	31%	11%	31%	35%	32%	40%	38%	25%
Government	23%	24%	22%	27%	28%	20%	23%	17%	23%	25%	21%	25%	20%	20%	27%	23%	28%	27%
Don't know	19%	16%	21%	22%	20%	21%	17%	21%	13%	16%	22%	37%	23%	15%	18%	11%	12%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	26%	23%	29%	32%	26%	27%	31%	26%	27%	22%	23%	13%	0%	23%	24%	29%	30%	24%
Businesses	32%	11%	19%	20%	42%	33%	37%	37%	45%	35%	31%	31%	81%	35%	35%	29%	31%	37%
Government	23%	34%	30%	29%	21%	23%	26%	21%	24%	17%	26%	29%	19%	22%	25%	22%	26%	21%
Don't know	19%	32%	21%	20%	12%	17%	6%	16%	4%	26%	21%	27%	0%	20%	16%	20%	14%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	26%	25%	26%	27%	29%	23%	26%	27%	29%	27%	17%	31%	18%	37%	19%	53%	28%	16%
Businesses	32%	32%	35%	25%	27%	31%	30%	33%	29%	33%	35%	32%	9%	30%	38%	24%	24%	41%
Government	23%	30%	20%	20%	23%	19%	22%	22%	27%	27%	19%	15%	8%	15%	30%	15%	21%	32%
Don't know	19%	12%	19%	27%	22%	27%	22%	18%	15%	13%	30%	22%	65%	19%	12%	8%	27%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	26%	30%	21%	33%	24%	21%	35%	27%	32%	19%	30%	22%	23%	23%	28%	27%	30%
Businesses	32%	35%	35%	30%	32%	27%	37%	33%	31%	30%	35%	26%	39%	25%	35%	39%	32%
Government	23%	19%	32%	18%	34%	21%	14%	22%	18%	33%	23%	22%	26%	18%	24%	24%	32%
Don't know	19%	17%	12%	19%	9%	32%	14%	18%	20%	18%	11%	29%	12%	33%	13%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	8%	10%	7%	8%	15%	16%	5%	2%	4%	8%	8%	7%	10%	9%	5%	8%	7%	14%
Businesses	40%	41%	39%	32%	34%	26%	40%	56%	46%	43%	36%	32%	40%	42%	45%	40%	35%	37%
Government	38%	38%	39%	38%	33%	41%	43%	33%	41%	40%	37%	26%	35%	40%	36%	43%	52%	40%
Don't know	14%	11%	16%	21%	18%	17%	11%	9%	9%	9%	19%	35%	15%	10%	13%	9%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(33.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	8%	11%	7%	16%	7%	7%	8%	8%	10%	13%	10%	0%	0%	6%	9%	8%	10%	7%
Businesses	40%	48%	39%	24%	47%	46%	41%	39%	40%	41%	28%	62%	0%	39%	42%	38%	42%	39%
Government	38%	20%	42%	41%	36%	38%	46%	43%	45%	29%	52%	11%	100%	44%	36%	38%	39%	41%
Don't know	14%	20%	12%	19%	9%	10%	6%	9%	5%	16%	10%	27%	0%	11%	13%	15%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(33.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	8%	11%	6%	12%	7%	4%	11%	7%	11%	13%	5%	4%	11%	9%	8%	25%	7%	4%
Businesses	40%	36%	40%	33%	41%	39%	47%	43%	37%	36%	29%	49%	15%	53%	35%	44%	34%	32%
Government	38%	46%	40%	34%	35%	34%	26%	37%	43%	42%	45%	38%	11%	27%	48%	24%	37%	56%
Don't know	14%	8%	14%	21%	17%	24%	17%	13%	10%	10%	22%	8%	63%	11%	8%	6%	22%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(33.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	8%	10%	9%	7%	12%	7%	6%	7%	13%	6%	10%	7%	7%	6%	7%	10%	14%
Businesses	40%	39%	33%	54%	37%	31%	52%	42%	37%	35%	44%	34%	42%	37%	41%	42%	39%
Government	38%	37%	48%	28%	46%	36%	33%	38%	35%	45%	39%	35%	48%	29%	45%	43%	44%
Don't know	14%	14%	9%	11%	5%	26%	9%	13%	15%	14%	7%	24%	4%	28%	7%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	15%	15%	14%	17%	15%	20%	11%	14%	11%	14%	15%	10%	17%	15%	18%	13%	11%	16%
Businesses	46%	47%	44%	40%	44%	36%	49%	54%	49%	51%	40%	32%	46%	49%	48%	49%	45%	44%
Government	22%	23%	21%	16%	24%	22%	25%	19%	24%	21%	23%	16%	18%	19%	20%	28%	34%	27%
Don't know	18%	14%	21%	27%	17%	22%	14%	13%	16%	14%	22%	41%	20%	17%	14%	10%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	15%	13%	13%	21%	18%	12%	16%	12%	13%	21%	10%	3%	0%	13%	13%	16%	15%	15%
Businesses	46%	33%	41%	38%	51%	53%	45%	53%	51%	44%	38%	70%	71%	43%	47%	46%	49%	45%
Government	22%	25%	29%	20%	19%	17%	27%	27%	30%	18%	37%	6%	0%	26%	25%	19%	23%	23%
Don't know	18%	29%	18%	20%	13%	18%	11%	9%	6%	17%	15%	21%	29%	18%	16%	19%	13%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	15%	13%	16%	17%	13%	6%	14%	15%	14%	17%	7%	17%	8%	17%	11%	33%	19%	11%
Businesses	46%	45%	46%	41%	41%	49%	51%	48%	48%	41%	42%	42%	7%	57%	46%	32%	37%	45%
Government	22%	28%	21%	20%	23%	11%	16%	22%	19%	27%	25%	24%	15%	15%	29%	23%	16%	30%
Don't know	18%	14%	17%	22%	22%	33%	18%	15%	19%	15%	26%	17%	70%	11%	14%	13%	28%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	15%	18%	12%	17%	15%	13%	16%	15%	17%	9%	15%	12%	21%	9%	17%	17%	19%
Businesses	46%	45%	46%	53%	42%	40%	57%	49%	41%	42%	52%	39%	43%	41%	47%	50%	47%
Government	22%	20%	29%	17%	36%	14%	17%	19%	22%	30%	24%	18%	27%	17%	24%	24%	29%
Don't know	18%	18%	13%	13%	7%	34%	11%	16%	20%	19%	9%	31%	9%	33%	12%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	8%	10%	6%	10%	12%	12%	5%	7%	4%	7%	9%	4%	10%	10%	3%	8%	9%	10%
Businesses	56%	59%	53%	37%	42%	44%	58%	70%	76%	63%	49%	45%	51%	61%	65%	58%	58%	64%
Government	23%	21%	26%	34%	29%	24%	28%	16%	14%	23%	24%	17%	26%	19%	22%	27%	26%	18%
Don't know	12%	9%	15%	19%	17%	20%	9%	7%	6%	7%	18%	35%	13%	10%	9%	7%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	8%	9%	7%	13%	9%	7%	11%	7%	8%	13%	5%	0%	0%	7%	9%	8%	10%	6%
Businesses	56%	42%	55%	38%	63%	62%	64%	63%	57%	61%	43%	50%	71%	56%	58%	55%	58%	59%
Government	23%	28%	23%	35%	19%	22%	21%	22%	32%	12%	41%	29%	29%	24%	22%	24%	25%	22%
Don't know	12%	21%	16%	14%	9%	9%	5%	8%	3%	14%	11%	21%	0%	14%	10%	13%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	8%	9%	8%	9%	8%	3%	8%	8%	8%	11%	3%	4%	14%	9%	7%	24%	9%	6%
Businesses	56%	53%	60%	54%	49%	45%	59%	60%	57%	47%	49%	65%	7%	67%	57%	52%	45%	57%
Government	23%	30%	21%	21%	28%	18%	16%	21%	25%	33%	28%	20%	16%	15%	27%	18%	29%	29%
Don't know	12%	7%	12%	16%	15%	35%	16%	11%	10%	9%	20%	11%	63%	9%	9%	6%	17%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	8%	10%	7%	9%	11%	7%	7%	7%	9%	9%	9%	7%	9%	6%	9%	8%	13%
Businesses	56%	63%	52%	64%	49%	47%	73%	58%	57%	49%	59%	51%	59%	51%	64%	59%	51%
Government	23%	17%	32%	17%	34%	21%	15%	24%	20%	28%	25%	20%	28%	18%	23%	26%	32%
Don't know	12%	10%	9%	10%	5%	25%	5%	11%	14%	14%	6%	22%	4%	25%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	11%	12%	10%	16%	16%	17%	6%	5%	6%	9%	12%	8%	11%	13%	9%	9%	13%	12%
Businesses	46%	50%	40%	35%	33%	31%	50%	59%	59%	49%	42%	28%	43%	45%	53%	52%	49%	58%
Government	25%	24%	27%	26%	28%	28%	28%	20%	23%	27%	24%	26%	21%	29%	23%	28%	28%	21%
Don't know	18%	14%	23%	23%	23%	24%	15%	16%	12%	14%	22%	39%	25%	13%	14%	11%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	11%	3%	15%	14%	11%	13%	12%	8%	13%	14%	8%	3%	19%	12%	10%	10%	12%	10%
Businesses	46%	28%	28%	36%	47%	51%	55%	56%	54%	57%	44%	76%	52%	49%	46%	44%	45%	49%
Government	25%	39%	31%	26%	31%	20%	23%	25%	30%	13%	35%	0%	29%	21%	26%	26%	29%	23%
Don't know	18%	30%	26%	25%	12%	16%	9%	11%	3%	16%	13%	21%	0%	17%	18%	19%	14%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	11%	14%	11%	12%	8%	8%	8%	10%	12%	16%	7%	6%	9%	12%	10%	22%	10%	5%
Businesses	46%	42%	48%	40%	44%	33%	47%	50%	46%	30%	44%	53%	24%	59%	46%	48%	31%	52%
Government	25%	31%	24%	19%	26%	26%	22%	23%	31%	34%	19%	24%	5%	17%	30%	18%	29%	30%
Don't know	18%	13%	17%	28%	22%	33%	23%	17%	12%	20%	30%	17%	62%	13%	14%	12%	29%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	11%	14%	10%	11%	13%	11%	8%	10%	13%	10%	12%	8%	12%	9%	12%	7%	18%
Businesses	46%	48%	42%	56%	42%	35%	62%	47%	46%	42%	53%	35%	48%	38%	47%	57%	46%
Government	25%	21%	34%	19%	36%	21%	20%	25%	23%	31%	26%	24%	27%	19%	29%	27%	31%
Don't know	18%	17%	14%	14%	10%	34%	10%	19%	18%	17%	8%	33%	12%	34%	12%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Individuals	12%	15%	9%	9%	19%	20%	10%	9%	6%	11%	13%	16%	12%	14%	10%	10%	10%	10%
Businesses	56%	54%	59%	47%	45%	43%	64%	67%	66%	62%	50%	40%	57%	55%	60%	62%	54%	55%
Government	22%	23%	21%	26%	23%	21%	19%	20%	23%	21%	23%	16%	19%	22%	23%	23%	31%	28%
Don't know	10%	8%	12%	18%	13%	16%	8%	5%	5%	6%	15%	28%	12%	8%	7%	5%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Individuals	12%	0%	16%	14%	12%	13%	14%	7%	14%	23%	6%	0%	0%	8%	13%	12%	16%	9%
Businesses	56%	47%	58%	41%	61%	62%	59%	59%	64%	56%	44%	50%	19%	60%	56%	54%	56%	59%
Government	22%	32%	16%	32%	21%	18%	23%	27%	21%	9%	39%	29%	81%	22%	21%	22%	23%	22%
Don't know	10%	21%	9%	12%	6%	7%	3%	7%	2%	12%	11%	21%	0%	9%	9%	11%	5%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Individuals	12%	13%	12%	14%	7%	6%	14%	11%	13%	19%	10%	9%	5%	14%	11%	33%	10%	7%
Businesses	56%	52%	57%	52%	60%	59%	57%	61%	53%	46%	55%	55%	11%	66%	55%	47%	53%	58%
Government	22%	28%	21%	19%	20%	16%	17%	19%	28%	26%	21%	26%	20%	13%	29%	17%	22%	31%
Don't know	10%	7%	10%	15%	14%	19%	13%	9%	6%	8%	14%	10%	64%	7%	6%	4%	15%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Individuals	12%	15%	12%	13%	13%	10%	13%	11%	15%	10%	13%	11%	12%	10%	10%	14%	15%
Businesses	56%	56%	53%	64%	48%	50%	69%	60%	52%	49%	60%	51%	53%	54%	61%	59%	50%
Government	22%	22%	29%	16%	35%	17%	13%	20%	20%	31%	23%	19%	31%	14%	26%	24%	31%
Don't know	10%	8%	7%	8%	4%	22%	4%	9%	13%	11%	4%	19%	4%	22%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Knowing where products come from	25%	24%	27%	15%	25%	17%	32%	28%	31%	28%	22%	12%	23%	28%	29%	28%	32%	22%
Making it easy for outsiders to understand how decisions are made inside the company	8%	9%	7%	8%	12%	9%	5%	6%	7%	9%	6%	10%	6%	5%	7%	10%	12%	11%
Preventing corruption and bribery	16%	17%	15%	18%	19%	12%	14%	12%	19%	17%	15%	21%	16%	20%	15%	12%	15%	10%
Enhancing animal Welfare	21%	19%	23%	13%	18%	16%	25%	24%	26%	23%	19%	18%	16%	20%	23%	25%	26%	24%
Responsible marketing	12%	12%	12%	15%	17%	9%	10%	10%	13%	11%	13%	12%	14%	11%	10%	12%	9%	14%
Contributing to efforts to address climate change	29%	28%	29%	24%	20%	20%	29%	29%	44%	31%	26%	15%	19%	30%	31%	41%	37%	39%
Responsible water use	41%	41%	41%	23%	29%	33%	39%	52%	59%	46%	35%	14%	33%	43%	51%	51%	50%	53%
Product packaging and plastics	34%	33%	35%	19%	24%	25%	34%	43%	49%	35%	32%	15%	26%	32%	38%	45%	45%	46%
Reducing landfill waste	40%	41%	40%	24%	29%	35%	41%	49%	56%	44%	36%	22%	31%	45%	42%	50%	53%	49%
Biodiversity/improving nature	29%	31%	27%	23%	20%	22%	30%	36%	42%	33%	26%	9%	20%	32%	32%	40%	45%	47%
Nutritional value of food	20%	19%	21%	13%	21%	16%	23%	21%	24%	21%	19%	14%	18%	20%	20%	24%	26%	19%
Human rights	21%	20%	23%	22%	25%	20%	19%	17%	23%	24%	19%	20%	21%	23%	24%	18%	26%	14%
Diversity and Inclusion	15%	16%	13%	17%	14%	18%	11%	12%	16%	16%	14%	6%	15%	15%	13%	16%	20%	19%
Minimum pay standards for employees and workers in supply chain	15%	15%	15%	17%	14%	15%	19%	8%	17%	18%	12%	13%	14%	14%	16%	17%	18%	10%
Use of customer data	11%	12%	10%	14%	11%	14%	10%	9%	11%	11%	12%	11%	11%	13%	13%	11%	10%	8%
Job creation	20%	24%	17%	23%	23%	15%	23%	16%	22%	22%	19%	21%	21%	23%	19%	19%	19%	12%
Responsible sourcing of raw materials	36%	34%	38%	19%	24%	27%	41%	44%	55%	41%	31%	18%	27%	42%	43%	45%	44%	42%
Employee health, safety, and wellbeing	24%	23%	25%	25%	20%	24%	27%	17%	29%	29%	19%	18%	23%	27%	23%	27%	23%	18%
Community relations	10%	10%	11%	13%	14%	10%	10%	6%	9%	11%	9%	7%	10%	13%	8%	11%	12%	8%
Countering extremism and terrorism	10%	11%	8%	10%	6%	8%	13%	4%	15%	12%	7%	8%	7%	13%	8%	10%	12%	15%
Ethics and rules for new technology	13%	14%	13%	11%	17%	12%	13%	9%	17%	15%	12%	12%	8%	17%	14%	15%	20%	11%
None of the above	3%	3%	3%	3%	2%	5%	4%	3%	3%	2%	5%	4%	4%	2%	1%	3%	4%	4%
Don't Know	16%	13%	18%	24%	17%	15%	16%	15%	10%	11%	20%	35%	20%	13%	15%	7%	6%	11%

Note:
 BASE: All Respondents
 Fieldwork: 12th Mar - 20th Mar 2021
 Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Knowing where products come from	25%	17%	23%	26%	26%	25%	27%	30%	32%	34%	19%	0%	19%	28%	26%	24%	24%	27%
Making it easy for outsiders to understand how decisions are made inside the company	8%	8%	8%	10%	6%	8%	6%	9%	7%	1%	8%	32%	52%	11%	6%	8%	10%	7%
Preventing corruption and bribery	16%	14%	21%	17%	23%	13%	16%	15%	10%	8%	6%	0%	19%	16%	14%	17%	18%	14%
Enhancing animal Welfare	21%	21%	16%	19%	24%	21%	24%	24%	17%	16%	25%	16%	0%	21%	21%	20%	20%	23%
Responsible marketing	12%	15%	13%	15%	13%	11%	15%	12%	8%	6%	4%	0%	52%	10%	15%	11%	14%	10%
Contributing to efforts to address climate change	29%	19%	25%	19%	30%	28%	31%	39%	36%	27%	37%	16%	52%	32%	30%	27%	28%	32%
Responsible water use	41%	20%	30%	28%	42%	41%	51%	51%	46%	43%	59%	41%	0%	43%	40%	40%	39%	46%
Product packaging and plastics	34%	13%	22%	23%	35%	39%	38%	43%	41%	31%	41%	38%	52%	38%	33%	32%	32%	40%
Reducing landfill waste	40%	13%	34%	36%	43%	47%	42%	46%	46%	44%	54%	38%	0%	43%	39%	40%	40%	45%
Biodiversity/improving nature	29%	14%	25%	23%	26%	33%	37%	39%	42%	28%	36%	10%	0%	37%	30%	27%	26%	36%
Nutritional value of food	20%	15%	19%	19%	21%	22%	23%	20%	22%	9%	42%	29%	0%	21%	25%	17%	21%	20%
Human rights	21%	22%	25%	27%	25%	17%	23%	23%	21%	12%	13%	0%	0%	17%	23%	22%	24%	19%
Diversity and Inclusion	15%	10%	11%	19%	16%	12%	16%	19%	21%	14%	13%	0%	0%	15%	16%	14%	15%	14%
Minimum pay standards for employees and workers in supply chain	15%	15%	17%	16%	15%	14%	18%	17%	14%	18%	7%	0%	100%	15%	14%	16%	15%	16%
Use of customer data	11%	7%	11%	19%	13%	11%	8%	11%	12%	15%	3%	0%	71%	8%	13%	11%	13%	9%
Job creation	20%	19%	20%	25%	24%	18%	21%	24%	14%	10%	14%	0%	19%	23%	22%	19%	21%	19%
Responsible sourcing of raw materials	36%	20%	28%	22%	37%	42%	42%	46%	45%	47%	39%	29%	19%	43%	34%	35%	36%	41%
Employee health, safety, and wellbeing	24%	26%	19%	18%	31%	20%	30%	25%	21%	28%	15%	8%	52%	22%	24%	24%	27%	21%
Community relations	10%	16%	10%	12%	13%	8%	10%	11%	7%	9%	3%	0%	71%	10%	11%	10%	12%	9%
Countering extremism and terrorism	10%	7%	11%	10%	11%	9%	11%	11%	5%	6%	9%	29%	0%	12%	9%	10%	11%	8%
Ethics and rules for new technology	13%	19%	10%	10%	16%	12%	13%	18%	11%	16%	14%	0%	48%	16%	16%	11%	15%	11%
None of the above	3%	7%	5%	6%	1%	3%	2%	3%	3%	5%	3%	0%	0%	2%	3%	4%	2%	4%
Don't Know	16%	29%	16%	20%	15%	9%	9%	7%	4%	17%	11%	30%	0%	14%	15%	17%	11%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Knowing where products come from	25%	24%	28%	19%	21%	15%	25%	27%	20%	26%	24%	25%	12%	25%	29%	15%	19%	34%
Making it easy for outsiders to understand how decisions are made inside the company	8%	8%	6%	15%	5%	10%	11%	8%	10%	7%	8%	8%	2%	6%	10%	13%	6%	10%
Preventing corruption and bribery	16%	16%	16%	19%	13%	9%	17%	15%	20%	17%	16%	20%	7%	18%	16%	12%	14%	19%
Enhancing animal Welfare	21%	22%	20%	23%	18%	18%	24%	23%	21%	11%	23%	31%	5%	21%	23%	25%	15%	31%
Responsible marketing	12%	13%	13%	9%	8%	14%	13%	12%	17%	11%	10%	9%	4%	11%	13%	6%	13%	15%
Contributing to efforts to address climate change	29%	27%	32%	25%	27%	31%	24%	31%	25%	20%	32%	38%	9%	20%	37%	26%	24%	49%
Responsible water use	41%	38%	45%	39%	37%	23%	38%	43%	36%	38%	43%	46%	14%	41%	47%	42%	26%	58%
Product packaging and plastics	34%	32%	38%	29%	30%	19%	31%	37%	31%	23%	39%	41%	7%	33%	40%	26%	23%	46%
Reducing landfill waste	40%	37%	43%	35%	41%	26%	40%	42%	41%	33%	45%	52%	12%	38%	47%	40%	32%	56%
Biodiversity/improving nature	29%	25%	34%	25%	30%	21%	26%	32%	28%	26%	27%	33%	5%	28%	37%	28%	16%	41%
Nutritional value of food	20%	22%	20%	16%	17%	7%	22%	21%	22%	16%	15%	26%	11%	20%	24%	21%	12%	28%
Human rights	21%	22%	20%	17%	25%	30%	22%	22%	22%	25%	11%	29%	11%	17%	24%	24%	20%	26%
Diversity and Inclusion	15%	16%	17%	6%	14%	10%	10%	12%	18%	21%	16%	23%	2%	11%	20%	8%	8%	20%
Minimum pay standards for employees and workers in supply chain	15%	16%	15%	11%	14%	21%	15%	15%	18%	17%	9%	18%	2%	11%	19%	11%	14%	20%
Use of customer data	11%	12%	12%	7%	9%	5%	13%	10%	10%	18%	13%	10%	9%	13%	11%	14%	12%	12%
Job creation	20%	23%	20%	21%	21%	7%	18%	19%	26%	23%	13%	30%	10%	22%	19%	31%	21%	23%
Responsible sourcing of raw materials	36%	31%	41%	27%	35%	25%	36%	39%	34%	27%	37%	44%	8%	38%	41%	35%	25%	52%
Employee health, safety, and wellbeing	24%	25%	22%	30%	27%	14%	23%	23%	31%	22%	19%	34%	8%	24%	24%	22%	23%	31%
Community relations	10%	12%	9%	11%	9%	17%	10%	10%	10%	13%	10%	17%	2%	12%	10%	16%	9%	11%
Countering extremism and terrorism	10%	10%	10%	9%	9%	10%	9%	10%	13%	6%	8%	10%	2%	13%	8%	16%	7%	10%
Ethics and rules for new technology	13%	16%	12%	9%	12%	17%	13%	13%	13%	14%	16%	17%	7%	11%	15%	19%	13%	17%
None of the above	3%	2%	4%	6%	2%	10%	3%	4%	1%	4%	5%	5%	1%	5%	2%	9%	3%	2%
Don't Know	16%	13%	15%	16%	19%	17%	18%	15%	15%	11%	16%	9%	67%	13%	9%	5%	30%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Knowing where products come from	25%	27%	28%	22%	31%	18%	26%	25%	22%	28%	27%	21%	31%	17%	26%	32%	33%
Making it easy for outsiders to understand how decisions are made inside the company	8%	7%	10%	7%	11%	6%	7%	7%	8%	10%	9%	7%	10%	3%	7%	10%	17%
Preventing corruption and bribery	16%	17%	16%	15%	18%	13%	17%	16%	17%	16%	17%	12%	25%	10%	17%	21%	21%
Enhancing animal Welfare	21%	26%	22%	17%	27%	17%	18%	21%	16%	27%	24%	15%	27%	14%	23%	24%	26%
Responsible marketing	12%	11%	13%	13%	16%	9%	12%	11%	13%	15%	13%	10%	16%	7%	13%	14%	21%
Contributing to efforts to address climate change	29%	32%	34%	21%	35%	25%	26%	27%	25%	37%	32%	23%	37%	19%	32%	37%	34%
Responsible water use	41%	46%	43%	39%	40%	36%	46%	41%	35%	47%	46%	32%	49%	33%	47%	48%	37%
Product packaging and plastics	34%	38%	37%	31%	39%	27%	35%	34%	32%	34%	40%	24%	38%	26%	34%	43%	38%
Reducing landfill waste	40%	47%	42%	38%	42%	33%	46%	42%	36%	41%	44%	34%	49%	31%	45%	50%	41%
Biodiversity/improving nature	29%	32%	35%	24%	36%	23%	30%	30%	27%	31%	33%	22%	39%	19%	29%	43%	36%
Nutritional value of food	20%	20%	25%	17%	27%	17%	16%	20%	15%	28%	24%	16%	18%	13%	21%	24%	30%
Human rights	21%	24%	24%	16%	29%	16%	19%	22%	16%	27%	20%	20%	32%	12%	23%	25%	35%
Diversity and Inclusion	15%	15%	19%	11%	20%	12%	12%	14%	14%	17%	16%	12%	17%	9%	15%	19%	21%
Minimum pay standards for employees and workers in supply chain	15%	17%	18%	11%	19%	12%	14%	15%	12%	19%	16%	13%	17%	10%	15%	19%	22%
Use of customer data	11%	16%	8%	13%	12%	8%	15%	10%	14%	11%	12%	9%	15%	7%	14%	11%	17%
Job creation	20%	22%	21%	20%	23%	15%	23%	20%	16%	26%	21%	18%	27%	13%	23%	25%	27%
Responsible sourcing of raw materials	36%	43%	37%	34%	37%	31%	41%	37%	33%	38%	40%	29%	44%	29%	39%	46%	35%
Employee health, safety, and wellbeing	24%	27%	24%	24%	26%	20%	25%	23%	25%	25%	25%	21%	28%	18%	24%	28%	30%
Community relations	10%	10%	10%	11%	13%	8%	10%	11%	8%	11%	10%	10%	16%	5%	13%	12%	16%
Countering extremism and terrorism	10%	11%	9%	10%	10%	7%	12%	9%	8%	13%	10%	9%	14%	6%	10%	11%	15%
Ethics and rules for new technology	13%	16%	14%	12%	17%	12%	11%	14%	14%	12%	15%	10%	20%	7%	14%	19%	20%
None of the above	3%	3%	2%	4%	1%	5%	4%	3%	4%	2%	2%	5%	2%	5%	1%	3%	4%
Don't Know	16%	10%	11%	16%	7%	27%	11%	15%	20%	11%	7%	28%	9%	30%	11%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
How much the product costs	63%	61%	66%	53%	56%	55%	66%	68%	75%	69%	57%	48%	61%	69%	67%	67%	61%	67%
Whether the product has been made in an environmentally friendly way	28%	24%	32%	35%	33%	27%	27%	21%	26%	29%	27%	28%	27%	25%	24%	28%	40%	31%
Whether the product is of a high quality	60%	63%	57%	44%	54%	51%	57%	72%	74%	65%	55%	38%	54%	66%	61%	68%	67%	66%
What country the product has been made in	36%	34%	40%	24%	31%	28%	43%	39%	47%	41%	32%	24%	32%	39%	45%	40%	40%	40%
Whether those who were involved in making the product have been paid well	16%	16%	16%	23%	26%	17%	11%	10%	12%	16%	16%	16%	14%	15%	16%	17%	23%	21%
Whether the product has been recommended to me by other people	25%	26%	24%	37%	31%	27%	25%	18%	16%	25%	25%	19%	26%	25%	22%	27%	26%	27%
The reputation of the brand	48%	48%	49%	43%	42%	46%	55%	47%	53%	53%	43%	38%	46%	54%	41%	55%	49%	39%
None of the above	5%	5%	5%	7%	4%	8%	3%	4%	3%	2%	7%	7%	7%	3%	4%	2%	5%	2%
Don't Know	9%	8%	10%	17%	12%	10%	8%	5%	7%	5%	14%	23%	12%	8%	8%	3%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(39.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
How much the product costs	63%	44%	59%	63%	66%	70%	68%	69%	62%	63%	48%	37%	0%	63%	64%	62%	66%	64%
Whether the product has been made in an environmentally friendly way	28%	28%	26%	25%	30%	23%	33%	33%	34%	29%	38%	40%	71%	28%	31%	26%	29%	28%
Whether the product is of a high quality	60%	31%	49%	58%	65%	62%	69%	70%	66%	67%	59%	37%	0%	59%	63%	58%	63%	62%
What country the product has been made in	36%	27%	37%	31%	40%	35%	45%	44%	36%	30%	40%	0%	0%	35%	38%	36%	38%	36%
Whether those who were involved in making the product have been paid well	16%	10%	14%	17%	19%	15%	15%	20%	22%	18%	21%	0%	71%	18%	19%	14%	17%	17%
Whether the product has been recommended to me by other people	25%	26%	29%	24%	25%	24%	26%	27%	27%	35%	17%	23%	52%	27%	24%	25%	25%	26%
The reputation of the brand	48%	32%	44%	45%	51%	51%	57%	52%	52%	59%	43%	46%	0%	55%	48%	46%	53%	46%
None of the above	5%	8%	6%	8%	5%	4%	3%	3%	3%	2%	2%	10%	29%	5%	4%	5%	3%	6%
Don't Know	9%	26%	10%	9%	4%	5%	3%	6%	4%	11%	9%	21%	0%	9%	8%	10%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(39.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
How much the product costs	63%	59%	69%	49%	59%	43%	63%	66%	65%	53%	66%	62%	20%	66%	65%	59%	60%	70%
Whether the product has been made in an environmentally friendly way	28%	35%	27%	26%	21%	34%	25%	25%	40%	28%	25%	39%	10%	17%	37%	13%	25%	43%
Whether the product is of a high quality	60%	58%	67%	41%	56%	40%	55%	62%	52%	64%	66%	61%	19%	63%	65%	45%	52%	68%
What country the product has been made in	36%	31%	40%	29%	34%	29%	42%	40%	34%	30%	40%	30%	11%	47%	36%	26%	27%	42%
Whether those who were involved in making the product have been paid well	16%	24%	14%	13%	14%	10%	13%	15%	23%	18%	15%	12%	9%	11%	22%	8%	12%	23%
Whether the product has been recommended to me by other people	25%	27%	27%	25%	28%	8%	15%	24%	28%	32%	24%	16%	8%	22%	26%	27%	28%	27%
The reputation of the brand	48%	49%	51%	37%	45%	53%	43%	48%	56%	45%	46%	48%	13%	51%	51%	38%	44%	54%
None of the above	5%	4%	4%	11%	5%	11%	5%	5%	3%	7%	4%	10%	4%	5%	3%	11%	5%	4%
Don't Know	9%	7%	7%	17%	14%	19%	12%	8%	11%	6%	11%	3%	60%	8%	6%	3%	16%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(39.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
How much the product costs	63%	67%	63%	64%	60%	60%	70%	65%	62%	60%	68%	56%	67%	57%	70%	68%	58%
Whether the product has been made in an environmentally friendly way	28%	25%	38%	20%	41%	23%	19%	26%	20%	42%	31%	22%	37%	13%	31%	36%	45%
Whether the product is of a high quality	60%	65%	64%	61%	62%	53%	66%	60%	60%	60%	67%	51%	63%	48%	69%	68%	63%
What country the product has been made in	36%	39%	35%	43%	39%	27%	44%	37%	34%	37%	43%	29%	37%	26%	41%	41%	46%
Whether those who were involved in making the product have been paid well	16%	14%	22%	12%	26%	13%	10%	15%	16%	18%	18%	12%	24%	7%	16%	22%	28%
Whether the product has been recommended to me by other people	25%	24%	28%	24%	29%	22%	23%	25%	23%	26%	28%	22%	25%	16%	27%	31%	35%
The reputation of the brand	48%	46%	51%	51%	52%	42%	51%	50%	45%	46%	55%	41%	47%	36%	52%	61%	52%
None of the above	5%	6%	3%	5%	2%	6%	5%	5%	5%	4%	3%	7%	3%	8%	2%	3%	5%
Don't Know	9%	6%	6%	9%	6%	17%	4%	9%	12%	7%	3%	19%	3%	20%	4%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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. The reputation of the brand	4. Whether the product has been made in an environmentally friendly way	5. What country the product has been made in	6. Whether the product has been recommended to me by other people	7. Whether those who were involved in making the product have been paid well
1-Highest Rank	26%	26%	8%	9%	9%	4%	5%
2	19%	20%	12%	7%	8%	6%	3%
3-Lowest Rank	11%	10%	16%	6%	9%	7%	4%
Not Selected	44%	44%	64%	78%	74%	83%	88%
Mean Rank	1.7	1.7	2.4	2.5	2.5	2.7	2.8
Standard Deviation	1.6	1.6	0.9	0.9	1	0.6	0.5

Note:

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	26%	25%	27%	21%	25%	24%	32%	29%	23%	28%	24%	29%	27%	27%	31%	21%	18%	27%
2	19%	19%	19%	14%	16%	17%	15%	22%	26%	20%	18%	11%	15%	21%	19%	25%	20%	20%
3-Lowest Rank	11%	11%	11%	12%	8%	10%	12%	11%	14%	13%	9%	4%	11%	14%	8%	13%	13%	12%
Not Selected	44%	46%	43%	52%	52%	49%	41%	38%	37%	39%	50%	56%	46%	38%	42%	41%	49%	41%
Mean Rank	1.7	1.8	1.7	2	1.9	1.8	1.6	1.6	1.6	1.6	1.8	1.9	1.8	1.6	1.6	1.7	1.9	1.7
Standard Deviation	1.6	1.6	1.6	1.5	1.7	1.6	1.7	1.6	1.4	1.6	1.6	1.8	1.7	1.5	1.7	1.4	1.4	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	26%	22%	30%	31%	27%	32%	30%	19%	19%	15%	14%	0%	0%	24%	23%	28%	26%	26%
2	19%	6%	20%	20%	20%	18%	17%	23%	21%	16%	18%	23%	0%	18%	18%	20%	20%	19%
3-Lowest Rank	11%	11%	6%	9%	11%	13%	13%	14%	11%	20%	8%	6%	0%	11%	13%	10%	11%	12%
Not Selected	44%	61%	43%	40%	41%	37%	40%	43%	49%	49%	60%	71%	100%	47%	46%	43%	43%	43%
Mean Rank	1.7	2.1	1.6	1.6	1.7	1.6	1.6	1.8	1.9	2	2.1	2.5	3	1.8	1.8	1.7	1.7	1.7
Standard Deviation	1.6	1.6	1.7	1.7	1.6	1.6	1.6	1.4	1.5	1.3	1.4	0.8	0	1.6	1.5	1.6	1.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	26%	26%	26%	18%	21%	15%	31%	28%	24%	21%	26%	29%	8%	26%	24%	28%	32%	26%
2	19%	17%	21%	19%	19%	14%	14%	20%	17%	17%	25%	15%	6%	18%	22%	21%	13%	21%
3-Lowest Rank	11%	10%	13%	7%	12%	6%	10%	10%	17%	10%	8%	13%	4%	14%	11%	8%	9%	12%
Not Selected	44%	47%	39%	56%	48%	65%	44%	43%	42%	51%	41%	42%	83%	42%	43%	43%	47%	41%
Mean Rank	1.7	1.8	1.7	2	1.9	2.2	1.7	1.7	1.8	1.9	1.6	1.7	2.6	1.7	1.7	1.6	1.7	1.7
Standard Deviation	1.6	1.6	1.5	1.5	1.5	1.4	1.7	1.6	1.5	1.5	1.6	1.7	0.8	1.6	1.5	1.7	1.8	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	26%	32%	22%	24%	22%	26%	30%	27%	27%	19%	26%	26%	25%	32%	25%	21%	18%
2	19%	18%	20%	20%	16%	20%	20%	19%	20%	17%	21%	16%	18%	14%	23%	23%	19%
3-Lowest Rank	11%	10%	12%	13%	12%	7%	14%	11%	10%	14%	12%	8%	17%	7%	14%	15%	11%
Not Selected	44%	40%	46%	42%	50%	47%	36%	43%	43%	49%	41%	50%	40%	47%	38%	41%	53%
Mean Rank	1.7	1.6	1.8	1.7	1.9	1.8	1.6	1.7	1.7	1.9	1.7	1.8	1.7	1.7	1.6	1.8	2
Standard Deviation	1.6	1.7	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.4	1.6	1.7	1.5	1.8	1.5	1.4	1.4

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	9%	8%	10%	15%	14%	8%	8%	5%	7%	9%	10%	13%	10%	7%	7%	9%	11%	9%
2	7%	7%	7%	10%	9%	8%	5%	6%	5%	9%	5%	10%	4%	8%	6%	8%	9%	9%
3-Lowest Rank	6%	4%	7%	3%	3%	7%	7%	5%	8%	7%	4%	3%	4%	6%	7%	5%	10%	9%
Not Selected	78%	81%	76%	72%	74%	77%	81%	84%	80%	76%	81%	74%	81%	80%	80%	78%	70%	73%
Mean Rank	2.5	2.6	2.5	2.3	2.4	2.5	2.6	2.7	2.6	2.5	2.6	2.4	2.6	2.6	2.6	2.5	2.4	2.5
Standard Deviation	0.9	0.9	1	1.3	1.3	0.9	0.8	0.6	0.8	0.9	0.9	1.2	0.9	0.8	0.8	0.9	1.1	1

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(42.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	9%	12%	8%	8%	13%	7%	9%	9%	11%	11%	8%	29%	71%	6%	12%	9%	10%	9%
2	7%	9%	8%	5%	3%	6%	11%	11%	7%	7%	15%	3%	0%	10%	6%	6%	9%	6%
3-Lowest Rank	6%	0%	6%	8%	5%	3%	6%	8%	11%	4%	9%	8%	0%	6%	5%	6%	6%	6%
Not Selected	78%	79%	78%	79%	79%	85%	74%	73%	71%	78%	68%	60%	29%	77%	77%	79%	76%	80%
Mean Rank	2.5	2.5	2.5	2.6	2.5	2.7	2.5	2.4	2.4	2.5	2.4	2	0.9	2.5	2.5	2.6	2.5	2.6
Standard Deviation	0.9	1.2	0.9	0.8	1.1	0.7	1	1	1.1	1.1	1.1	2	2.3	0.8	1.1	0.9	1	0.9

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(42.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	9%	13%	8%	6%	5%	21%	10%	7%	15%	10%	6%	16%	7%	4%	12%	5%	9%	13%
2	7%	10%	6%	4%	9%	5%	6%	6%	10%	8%	6%	8%	2%	4%	10%	2%	7%	12%
3-Lowest Rank	6%	6%	6%	9%	4%	7%	4%	6%	7%	4%	7%	9%	0%	4%	8%	0%	3%	9%
Not Selected	78%	71%	80%	81%	83%	68%	80%	81%	68%	78%	81%	67%	91%	87%	70%	92%	81%	66%
Mean Rank	2.5	2.3	2.6	2.7	2.6	2.2	2.5	2.6	2.3	2.5	2.6	2.3	2.8	2.7	2.4	2.8	2.6	2.3
Standard Deviation	0.9	1.2	0.8	0.6	0.7	1.6	1	0.8	1.3	1	0.8	1.4	0.6	0.5	1.2	0.6	0.9	1.2

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(42.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	9%	7%	14%	5%	15%	6%	7%	8%	6%	18%	10%	7%	12%	4%	10%	10%	17%
2	7%	6%	10%	5%	13%	5%	4%	6%	5%	13%	8%	5%	10%	2%	11%	10%	10%
3-Lowest Rank	6%	5%	7%	4%	6%	7%	4%	6%	5%	6%	6%	4%	9%	2%	6%	7%	10%
Not Selected	78%	82%	69%	86%	66%	82%	86%	81%	84%	63%	76%	84%	69%	92%	73%	72%	63%
Mean Rank	2.5	2.6	2.3	2.7	2.2	2.7	2.7	2.6	2.7	2.1	2.5	2.6	2.3	2.8	2.4	2.4	2.2
Standard Deviation	0.9	0.8	1.3	0.6	1.3	0.7	0.7	0.8	0.7	1.5	1	0.8	1.2	0.4	1.1	1.1	1.4

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	26%	29%	22%	16%	18%	24%	24%	32%	36%	29%	22%	8%	19%	30%	23%	37%	35%	32%
2	20%	21%	20%	14%	18%	15%	22%	24%	26%	22%	19%	12%	20%	25%	21%	19%	21%	26%
3-Lowest Rank	10%	9%	10%	9%	13%	9%	7%	12%	8%	9%	10%	14%	10%	6%	13%	10%	8%	5%
Not Selected	44%	40%	48%	61%	51%	52%	47%	33%	30%	40%	49%	66%	51%	39%	43%	35%	36%	37%
Mean Rank	1.7	1.6	1.8	2.1	2	1.9	1.8	1.5	1.3	1.6	1.9	2.4	1.9	1.6	1.8	1.4	1.4	1.5
Standard Deviation	1.6	1.6	1.5	1.4	1.4	1.6	1.6	1.5	1.5	1.6	1.6	1	1.5	1.6	1.5	1.7	1.7	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(43.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	26%	10%	13%	27%	26%	26%	30%	35%	33%	39%	28%	37%	0%	26%	27%	25%	27%	27%
2	20%	10%	16%	17%	24%	24%	26%	18%	24%	15%	20%	0%	0%	21%	20%	20%	21%	22%
3-Lowest Rank	10%	5%	16%	9%	13%	9%	8%	8%	7%	9%	10%	0%	0%	6%	11%	10%	11%	9%
Not Selected	44%	75%	56%	48%	37%	41%	36%	39%	36%	38%	41%	63%	100%	47%	42%	45%	41%	42%
Mean Rank	1.7	2.4	2.1	1.8	1.6	1.7	1.5	1.5	1.5	1.5	1.6	1.9	3	1.7	1.7	1.8	1.7	1.7
Standard Deviation	1.6	1.1	1.2	1.7	1.5	1.6	1.6	1.7	1.6	1.8	1.7	2.3	0	1.7	1.6	1.6	1.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(43.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	26%	24%	29%	16%	28%	17%	22%	28%	21%	26%	31%	19%	7%	28%	29%	23%	17%	31%
2	20%	22%	22%	16%	14%	10%	21%	22%	20%	17%	21%	27%	5%	21%	20%	16%	24%	23%
3-Lowest Rank	10%	10%	10%	6%	10%	7%	8%	9%	8%	17%	10%	6%	7%	8%	11%	4%	9%	10%
Not Selected	44%	45%	38%	62%	48%	66%	49%	42%	51%	41%	38%	49%	81%	42%	40%	57%	50%	36%
Mean Rank	1.7	1.8	1.6	2.2	1.8	2.2	1.8	1.7	1.9	1.7	1.6	1.8	2.6	1.6	1.6	2	1.9	1.5
Standard Deviation	1.6	1.6	1.6	1.4	1.7	1.4	1.6	1.6	1.5	1.5	1.6	1.5	0.8	1.6	1.6	1.7	1.4	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(43.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	26%	27%	29%	26%	24%	25%	29%	25%	29%	24%	28%	20%	35%	18%	31%	32%	28%
2	20%	28%	17%	21%	19%	17%	25%	20%	22%	17%	22%	18%	19%	22%	20%	22%	14%
3-Lowest Rank	10%	6%	13%	9%	12%	7%	9%	10%	7%	12%	11%	9%	6%	7%	13%	8%	13%
Not Selected	44%	39%	41%	44%	45%	50%	38%	45%	42%	46%	38%	53%	41%	54%	36%	37%	46%
Mean Rank	1.7	1.6	1.7	1.7	1.8	1.8	1.6	1.7	1.6	1.8	1.6	1.9	1.5	2	1.5	1.5	1.8
Standard Deviation	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.7	1.6	1.6	1.5	1.8	1.5	1.6	1.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	9%	8%	11%	4%	8%	6%	11%	14%	13%	10%	9%	5%	10%	11%	17%	8%	7%	9%
2	8%	7%	9%	4%	8%	5%	12%	8%	9%	9%	6%	6%	8%	9%	8%	8%	9%	5%
3-Lowest Rank	9%	8%	9%	8%	5%	7%	9%	8%	13%	10%	7%	7%	7%	9%	9%	10%	9%	10%
Not Selected	74%	77%	71%	83%	79%	82%	69%	71%	65%	70%	78%	82%	75%	72%	66%	74%	75%	76%
Mean Rank	2.5	2.5	2.4	2.7	2.6	2.7	2.4	2.4	2.3	2.4	2.5	2.6	2.5	2.4	2.2	2.5	2.5	2.5
Standard Deviation	1	0.9	1.1	0.6	0.9	0.7	1.1	1.2	1.2	1	0.9	0.7	1	1.1	1.4	0.9	0.9	0.9

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(44.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	9%	4%	11%	8%	11%	9%	12%	10%	11%	5%	10%	0%	0%	9%	10%	10%	10%	10%
2	8%	11%	8%	6%	8%	8%	7%	11%	8%	10%	6%	0%	0%	7%	10%	7%	9%	7%
3-Lowest Rank	9%	7%	8%	11%	9%	7%	10%	11%	3%	10%	17%	0%	0%	8%	9%	8%	9%	7%
Not Selected	74%	78%	73%	75%	72%	75%	71%	67%	77%	75%	67%	100%	100%	76%	71%	75%	71%	76%
Mean Rank	2.5	2.6	2.4	2.5	2.4	2.5	2.4	2.3	2.5	2.5	2.4	3	3	2.5	2.4	2.5	2.4	2.5
Standard Deviation	1	0.7	1	0.9	1.1	1	1.1	1.1	1.1	0.8	1	0	0	0.9	1	1	1	1

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(44.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	9%	8%	11%	9%	6%	7%	12%	11%	8%	7%	8%	8%	2%	15%	7%	14%	7%	7%
2	8%	7%	8%	4%	11%	6%	9%	9%	9%	4%	5%	8%	3%	12%	7%	2%	5%	8%
3-Lowest Rank	9%	5%	10%	7%	9%	7%	9%	10%	8%	6%	7%	2%	3%	13%	8%	3%	5%	11%
Not Selected	74%	80%	71%	79%	74%	80%	69%	70%	76%	82%	79%	82%	92%	61%	78%	81%	82%	75%
Mean Rank	2.5	2.6	2.4	2.6	2.5	2.6	2.4	2.4	2.5	2.6	2.6	2.6	2.9	2.2	2.6	2.5	2.6	2.5
Standard Deviation	1	0.9	1	0.9	0.8	0.8	1.1	1.1	0.9	0.8	0.8	0.9	0.3	1.3	0.8	1.2	0.8	0.8

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(44.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	9%	9%	7%	15%	9%	7%	13%	11%	10%	5%	12%	7%	6%	7%	11%	11%	11%
2	8%	8%	8%	9%	9%	5%	9%	8%	6%	9%	9%	6%	9%	6%	8%	8%	12%
3-Lowest Rank	9%	10%	7%	11%	9%	6%	11%	9%	7%	9%	11%	6%	6%	6%	11%	11%	7%
Not Selected	74%	73%	78%	65%	73%	82%	67%	72%	78%	76%	68%	80%	78%	81%	71%	70%	70%
Mean Rank	2.5	2.5	2.5	2.2	2.5	2.6	2.3	2.4	2.5	2.6	2.4	2.6	2.6	2.6	2.4	2.4	2.4
Standard Deviation	1	0.9	0.8	1.3	1	0.7	1.2	1.1	0.9	0.8	1.1	0.8	0.8	0.8	1	1.1	1.1

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	5%	5%	4%	7%	7%	7%	4%	2%	2%	6%	3%	6%	2%	5%	4%	6%	7%	5%
2	3%	3%	4%	6%	4%	2%	4%	2%	3%	3%	4%	3%	3%	2%	5%	3%	6%	5%
3-Lowest Rank	4%	5%	4%	4%	9%	5%	1%	2%	4%	4%	4%	4%	4%	5%	3%	4%	6%	8%
Not Selected	88%	88%	88%	83%	81%	86%	92%	93%	92%	87%	89%	87%	91%	89%	89%	87%	81%	82%
Mean Rank	2.8	2.8	2.8	2.6	2.6	2.7	2.8	2.9	2.9	2.7	2.8	2.7	2.8	2.8	2.8	2.7	2.6	2.7
Standard Deviation	0.5	0.5	0.5	0.8	0.7	0.7	0.4	0.3	0.3	0.6	0.4	0.6	0.3	0.5	0.5	0.6	0.8	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(45.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	5%	2%	3%	4%	5%	5%	5%	5%	8%	2%	14%	0%	0%	6%	4%	4%	5%	4%
2	3%	2%	1%	6%	2%	3%	3%	5%	6%	8%	3%	0%	71%	2%	4%	3%	3%	4%
3-Lowest Rank	4%	3%	6%	3%	8%	1%	4%	4%	6%	5%	1%	0%	0%	3%	5%	4%	5%	4%
Not Selected	88%	93%	90%	87%	86%	91%	88%	86%	80%	85%	81%	100%	29%	88%	87%	88%	87%	88%
Mean Rank	2.8	2.9	2.8	2.7	2.7	2.8	2.7	2.7	2.6	2.7	2.5	3	1.6	2.7	2.8	2.8	2.7	2.8
Standard Deviation	0.5	0.3	0.4	0.6	0.5	0.5	0.6	0.6	0.9	0.5	1.2	0	1	0.6	0.5	0.5	0.6	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(45.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	5%	7%	3%	7%	7%	0%	2%	4%	8%	5%	3%	6%	3%	2%	6%	5%	3%	5%
2	3%	4%	4%	0%	2%	7%	1%	3%	5%	1%	4%	2%	5%	4%	4%	1%	1%	5%
3-Lowest Rank	4%	6%	4%	4%	3%	0%	4%	3%	5%	8%	4%	4%	0%	2%	6%	2%	3%	7%
Not Selected	88%	82%	89%	89%	88%	93%	92%	90%	82%	86%	89%	88%	92%	92%	83%	92%	93%	83%
Mean Rank	2.8	2.6	2.8	2.8	2.7	2.9	2.9	2.8	2.6	2.8	2.8	2.7	2.8	2.8	2.7	2.8	2.8	2.7
Standard Deviation	0.5	0.7	0.4	0.6	0.6	0.3	0.3	0.4	0.8	0.5	0.4	0.6	0.4	0.3	0.7	0.5	0.4	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(45.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	5%	3%	6%	4%	9%	3%	1%	5%	3%	5%	5%	3%	8%	2%	6%	6%	6%
2	3%	3%	4%	3%	4%	2%	4%	3%	3%	4%	4%	3%	3%	2%	5%	4%	5%
3-Lowest Rank	4%	4%	7%	2%	7%	3%	3%	2%	7%	6%	4%	3%	8%	2%	4%	6%	7%
Not Selected	88%	90%	83%	91%	80%	92%	92%	89%	87%	86%	87%	91%	80%	94%	86%	84%	82%
Mean Rank	2.8	2.8	2.7	2.8	2.6	2.8	2.9	2.8	2.8	2.7	2.7	2.8	2.6	2.9	2.7	2.7	2.7
Standard Deviation	0.5	0.4	0.7	0.4	0.9	0.4	0.3	0.6	0.4	0.6	0.6	0.4	0.8	0.3	0.7	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity 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 recommended to me by other people

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	4%	3%	4%	5%	6%	4%	3%	2%	1%	3%	4%	3%	4%	2%	3%	5%	2%	3%
2	6%	8%	5%	8%	10%	11%	3%	4%	3%	6%	7%	4%	8%	7%	3%	7%	7%	6%
3-Lowest Rank	7%	7%	7%	11%	7%	6%	9%	6%	5%	8%	6%	7%	7%	8%	7%	7%	8%	4%
Not Selected	83%	82%	84%	76%	77%	78%	85%	88%	91%	83%	83%	86%	81%	83%	87%	81%	84%	87%
Mean Rank	2.7	2.7	2.7	2.6	2.5	2.6	2.7	2.8	2.8	2.7	2.7	2.8	2.7	2.7	2.8	2.6	2.7	2.7
Standard Deviation	0.6	0.6	0.5	0.7	0.8	0.7	0.5	0.4	0.3	0.5	0.6	0.5	0.6	0.5	0.4	0.7	0.4	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity 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 recommended to me by other people

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	4%	5%	10%	3%	3%	3%	3%	3%	2%	1%	3%	0%	0%	4%	4%	4%	4%	3%
2	6%	5%	7%	7%	6%	9%	6%	5%	9%	11%	3%	0%	0%	5%	6%	7%	6%	7%
3-Lowest Rank	7%	11%	5%	5%	7%	5%	10%	7%	9%	9%	3%	23%	52%	11%	7%	6%	7%	6%
Not Selected	83%	79%	78%	85%	84%	83%	81%	84%	80%	79%	90%	77%	48%	81%	84%	83%	82%	84%
Mean Rank	2.7	2.6	2.5	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.8	2.8	2.5	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.6	1	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.4	0.2	0.3	0.5	0.6	0.6	0.6	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(46.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	4%	5%	3%	7%	7%	0%	1%	3%	2%	7%	5%	1%	6%	4%	4%	0%	4%	5%
2	6%	9%	7%	8%	4%	0%	3%	6%	6%	14%	3%	4%	2%	5%	7%	14%	6%	6%
3-Lowest Rank	7%	8%	7%	7%	8%	3%	5%	7%	9%	4%	7%	8%	0%	6%	7%	6%	12%	6%
Not Selected	83%	78%	84%	79%	81%	97%	91%	84%	82%	76%	86%	88%	92%	85%	82%	80%	79%	83%
Mean Rank	2.7	2.6	2.7	2.6	2.6	3	2.9	2.7	2.7	2.5	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.7	0.5	0.8	0.7	0	0.2	0.5	0.5	0.9	0.5	0.3	0.6	0.5	0.6	0.5	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(46.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	4%	2%	5%	4%	5%	4%	2%	3%	3%	7%	4%	3%	2%	2%	5%	4%	5%
2	6%	5%	7%	6%	8%	5%	7%	6%	5%	8%	7%	6%	8%	4%	7%	7%	10%
3-Lowest Rank	7%	9%	6%	6%	8%	6%	7%	7%	8%	5%	8%	7%	5%	6%	7%	10%	6%
Not Selected	83%	83%	82%	84%	80%	85%	84%	84%	84%	80%	81%	85%	85%	89%	81%	79%	79%
Mean Rank	2.7	2.7	2.7	2.7	2.6	2.7	2.7	2.7	2.7	2.6	2.7	2.7	2.7	2.8	2.6	2.6	2.6
Standard Deviation	0.6	0.4	0.7	0.6	0.7	0.5	0.5	0.5	0.5	0.8	0.6	0.5	0.5	0.3	0.7	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
1-Highest Rank	8%	8%	7%	8%	7%	9%	7%	7%	7%	8%	7%	5%	9%	7%	2%	8%	11%	6%
2	12%	12%	12%	13%	11%	13%	14%	12%	11%	14%	10%	14%	12%	9%	14%	15%	11%	11%
3-Lowest Rank	16%	17%	15%	10%	16%	14%	21%	15%	18%	18%	14%	12%	15%	20%	13%	18%	14%	13%
Not Selected	64%	63%	66%	70%	66%	64%	57%	67%	64%	60%	68%	69%	64%	63%	71%	60%	64%	70%
Mean Rank	2.4	2.3	2.4	2.4	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.5	2.3	2.3	2.5
Standard Deviation	0.9	1	0.9	1	0.9	1	0.9	0.9	0.9	1	0.9	0.8	1	0.9	0.7	1	1.1	0.8

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
1-Highest Rank	8%	10%	10%	2%	7%	10%	6%	10%	9%	13%	11%	3%	0%	11%	8%	6%	9%	7%
2	12%	11%	15%	13%	15%	10%	15%	12%	10%	14%	11%	43%	0%	13%	13%	12%	13%	11%
3-Lowest Rank	16%	10%	12%	14%	11%	23%	20%	19%	21%	12%	16%	0%	0%	19%	14%	17%	18%	16%
Not Selected	64%	70%	63%	71%	68%	57%	60%	59%	60%	61%	62%	54%	100%	57%	66%	65%	59%	66%
Mean Rank	2.4	2.4	2.3	2.5	2.4	2.3	2.3	2.3	2.3	2.2	2.3	2.1	3	2.2	2.4	2.4	2.3	2.4
Standard Deviation	0.9	1.1	1.1	0.6	0.9	1	0.9	1	0.9	1.3	1.1	1.2	0	1.1	0.9	0.9	1	0.9

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
1-Highest Rank	8%	7%	9%	9%	7%	10%	5%	7%	8%	11%	6%	8%	3%	8%	8%	10%	7%	6%
2	12%	10%	12%	14%	13%	15%	14%	12%	13%	14%	10%	10%	3%	14%	13%	8%	10%	13%
3-Lowest Rank	16%	19%	16%	7%	14%	21%	15%	17%	17%	11%	21%	19%	3%	17%	17%	14%	15%	18%
Not Selected	64%	63%	63%	70%	66%	54%	67%	64%	62%	64%	64%	62%	91%	61%	62%	68%	69%	63%
Mean Rank	2.4	2.4	2.3	2.4	2.4	2.2	2.4	2.4	2.3	2.3	2.4	2.4	2.8	2.3	2.3	2.4	2.5	2.4
Standard Deviation	0.9	0.9	1	1.1	0.9	1.1	0.8	0.9	1	1.2	0.8	0.9	0.4	1	1	1	0.9	0.9

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
1-Highest Rank	8%	7%	7%	8%	9%	6%	8%	7%	6%	10%	8%	7%	6%	6%	7%	10%	9%
2	12%	10%	15%	12%	14%	11%	12%	11%	14%	11%	14%	9%	12%	9%	12%	16%	15%
3-Lowest Rank	16%	15%	16%	18%	16%	15%	17%	17%	16%	13%	19%	13%	15%	13%	19%	18%	16%
Not Selected	64%	67%	61%	62%	61%	68%	63%	64%	64%	66%	59%	70%	67%	72%	62%	56%	60%
Mean Rank	2.4	2.4	2.3	2.3	2.3	2.5	2.3	2.4	2.4	2.4	2.3	2.5	2.4	2.5	2.4	2.2	2.3
Standard Deviation	0.9	0.9	1	1	1	0.8	1	0.9	0.9	1	1	0.9	0.9	0.8	0.9	1.1	1

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(48.A) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Amazon	10%	12%	8%	7%	7%	10%	14%	13%	10%	11%	9%	6%	11%	12%	10%	9%	12%	7%
Apple	4%	4%	3%	3%	5%	2%	4%	3%	5%	4%	4%	0%	3%	4%	3%	5%	8%	5%
Coca Cola	4%	3%	5%	3%	2%	4%	3%	9%	4%	5%	3%	5%	5%	4%	3%	4%	3%	4%
Tesla	3%	4%	2%	4%	4%	3%	2%	1%	3%	2%	4%	2%	1%	2%	3%	5%	3%	4%
Walmart	4%	1%	6%	3%	6%	4%	3%	4%	2%	4%	4%	10%	5%	3%	1%	2%	1%	2%
Nike	3%	3%	3%	8%	5%	3%	2%	2%	0%	3%	4%	6%	3%	3%	2%	3%	1%	3%
Google	2%	2%	1%	2%	3%	2%	2%	1%	1%	1%	2%	0%	2%	1%	2%	3%	3%	1%
Pepsi	2%	2%	2%	1%	3%	1%	4%	2%	2%	2%	2%	4%	2%	2%	2%	1%	1%	3%
Patagonia	1%	2%	1%	0%	1%	2%	3%	1%	1%	1%	1%	0%	0%	1%	1%	3%	3%	2%
Microsoft	1%	2%	1%	0%	1%	3%	3%	1%	1%	2%	1%	0%	1%	2%	0%	2%	3%	2%
DK	19%	18%	22%	17%	14%	17%	18%	21%	28%	20%	19%	20%	18%	24%	23%	17%	18%	22%
None	16%	16%	17%	10%	16%	21%	13%	17%	19%	14%	18%	14%	16%	20%	18%	15%	15%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(48.B) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Amazon	10%	15%	12%	12%	7%	11%	13%	12%	4%	7%	14%	52%	0%	10%	11%	9%	12%	9%
Apple	4%	0%	2%	2%	6%	4%	4%	4%	10%	8%	5%	0%	0%	4%	6%	3%	4%	5%
Coca Cola	4%	5%	2%	2%	7%	6%	4%	1%	7%	2%	4%	0%	0%	5%	5%	3%	5%	3%
Tesla	3%	0%	3%	3%	3%	2%	2%	3%	4%	7%	0%	0%	0%	3%	2%	3%	2%	3%
Walmart	4%	14%	9%	6%	6%	2%	1%	2%	0%	2%	0%	0%	0%	1%	4%	4%	4%	3%
Nike	3%	1%	6%	6%	4%	2%	3%	1%	2%	1%	2%	0%	0%	3%	3%	3%	3%	3%
Google	2%	0%	4%	1%	1%	2%	3%	2%	2%	3%	0%	0%	0%	2%	1%	2%	2%	1%
Pepsi	2%	0%	3%	6%	2%	2%	2%	2%	1%	0%	0%	0%	0%	2%	2%	2%	3%	2%
Patagonia	1%	0%	0%	0%	1%	1%	1%	3%	3%	5%	5%	0%	0%	3%	1%	1%	1%	2%
Microsoft	1%	0%	1%	1%	1%	1%	3%	3%	1%	0%	1%	0%	0%	2%	1%	2%	1%	1%
DK	19%	22%	17%	13%	21%	20%	17%	17%	13%	26%	21%	34%	52%	22%	20%	18%	18%	21%
None	16%	12%	16%	19%	15%	17%	18%	14%	13%	10%	14%	0%	0%	14%	16%	17%	14%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(48.C) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Amazon	10%	9%	12%	3%	7%	1%	12%	10%	9%	16%	10%	7%	2%	11%	11%	9%	8%	7%
Apple	4%	4%	4%	7%	3%	4%	3%	4%	3%	5%	5%	1%	0%	3%	5%	0%	4%	4%
Coca Cola	4%	4%	5%	5%	4%	3%	4%	4%	7%	2%	3%	1%	0%	5%	3%	0%	7%	2%
Tesla	3%	3%	3%	6%	3%	0%	2%	3%	3%	1%	3%	7%	1%	3%	3%	10%	2%	4%
Walmart	4%	5%	2%	2%	4%	9%	6%	3%	3%	7%	2%	0%	1%	3%	3%	4%	7%	2%
Nike	3%	3%	2%	2%	4%	3%	6%	2%	5%	6%	3%	1%	1%	3%	3%	0%	2%	3%
Google	2%	3%	2%	3%	1%	0%	1%	1%	1%	3%	3%	3%	0%	1%	3%	3%	1%	2%
Pepsi	2%	2%	2%	1%	2%	7%	3%	2%	3%	1%	0%	6%	0%	3%	2%	0%	3%	2%
Patagonia	1%	1%	2%	0%	1%	0%	1%	1%	1%	0%	4%	2%	0%	1%	2%	0%	1%	3%
Microsoft	1%	2%	2%	3%	0%	0%	1%	1%	3%	0%	2%	0%	0%	1%	2%	0%	1%	3%
DK	19%	17%	20%	17%	26%	17%	18%	19%	22%	16%	25%	18%	16%	19%	20%	18%	18%	22%
None	16%	15%	17%	17%	11%	16%	20%	18%	8%	15%	20%	13%	46%	19%	13%	28%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(48.D) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Amazon	10%	8%	12%	11%	12%	8%	11%	10%	12%	9%	11%	10%	8%	9%	12%	9%	13%
Apple	4%	4%	4%	4%	5%	3%	4%	4%	4%	4%	4%	4%	3%	2%	4%	7%	3%
Coca Cola	4%	2%	4%	7%	4%	3%	5%	5%	4%	3%	6%	2%	4%	4%	4%	5%	4%
Tesla	3%	4%	2%	4%	3%	2%	3%	3%	3%	3%	3%	3%	4%	2%	2%	5%	4%
Walmart	4%	5%	3%	3%	5%	3%	3%	3%	5%	4%	4%	4%	3%	4%	5%	3%	2%
Nike	3%	2%	4%	3%	5%	2%	3%	2%	4%	6%	4%	1%	4%	2%	3%	6%	3%
Google	2%	1%	3%	1%	3%	2%	0%	1%	2%	3%	2%	1%	1%	1%	2%	1%	3%
Pepsi	2%	2%	1%	4%	1%	2%	3%	2%	2%	1%	2%	1%	4%	1%	4%	1%	2%
Patagonia	1%	2%	2%	0%	3%	0%	1%	1%	1%	2%	1%	1%	4%	1%	1%	3%	2%
Microsoft	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	0%	1%	3%	2%
DK	19%	21%	18%	19%	15%	23%	21%	20%	17%	20%	14%	27%	14%	27%	22%	12%	10%
None	16%	20%	10%	18%	11%	20%	18%	16%	20%	11%	14%	19%	17%	23%	10%	13%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Protecting and nurturing the people they are in contact with	26%	26%	26%	32%	35%	22%	32%	20%	19%	29%	23%	31%	24%	26%	23%	29%	29%	22%
Good governance and management	28%	32%	23%	34%	34%	23%	30%	20%	26%	29%	27%	25%	25%	27%	27%	31%	32%	36%
Protecting and nurturing the environment	30%	33%	28%	31%	34%	27%	33%	30%	26%	30%	30%	25%	28%	25%	29%	35%	41%	32%
Promoting virtues like tolerance and diversity among their staff and customers	27%	28%	26%	31%	35%	28%	29%	18%	23%	27%	27%	25%	24%	27%	25%	29%	33%	34%
Other (Please Specify)	2%	2%	2%	2%	0%	1%	3%	5%	2%	2%	2%	1%	2%	2%	2%	2%	4%	3%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	20%	27%	22%	18%	26%	19%	25%	27%	20%	26%	23%	22%	27%	23%	20%	23%	27%
Don't Know	19%	17%	20%	17%	16%	17%	17%	21%	23%	18%	19%	27%	22%	19%	20%	14%	9%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Protecting and nurturing the people they are in contact with	26%	29%	25%	29%	28%	27%	28%	28%	23%	28%	38%	37%	19%	25%	26%	27%	30%	25%
Good governance and management	28%	33%	28%	25%	23%	28%	33%	32%	30%	29%	48%	14%	19%	25%	27%	29%	31%	25%
Protecting and nurturing the environment	30%	21%	27%	28%	26%	32%	38%	36%	32%	31%	30%	43%	19%	32%	30%	29%	31%	30%
Promoting virtues like tolerance and diversity among their staff and customers	27%	19%	26%	27%	28%	22%	30%	31%	40%	38%	42%	37%	0%	34%	26%	25%	29%	27%
Other (Please Specify)	2%	2%	2%	1%	2%	3%	2%	3%	2%	1%	7%	3%	0%	4%	1%	2%	2%	2%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	27%	18%	28%	25%	21%	23%	19%	17%	29%	15%	0%	52%	21%	24%	23%	19%	27%
Don't Know	19%	23%	29%	18%	18%	17%	13%	14%	8%	18%	16%	34%	29%	18%	17%	20%	17%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Protecting and nurturing the people they are in contact with	26%	29%	24%	28%	24%	30%	28%	26%	31%	26%	20%	26%	11%	27%	29%	18%	22%	30%
Good governance and management	28%	29%	28%	27%	28%	27%	24%	29%	24%	31%	21%	30%	11%	32%	28%	20%	24%	31%
Protecting and nurturing the environment	30%	32%	33%	28%	22%	18%	26%	30%	35%	26%	28%	37%	17%	30%	36%	24%	22%	38%
Promoting virtues like tolerance and diversity among their staff and customers	27%	31%	28%	18%	25%	15%	23%	27%	31%	26%	25%	31%	3%	25%	34%	19%	18%	35%
Other (Please Specify)	2%	2%	3%	3%	1%	0%	2%	3%	0%	2%	1%	12%	0%	2%	2%	2%	2%	2%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	20%	25%	21%	20%	15%	26%	23%	25%	21%	21%	21%	32%	23%	21%	33%	24%	23%
Don't Know	19%	16%	15%	27%	27%	41%	21%	18%	14%	20%	26%	14%	37%	19%	14%	20%	27%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Protecting and nurturing the people they are in contact with	26%	22%	33%	24%	33%	23%	24%	26%	25%	28%	31%	19%	29%	15%	26%	34%	41%
Good governance and management	28%	26%	30%	30%	37%	19%	28%	25%	31%	32%	34%	21%	27%	16%	30%	35%	40%
Protecting and nurturing the environment	30%	29%	36%	28%	38%	24%	29%	28%	30%	37%	38%	20%	31%	18%	31%	38%	45%
Promoting virtues like tolerance and diversity among their staff and customers	27%	25%	35%	22%	35%	21%	25%	28%	23%	29%	33%	20%	29%	14%	28%	37%	41%
Other (Please Specify)	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	3%	1%	3%	3%	0%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	23%	26%	17%	26%	17%	28%	24%	23%	24%	21%	19%	28%	26%	32%	22%	15%	15%
Don't Know	19%	20%	16%	16%	12%	24%	19%	20%	18%	17%	13%	28%	10%	29%	16%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Increased	23%	26%	19%	33%	33%	21%	22%	21%	13%	22%	24%	27%	22%	22%	19%	23%	28%	23%
Stayed the same	35%	36%	35%	27%	30%	41%	40%	37%	33%	39%	31%	25%	37%	34%	36%	38%	36%	33%
Decreased	4%	3%	5%	4%	4%	3%	6%	4%	3%	4%	4%	4%	4%	3%	3%	5%	4%	2%
N/A - I do not spend on this brand	7%	8%	7%	6%	8%	7%	6%	5%	10%	7%	7%	8%	6%	8%	7%	9%	5%	7%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	18%	15%	21%	14%	11%	14%	16%	21%	27%	17%	19%	12%	16%	19%	22%	18%	22%	24%
Don't Know	13%	12%	13%	16%	13%	14%	10%	12%	14%	11%	15%	24%	16%	14%	13%	7%	5%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Increased	23%	10%	27%	27%	20%	22%	25%	29%	24%	23%	34%	50%	19%	23%	25%	22%	25%	23%
Stayed the same	35%	33%	34%	35%	35%	41%	40%	34%	46%	24%	41%	23%	29%	36%	31%	37%	39%	32%
Decreased	4%	6%	2%	7%	7%	1%	5%	2%	5%	0%	5%	6%	0%	3%	6%	3%	4%	4%
N/A - I do not spend on this brand	7%	8%	8%	6%	9%	7%	7%	5%	7%	15%	0%	0%	0%	6%	8%	7%	7%	8%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	18%	18%	14%	15%	18%	21%	16%	19%	13%	24%	10%	0%	52%	17%	18%	18%	15%	22%
Don't Know	13%	25%	15%	10%	10%	9%	8%	11%	4%	15%	10%	21%	0%	15%	12%	13%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Increased	23%	33%	21%	20%	15%	20%	19%	22%	25%	32%	10%	34%	5%	24%	26%	10%	20%	25%
Stayed the same	35%	36%	36%	37%	32%	33%	31%	35%	35%	36%	42%	26%	12%	35%	36%	33%	38%	35%
Decreased	4%	4%	4%	3%	5%	4%	4%	3%	8%	2%	5%	3%	9%	4%	4%	3%	3%	3%
N/A - I do not spend on this brand	7%	4%	7%	9%	10%	8%	10%	7%	7%	7%	7%	10%	6%	7%	7%	19%	6%	6%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	18%	14%	19%	16%	20%	14%	21%	20%	13%	14%	15%	20%	15%	20%	17%	24%	16%	19%
Don't Know	13%	8%	13%	15%	19%	20%	14%	12%	12%	9%	21%	7%	53%	11%	10%	11%	17%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Increased	23%	16%	30%	22%	34%	16%	19%	21%	26%	24%	29%	15%	23%	12%	26%	26%	38%
Stayed the same	35%	42%	35%	34%	35%	33%	37%	37%	30%	35%	39%	29%	40%	28%	39%	40%	38%
Decreased	4%	3%	4%	5%	3%	3%	5%	3%	5%	5%	4%	3%	6%	3%	4%	7%	3%
N/A - I do not spend on this brand	7%	7%	8%	7%	7%	6%	9%	8%	7%	6%	8%	7%	7%	7%	6%	10%	5%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	18%	19%	13%	21%	13%	20%	20%	18%	19%	17%	14%	22%	20%	27%	15%	10%	11%
Don't Know	13%	12%	9%	11%	7%	22%	10%	13%	13%	13%	6%	23%	5%	23%	10%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(51.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	26%	28%	24%	22%	17%	18%	35%	32%	30%	28%	24%	16%	30%	32%	30%	22%	19%	20%
Do not really trust	19%	17%	22%	22%	19%	18%	20%	21%	18%	20%	19%	12%	23%	16%	23%	21%	19%	16%
Trust a little	29%	28%	30%	27%	26%	34%	29%	24%	31%	31%	26%	24%	23%	28%	26%	33%	42%	38%
Trust a lot	12%	16%	8%	8%	17%	13%	7%	12%	14%	13%	11%	11%	9%	10%	8%	16%	17%	19%
Don't know	14%	12%	16%	22%	21%	17%	9%	11%	8%	8%	20%	36%	15%	14%	13%	8%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(51.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	26%	30%	17%	18%	25%	35%	30%	27%	27%	19%	27%	35%	0%	25%	24%	28%	27%	25%
Do not really trust	19%	22%	26%	24%	26%	17%	12%	17%	18%	34%	14%	6%	0%	16%	20%	20%	18%	20%
Trust a little	29%	15%	27%	28%	25%	26%	43%	32%	43%	16%	29%	8%	71%	33%	31%	26%	31%	30%
Trust a lot	12%	4%	14%	11%	14%	11%	11%	17%	11%	11%	20%	29%	0%	12%	11%	12%	13%	12%
Don't know	14%	29%	15%	19%	10%	11%	4%	7%	2%	19%	10%	21%	29%	15%	14%	14%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(51.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	26%	19%	28%	22%	22%	27%	36%	30%	21%	19%	11%	35%	17%	53%	10%	47%	27%	10%
Do not really trust	19%	17%	20%	16%	26%	9%	18%	20%	20%	18%	18%	25%	10%	20%	20%	16%	19%	20%
Trust a little	29%	34%	27%	32%	31%	25%	21%	27%	34%	30%	32%	26%	7%	12%	41%	25%	25%	44%
Trust a lot	12%	18%	11%	10%	6%	6%	9%	12%	12%	17%	11%	4%	4%	7%	19%	6%	4%	19%
Don't know	14%	11%	14%	19%	15%	33%	16%	11%	13%	16%	28%	10%	62%	8%	10%	6%	24%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(51.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	26%	34%	9%	45%	12%	17%	50%	28%	31%	14%	28%	23%	25%	30%	24%	25%	19%
Do not really trust	19%	20%	19%	21%	19%	19%	20%	22%	13%	20%	19%	19%	26%	20%	21%	24%	11%
Trust a little	29%	25%	42%	17%	37%	28%	20%	26%	29%	36%	32%	23%	34%	19%	33%	33%	36%
Trust a lot	12%	9%	20%	7%	23%	8%	5%	10%	11%	20%	15%	8%	13%	5%	12%	13%	27%
Don't know	14%	11%	10%	10%	9%	27%	5%	15%	15%	10%	6%	27%	3%	26%	10%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(52.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	22%	23%	22%	15%	14%	23%	24%	29%	27%	24%	21%	16%	27%	20%	29%	20%	18%	24%
Do not really trust	21%	22%	21%	23%	14%	17%	26%	24%	23%	23%	19%	14%	21%	21%	24%	23%	25%	15%
Trust a little	25%	26%	25%	26%	30%	25%	22%	21%	27%	26%	25%	22%	19%	21%	27%	34%	36%	30%
Trust a lot	9%	10%	8%	9%	18%	12%	7%	5%	6%	9%	10%	8%	10%	9%	5%	10%	13%	14%
Don't know	22%	19%	24%	28%	24%	23%	22%	21%	15%	19%	25%	40%	23%	29%	15%	14%	9%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(52.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	22%	30%	17%	24%	18%	28%	24%	23%	18%	20%	28%	33%	0%	18%	19%	26%	22%	24%
Do not really trust	21%	16%	23%	13%	26%	21%	23%	25%	19%	25%	24%	3%	0%	21%	23%	20%	21%	21%
Trust a little	25%	17%	27%	19%	31%	27%	29%	25%	34%	29%	32%	14%	71%	28%	28%	23%	29%	24%
Trust a lot	9%	3%	14%	15%	8%	5%	10%	12%	15%	6%	14%	29%	0%	8%	11%	9%	11%	8%
Don't know	22%	34%	20%	28%	18%	19%	14%	14%	15%	20%	2%	21%	29%	26%	19%	22%	17%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(52.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	22%	17%	24%	25%	21%	6%	28%	26%	15%	20%	11%	30%	22%	36%	14%	47%	22%	12%
Do not really trust	21%	15%	25%	24%	23%	31%	18%	22%	24%	18%	22%	19%	8%	22%	21%	16%	23%	23%
Trust a little	25%	33%	23%	24%	24%	25%	21%	24%	30%	29%	26%	29%	3%	18%	34%	20%	19%	35%
Trust a lot	9%	18%	6%	4%	7%	3%	8%	9%	9%	13%	10%	4%	1%	6%	13%	4%	5%	10%
Don't know	22%	18%	22%	22%	24%	36%	25%	20%	22%	20%	30%	17%	66%	18%	18%	13%	31%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(52.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	22%	28%	12%	32%	15%	17%	36%	23%	25%	16%	25%	18%	23%	25%	19%	24%	18%
Do not really trust	21%	23%	21%	21%	19%	20%	24%	23%	18%	21%	21%	21%	22%	21%	25%	22%	14%
Trust a little	25%	25%	35%	19%	31%	23%	23%	22%	27%	33%	30%	20%	27%	16%	28%	32%	34%
Trust a lot	9%	7%	14%	6%	20%	5%	3%	7%	11%	15%	12%	5%	12%	3%	7%	10%	26%
Don't know	22%	17%	18%	21%	15%	35%	15%	25%	20%	15%	12%	35%	16%	35%	21%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(53.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	35%	37%	33%	21%	17%	24%	37%	49%	53%	37%	33%	22%	35%	34%	39%	37%	36%	43%
Do not really trust	24%	25%	23%	16%	22%	22%	30%	23%	28%	26%	22%	15%	23%	24%	28%	27%	26%	26%
Trust a little	23%	22%	25%	31%	35%	27%	23%	18%	10%	23%	23%	25%	24%	25%	19%	22%	25%	15%
Trust a lot	6%	8%	4%	11%	13%	12%	2%	2%	1%	6%	7%	8%	5%	4%	6%	7%	10%	9%
Don't know	12%	9%	14%	21%	13%	16%	9%	8%	7%	8%	15%	30%	12%	13%	7%	7%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(53.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	35%	27%	23%	23%	36%	44%	38%	39%	37%	24%	50%	16%	29%	31%	35%	36%	33%	38%
Do not really trust	24%	24%	23%	14%	29%	23%	27%	26%	31%	31%	23%	34%	0%	26%	26%	22%	24%	26%
Trust a little	23%	20%	25%	44%	24%	21%	24%	20%	17%	20%	17%	0%	71%	23%	24%	23%	27%	21%
Trust a lot	6%	4%	17%	8%	3%	3%	7%	8%	7%	8%	7%	29%	0%	5%	6%	7%	8%	5%
Don't know	12%	24%	12%	10%	8%	9%	5%	6%	8%	17%	3%	21%	0%	14%	10%	12%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(53.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	35%	25%	41%	30%	37%	28%	33%	40%	33%	21%	19%	39%	19%	50%	29%	54%	28%	30%
Do not really trust	24%	22%	24%	22%	30%	22%	24%	24%	23%	24%	30%	29%	10%	21%	27%	22%	23%	29%
Trust a little	23%	28%	21%	22%	17%	34%	27%	20%	32%	33%	16%	22%	7%	15%	28%	19%	26%	27%
Trust a lot	6%	13%	4%	8%	3%	6%	2%	6%	3%	12%	9%	1%	3%	6%	8%	2%	5%	5%
Don't know	12%	11%	10%	18%	13%	10%	14%	10%	9%	10%	26%	9%	61%	8%	8%	4%	18%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(53.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	35%	44%	25%	46%	27%	27%	52%	35%	40%	28%	38%	31%	36%	37%	36%	38%	24%
Do not really trust	24%	22%	27%	22%	22%	24%	26%	25%	18%	28%	23%	24%	27%	24%	26%	25%	20%
Trust a little	23%	23%	30%	17%	32%	23%	15%	23%	24%	23%	26%	20%	25%	15%	28%	27%	31%
Trust a lot	6%	4%	9%	5%	14%	4%	1%	5%	6%	11%	9%	2%	9%	2%	4%	6%	19%
Don't know	12%	7%	8%	10%	6%	22%	6%	13%	11%	10%	4%	23%	3%	23%	5%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(54.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	3%	3%	2%	4%	2%	2%	3%	5%	1%	1%	4%	2%	4%	3%	2%	1%	2%	1%
Do not really trust	4%	5%	4%	5%	6%	2%	4%	6%	4%	4%	5%	5%	4%	3%	7%	5%	5%	4%
Trust a little	34%	35%	34%	25%	32%	33%	40%	30%	39%	35%	32%	21%	32%	38%	32%	37%	38%	42%
Trust a lot	48%	47%	49%	47%	48%	49%	46%	50%	47%	52%	43%	43%	49%	44%	51%	49%	51%	43%
Don't know	11%	11%	11%	19%	12%	15%	7%	10%	8%	7%	16%	28%	12%	13%	8%	7%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(54.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	3%	5%	4%	1%	4%	1%	2%	2%	0%	1%	4%	0%	52%	1%	3%	3%	1%	4%
Do not really trust	4%	13%	4%	2%	4%	4%	5%	5%	4%	0%	8%	10%	29%	3%	5%	4%	4%	4%
Trust a little	34%	32%	26%	33%	39%	30%	39%	36%	46%	33%	48%	8%	0%	34%	33%	34%	32%	37%
Trust a lot	48%	32%	50%	56%	45%	53%	47%	54%	47%	46%	31%	61%	19%	48%	50%	47%	55%	43%
Don't know	11%	18%	16%	6%	7%	12%	7%	4%	2%	19%	9%	21%	0%	13%	10%	12%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(54.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	3%	2%	3%	3%	2%	6%	2%	2%	4%	2%	3%	6%	7%	3%	2%	4%	4%	3%
Do not really trust	4%	6%	4%	4%	3%	15%	2%	4%	5%	4%	4%	3%	7%	3%	5%	5%	6%	5%
Trust a little	34%	32%	32%	29%	37%	24%	41%	35%	27%	42%	28%	38%	14%	36%	37%	47%	26%	39%
Trust a lot	48%	49%	49%	50%	45%	45%	43%	48%	54%	45%	45%	43%	13%	50%	49%	36%	48%	47%
Don't know	11%	10%	11%	14%	13%	11%	11%	10%	12%	7%	20%	10%	59%	9%	7%	7%	16%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(54.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	3%	2%	2%	5%	2%	2%	3%	2%	4%	3%	3%	2%	3%	3%	1%	4%	1%
Do not really trust	4%	6%	5%	2%	5%	3%	4%	3%	6%	6%	3%	5%	7%	5%	4%	4%	4%
Trust a little	34%	34%	37%	34%	35%	29%	38%	32%	36%	37%	37%	30%	36%	32%	35%	36%	33%
Trust a lot	48%	49%	49%	49%	51%	44%	48%	51%	43%	46%	51%	44%	49%	36%	55%	50%	58%
Don't know	11%	9%	7%	9%	6%	21%	6%	12%	12%	9%	5%	20%	5%	23%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(55.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	6%	7%	6%	8%	4%	7%	7%	7%	5%	4%	9%	9%	9%	5%	4%	4%	5%	2%
Do not really trust	11%	11%	11%	13%	10%	8%	12%	12%	10%	9%	12%	2%	14%	8%	13%	12%	12%	5%
Trust a little	45%	48%	42%	38%	40%	47%	49%	45%	48%	51%	39%	27%	43%	49%	49%	51%	43%	47%
Trust a lot	18%	19%	18%	18%	25%	18%	17%	17%	15%	21%	16%	21%	13%	17%	17%	20%	28%	33%
Don't know	20%	15%	24%	24%	21%	19%	15%	19%	22%	16%	24%	41%	22%	21%	17%	13%	12%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(55.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	6%	14%	11%	11%	5%	4%	6%	4%	2%	1%	3%	0%	0%	4%	6%	7%	5%	6%
Do not really trust	11%	11%	13%	11%	12%	12%	12%	10%	9%	3%	15%	0%	52%	10%	12%	10%	9%	13%
Trust a little	45%	23%	37%	38%	47%	47%	53%	51%	58%	59%	47%	68%	48%	47%	46%	43%	48%	44%
Trust a lot	18%	12%	18%	15%	20%	16%	20%	25%	28%	17%	31%	11%	0%	20%	18%	18%	22%	17%
Don't know	20%	41%	21%	25%	16%	21%	8%	11%	3%	20%	5%	21%	0%	20%	19%	21%	16%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(55.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	6%	5%	6%	7%	4%	16%	8%	6%	5%	8%	5%	4%	7%	9%	5%	16%	5%	5%
Do not really trust	11%	10%	11%	12%	13%	7%	9%	10%	14%	12%	12%	12%	4%	10%	10%	18%	14%	12%
Trust a little	45%	46%	47%	29%	53%	39%	35%	46%	51%	40%	39%	52%	15%	47%	48%	39%	41%	50%
Trust a lot	18%	21%	18%	21%	12%	12%	20%	20%	14%	21%	18%	13%	12%	19%	22%	13%	11%	18%
Don't know	20%	18%	17%	31%	19%	26%	27%	19%	17%	19%	26%	18%	62%	16%	15%	14%	28%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(55.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	6%	7%	5%	8%	5%	7%	6%	6%	8%	5%	6%	5%	7%	9%	4%	6%	4%
Do not really trust	11%	12%	12%	9%	13%	7%	13%	10%	10%	13%	11%	9%	16%	11%	11%	11%	9%
Trust a little	45%	48%	46%	47%	43%	39%	54%	47%	41%	44%	50%	40%	42%	36%	54%	51%	44%
Trust a lot	18%	17%	22%	17%	26%	15%	15%	16%	20%	22%	21%	14%	23%	9%	16%	23%	36%
Don't know	20%	16%	15%	19%	13%	32%	13%	21%	21%	16%	11%	32%	12%	35%	15%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(56.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	8%	9%	7%	5%	9%	7%	11%	8%	6%	5%	11%	9%	10%	5%	9%	6%	6%	6%
Do not really trust	10%	9%	10%	14%	12%	9%	9%	9%	8%	9%	10%	4%	13%	10%	12%	7%	11%	13%
Trust a little	36%	40%	32%	37%	36%	35%	39%	33%	36%	41%	31%	19%	32%	42%	35%	44%	40%	34%
Trust a lot	18%	20%	16%	17%	22%	25%	22%	16%	11%	19%	18%	21%	15%	15%	14%	22%	26%	25%
Don't know	28%	21%	34%	27%	21%	24%	20%	33%	40%	26%	29%	47%	29%	29%	30%	20%	18%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(56.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	8%	19%	12%	10%	6%	6%	7%	8%	7%	2%	5%	0%	0%	4%	9%	8%	6%	10%
Do not really trust	10%	6%	7%	8%	16%	13%	8%	8%	5%	6%	9%	0%	0%	10%	13%	8%	7%	12%
Trust a little	36%	16%	29%	35%	38%	33%	44%	43%	52%	39%	48%	50%	0%	44%	36%	34%	41%	34%
Trust a lot	18%	9%	16%	22%	13%	17%	26%	22%	25%	29%	23%	29%	71%	15%	18%	20%	22%	16%
Don't know	28%	51%	36%	26%	27%	31%	15%	19%	11%	23%	16%	21%	29%	28%	25%	30%	24%	28%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(56.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	8%	8%	8%	11%	7%	3%	8%	8%	3%	11%	7%	17%	12%	9%	7%	16%	8%	6%
Do not really trust	10%	11%	11%	7%	8%	12%	9%	10%	11%	9%	15%	4%	5%	6%	12%	15%	12%	12%
Trust a little	36%	36%	37%	30%	40%	28%	32%	33%	46%	39%	38%	44%	11%	37%	38%	36%	35%	36%
Trust a lot	18%	25%	17%	20%	13%	10%	16%	20%	18%	17%	14%	7%	7%	20%	21%	14%	14%	21%
Don't know	28%	21%	27%	32%	31%	47%	35%	29%	22%	24%	26%	28%	65%	28%	23%	19%	32%	25%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(56.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	8%	8%	7%	9%	8%	7%	8%	6%	10%	9%	8%	6%	10%	10%	7%	6%	6%
Do not really trust	10%	9%	12%	7%	12%	9%	9%	11%	7%	12%	11%	8%	12%	10%	11%	11%	7%
Trust a little	36%	40%	39%	33%	36%	32%	41%	37%	36%	33%	40%	31%	39%	28%	39%	44%	41%
Trust a lot	18%	16%	20%	22%	26%	13%	17%	18%	19%	20%	23%	13%	19%	10%	16%	24%	33%
Don't know	28%	27%	22%	30%	18%	39%	26%	28%	28%	26%	18%	42%	20%	43%	28%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(57.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	24%	22%	26%	23%	18%	20%	30%	29%	25%	26%	22%	22%	32%	22%	28%	20%	16%	15%
Do not really trust	24%	24%	23%	25%	24%	20%	28%	23%	24%	26%	22%	18%	22%	24%	27%	27%	24%	28%
Trust a little	30%	31%	29%	22%	23%	35%	27%	30%	38%	31%	28%	18%	25%	32%	30%	34%	40%	36%
Trust a lot	10%	12%	8%	7%	18%	11%	9%	9%	7%	11%	10%	7%	9%	9%	7%	13%	17%	17%
Don't know	12%	10%	14%	24%	17%	14%	7%	10%	6%	6%	18%	36%	13%	13%	7%	6%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(57.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	24%	30%	27%	24%	26%	29%	24%	19%	12%	24%	23%	10%	0%	19%	22%	27%	24%	23%
Do not really trust	24%	10%	19%	18%	28%	24%	24%	30%	31%	24%	20%	29%	0%	21%	27%	23%	25%	24%
Trust a little	30%	34%	25%	35%	28%	27%	35%	35%	41%	22%	40%	8%	19%	36%	32%	26%	31%	30%
Trust a lot	10%	6%	14%	10%	9%	9%	13%	13%	14%	9%	8%	32%	0%	11%	9%	10%	12%	10%
Don't know	12%	19%	15%	13%	9%	10%	4%	3%	1%	20%	9%	21%	81%	12%	10%	14%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(57.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	24%	19%	24%	27%	22%	12%	34%	28%	20%	19%	9%	36%	16%	40%	14%	41%	27%	12%
Do not really trust	24%	21%	24%	19%	31%	25%	24%	24%	24%	22%	28%	33%	5%	25%	23%	24%	25%	22%
Trust a little	30%	31%	32%	25%	28%	29%	21%	27%	38%	32%	32%	14%	12%	20%	40%	18%	22%	44%
Trust a lot	10%	19%	9%	10%	4%	12%	5%	10%	6%	17%	10%	11%	6%	8%	15%	3%	3%	16%
Don't know	12%	10%	11%	19%	15%	22%	16%	10%	11%	10%	21%	7%	62%	7%	7%	14%	22%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(57.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	24%	30%	14%	35%	15%	18%	40%	26%	26%	16%	26%	22%	23%	27%	22%	23%	21%
Do not really trust	24%	27%	22%	24%	22%	22%	28%	25%	22%	23%	26%	21%	25%	22%	26%	29%	17%
Trust a little	30%	27%	40%	23%	36%	29%	23%	29%	28%	33%	30%	28%	35%	23%	35%	35%	30%
Trust a lot	10%	6%	16%	8%	22%	6%	4%	9%	8%	18%	14%	4%	13%	4%	7%	11%	27%
Don't know	12%	9%	8%	10%	6%	25%	5%	11%	15%	11%	3%	25%	3%	23%	9%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(58.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	10%	10%	10%	14%	8%	11%	10%	11%	7%	9%	11%	9%	15%	8%	9%	8%	8%	5%
Do not really trust	15%	14%	16%	11%	13%	12%	18%	18%	16%	17%	13%	11%	18%	14%	15%	15%	12%	13%
Trust a little	38%	40%	36%	34%	36%	34%	43%	36%	42%	40%	35%	24%	33%	39%	39%	44%	51%	37%
Trust a lot	17%	20%	14%	15%	19%	20%	10%	17%	19%	17%	17%	15%	12%	13%	18%	22%	23%	33%
Don't know	21%	16%	24%	26%	25%	22%	19%	17%	16%	17%	24%	42%	22%	26%	19%	11%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(58.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	10%	19%	10%	11%	7%	14%	8%	7%	7%	16%	13%	10%	29%	9%	8%	11%	9%	10%
Do not really trust	15%	19%	14%	13%	16%	16%	14%	16%	18%	7%	13%	6%	0%	9%	17%	15%	14%	15%
Trust a little	38%	29%	32%	32%	42%	40%	42%	44%	46%	41%	35%	34%	0%	44%	39%	35%	42%	37%
Trust a lot	17%	9%	13%	23%	14%	13%	24%	21%	26%	12%	26%	29%	71%	18%	16%	17%	19%	16%
Don't know	21%	25%	31%	21%	20%	16%	12%	12%	3%	24%	13%	21%	0%	20%	20%	21%	16%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(58.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	10%	8%	10%	14%	10%	14%	12%	10%	12%	9%	5%	14%	7%	15%	6%	17%	13%	5%
Do not really trust	15%	17%	14%	11%	14%	15%	15%	16%	12%	14%	16%	12%	11%	18%	14%	19%	13%	13%
Trust a little	38%	40%	40%	35%	33%	27%	34%	39%	38%	38%	32%	45%	16%	38%	42%	44%	29%	42%
Trust a lot	17%	19%	17%	13%	17%	17%	14%	18%	16%	19%	14%	9%	4%	13%	24%	9%	9%	27%
Don't know	21%	17%	18%	27%	27%	26%	25%	17%	21%	21%	33%	20%	63%	16%	14%	11%	35%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(58.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent Democrat	Republican		Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	10%	12%	6%	14%	7%	10%	13%	10%	14%	6%	10%	10%	13%	14%	8%	8%	6%
Do not really trust	15%	15%	14%	16%	15%	12%	18%	15%	15%	15%	16%	13%	15%	17%	13%	12%	17%
Trust a little	38%	36%	42%	39%	40%	33%	41%	39%	37%	37%	43%	31%	40%	30%	43%	45%	38%
Trust a lot	17%	16%	24%	13%	26%	13%	12%	15%	17%	24%	21%	11%	23%	6%	19%	21%	32%
Don't know	21%	21%	15%	18%	12%	32%	17%	23%	17%	18%	11%	35%	9%	33%	17%	13%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(59.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	19%	19%	20%	19%	17%	19%	23%	23%	16%	19%	20%	19%	22%	18%	19%	19%	17%	16%
Do not really trust	19%	20%	17%	21%	21%	15%	20%	15%	20%	19%	18%	7%	18%	22%	15%	23%	19%	19%
Trust a little	31%	33%	30%	27%	26%	28%	37%	31%	36%	34%	28%	23%	31%	30%	35%	33%	37%	30%
Trust a lot	15%	16%	13%	10%	16%	16%	10%	16%	17%	16%	13%	14%	12%	12%	15%	17%	21%	22%
Don't know	16%	13%	19%	22%	20%	22%	10%	14%	11%	12%	21%	38%	17%	18%	15%	8%	6%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(59.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	19%	27%	18%	23%	17%	21%	20%	19%	18%	23%	27%	0%	0%	23%	19%	18%	9%	32%
Do not really trust	19%	12%	21%	15%	22%	19%	22%	17%	22%	20%	16%	8%	19%	19%	20%	17%	15%	23%
Trust a little	31%	24%	30%	31%	34%	31%	34%	37%	33%	16%	33%	18%	81%	30%	33%	31%	42%	21%
Trust a lot	15%	7%	14%	10%	17%	13%	16%	18%	23%	28%	12%	52%	0%	12%	13%	16%	24%	7%
Don't know	16%	29%	18%	21%	10%	16%	8%	9%	4%	14%	12%	21%	0%	16%	14%	18%	10%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(59.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	19%	20%	21%	16%	18%	13%	19%	20%	20%	19%	15%	21%	15%	16%	21%	33%	20%	23%
Do not really trust	19%	17%	19%	16%	20%	25%	19%	17%	20%	20%	24%	19%	11%	17%	20%	20%	19%	22%
Trust a little	31%	30%	33%	26%	32%	14%	31%	31%	35%	31%	24%	37%	6%	36%	34%	23%	23%	31%
Trust a lot	15%	20%	13%	12%	11%	23%	13%	17%	14%	12%	13%	6%	1%	19%	14%	11%	11%	12%
Don't know	16%	13%	15%	31%	19%	25%	18%	15%	10%	18%	24%	16%	67%	12%	11%	13%	26%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(59.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	19%	24%	20%	15%	21%	16%	21%	19%	19%	21%	19%	18%	26%	19%	21%	21%	14%
Do not really trust	19%	23%	19%	16%	21%	16%	19%	16%	20%	24%	19%	17%	23%	16%	19%	23%	18%
Trust a little	31%	27%	34%	36%	29%	29%	36%	32%	32%	28%	35%	27%	29%	26%	32%	37%	32%
Trust a lot	15%	10%	15%	20%	18%	10%	15%	15%	13%	15%	20%	9%	12%	10%	15%	12%	28%
Don't know	16%	15%	11%	14%	10%	29%	9%	17%	17%	12%	7%	29%	10%	28%	13%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(60.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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	40%	40%	40%	29%	29%	31%	50%	49%	47%	42%	37%	27%	42%	45%	44%	40%	31%	41%
Do not really trust	25%	27%	23%	24%	18%	23%	26%	29%	29%	25%	25%	13%	24%	19%	29%	30%	35%	33%
Trust a little	17%	16%	19%	20%	23%	20%	12%	14%	15%	18%	17%	14%	17%	18%	15%	19%	22%	14%
Trust a lot	5%	7%	4%	7%	12%	10%	2%	1%	1%	6%	5%	7%	4%	6%	4%	6%	8%	7%
Don't know	13%	10%	14%	20%	17%	16%	10%	8%	7%	9%	17%	40%	13%	12%	9%	6%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(60.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	40%	53%	37%	31%	37%	48%	42%	37%	38%	52%	46%	35%	0%	37%	39%	41%	39%	41%
Do not really trust	25%	6%	22%	25%	31%	25%	26%	34%	25%	12%	18%	14%	29%	26%	25%	25%	25%	26%
Trust a little	17%	16%	15%	24%	18%	17%	21%	16%	25%	11%	34%	0%	19%	17%	22%	14%	20%	16%
Trust a lot	5%	2%	8%	4%	6%	2%	6%	7%	11%	6%	2%	29%	52%	4%	4%	6%	8%	4%
Don't know	13%	23%	18%	16%	8%	8%	5%	6%	2%	19%	1%	21%	0%	15%	10%	13%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(60.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	40%	34%	44%	32%	36%	31%	46%	44%	38%	27%	30%	45%	27%	56%	30%	66%	40%	28%
Do not really trust	25%	25%	26%	27%	27%	36%	20%	23%	27%	33%	32%	24%	7%	19%	32%	15%	22%	34%
Trust a little	17%	22%	16%	18%	18%	10%	14%	17%	18%	20%	12%	20%	5%	13%	23%	11%	11%	26%
Trust a lot	5%	11%	3%	4%	3%	4%	4%	5%	6%	9%	2%	1%	1%	5%	7%	2%	2%	4%
Don't know	13%	9%	11%	19%	16%	19%	16%	11%	10%	11%	23%	11%	60%	7%	8%	5%	24%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(60.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	40%	51%	27%	52%	30%	31%	59%	43%	39%	31%	42%	37%	38%	43%	36%	44%	31%
Do not really trust	25%	25%	32%	19%	24%	26%	24%	25%	24%	26%	27%	22%	29%	19%	35%	26%	22%
Trust a little	17%	12%	24%	16%	28%	14%	9%	16%	16%	23%	19%	14%	22%	12%	19%	18%	25%
Trust a lot	5%	3%	9%	4%	11%	3%	3%	4%	7%	8%	8%	2%	6%	1%	2%	7%	16%
Don't know	13%	9%	9%	9%	7%	26%	4%	13%	13%	12%	4%	25%	5%	24%	7%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(61.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Do not trust at all	8%	8%	8%	8%	6%	9%	10%	7%	9%	7%	9%	6%	11%	7%	8%	7%	7%	4%
Do not really trust	15%	16%	14%	10%	11%	11%	13%	23%	20%	16%	14%	10%	12%	12%	20%	20%	18%	16%
Trust a little	47%	46%	47%	45%	46%	43%	51%	46%	48%	50%	43%	33%	47%	51%	44%	49%	47%	55%
Trust a lot	15%	17%	14%	17%	21%	19%	15%	14%	9%	16%	15%	17%	13%	13%	18%	15%	21%	16%
Don't know	15%	13%	17%	20%	17%	18%	12%	10%	14%	11%	19%	33%	16%	16%	10%	9%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(61.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Do not trust at all	8%	12%	10%	10%	6%	6%	9%	9%	6%	5%	8%	10%	0%	5%	8%	9%	7%	9%
Do not really trust	15%	19%	12%	10%	16%	17%	16%	17%	19%	13%	27%	6%	0%	14%	15%	15%	16%	14%
Trust a little	47%	30%	37%	43%	52%	56%	49%	45%	54%	51%	45%	52%	71%	49%	48%	45%	49%	48%
Trust a lot	15%	10%	23%	21%	13%	10%	18%	22%	17%	12%	7%	11%	29%	15%	14%	16%	20%	12%
Don't know	15%	28%	17%	16%	12%	11%	8%	8%	3%	19%	13%	21%	0%	16%	16%	14%	9%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(61.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Do not trust at all	8%	7%	8%	9%	11%	3%	9%	9%	6%	12%	1%	8%	7%	10%	7%	20%	6%	6%
Do not really trust	15%	13%	16%	12%	17%	10%	16%	17%	10%	14%	13%	26%	5%	17%	15%	14%	14%	17%
Trust a little	47%	48%	49%	39%	41%	52%	44%	46%	51%	44%	57%	46%	20%	47%	49%	48%	44%	53%
Trust a lot	15%	22%	13%	19%	11%	20%	14%	15%	17%	17%	9%	10%	6%	15%	17%	13%	13%	15%
Don't know	15%	11%	15%	21%	19%	14%	17%	13%	15%	14%	20%	10%	62%	11%	12%	5%	22%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(61.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Do not trust at all	8%	8%	7%	10%	7%	8%	9%	6%	13%	7%	9%	7%	11%	9%	7%	10%	5%
Do not really trust	15%	17%	12%	19%	13%	12%	20%	15%	15%	15%	16%	13%	17%	15%	16%	16%	12%
Trust a little	47%	50%	50%	46%	48%	41%	51%	49%	40%	50%	52%	40%	48%	41%	49%	54%	45%
Trust a lot	15%	12%	19%	16%	21%	13%	12%	14%	17%	17%	18%	12%	18%	8%	17%	15%	29%
Don't know	15%	13%	12%	10%	11%	26%	8%	16%	15%	11%	6%	28%	6%	26%	12%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Left a negative review online	13%	15%	12%	17%	20%	11%	16%	9%	9%	14%	12%	12%	13%	14%	10%	16%	12%	18%
Joined a social media page or campaign hostile to them	7%	8%	6%	14%	15%	6%	6%	3%	1%	8%	7%	6%	8%	7%	5%	7%	10%	7%
Made negative comments to them on social media	11%	13%	8%	14%	18%	10%	11%	6%	6%	12%	9%	11%	10%	13%	8%	10%	11%	12%
Written to them or contacted them directly	11%	12%	10%	16%	16%	10%	11%	6%	8%	11%	12%	10%	9%	8%	7%	15%	19%	13%
Signed a petition against them	14%	14%	14%	24%	16%	13%	12%	11%	10%	13%	15%	11%	12%	15%	12%	16%	19%	13%
Attended a rally against their behavior	7%	8%	5%	12%	15%	8%	3%	3%	1%	6%	8%	8%	8%	4%	5%	6%	10%	7%
Actively used a different business instead when possible	26%	28%	24%	33%	22%	22%	28%	20%	30%	26%	25%	18%	17%	30%	25%	34%	32%	33%
Encouraged others to use the services of other businesses instead	19%	19%	18%	27%	18%	18%	18%	15%	18%	19%	19%	11%	16%	17%	20%	22%	30%	20%
Lodged a complaint with an ombudsman or regulator about the company	8%	9%	7%	9%	21%	8%	6%	1%	3%	8%	8%	11%	8%	9%	2%	8%	9%	7%
Other (Please Specify)	1%	2%	1%	0%	0%	1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%
I haven't done anything to protest against their behavior	41%	38%	44%	16%	25%	42%	45%	57%	52%	44%	38%	32%	46%	43%	46%	38%	32%	39%
Don't Know	12%	10%	14%	22%	17%	15%	10%	7%	6%	8%	17%	31%	17%	9%	9%	4%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Left a negative review online	13%	7%	16%	7%	12%	11%	20%	19%	19%	20%	9%	39%	0%	15%	15%	12%	13%	14%
Joined a social media page or campaign hostile to them	7%	5%	8%	6%	9%	4%	9%	10%	12%	6%	0%	0%	29%	5%	6%	9%	9%	5%
Made negative comments to them on social media	11%	1%	14%	11%	7%	12%	14%	14%	16%	8%	6%	3%	29%	12%	11%	10%	12%	9%
Written to them or contacted them directly	11%	15%	8%	12%	9%	13%	12%	14%	10%	10%	7%	10%	100%	10%	14%	10%	12%	10%
Signed a petition against them	14%	9%	15%	15%	13%	12%	12%	20%	14%	15%	18%	0%	48%	18%	15%	12%	15%	13%
Attended a rally against their behavior	7%	4%	7%	5%	9%	4%	7%	11%	5%	12%	2%	0%	48%	7%	8%	6%	7%	6%
Actively used a different business instead when possible	26%	16%	19%	23%	24%	22%	33%	36%	31%	40%	35%	0%	81%	29%	27%	24%	25%	28%
Encouraged others to use the services of other businesses instead	19%	14%	18%	17%	16%	20%	19%	27%	22%	17%	21%	21%	0%	22%	19%	17%	20%	18%
Lodged a complaint with an ombudsman or regulator about the company	8%	21%	9%	9%	5%	8%	8%	10%	6%	7%	18%	0%	29%	6%	9%	8%	8%	7%
Other (Please Specify)	1%	0%	0%	0%	1%	2%	3%	1%	3%	0%	1%	0%	0%	1%	1%	2%	1%	2%
I haven't done anything to protest against their behavior	41%	34%	42%	45%	48%	49%	37%	36%	30%	39%	39%	29%	0%	42%	40%	41%	42%	43%
Don't Know	12%	31%	14%	12%	9%	8%	4%	5%	8%	12%	8%	21%	0%	11%	11%	14%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(62.C) Thinking about businesses in the public eye, whose political or social actions you have Disagreed with, what have you done, if anything, to protest against their behavior? Please select all that apply

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Left a negative review online	13%	14%	14%	17%	15%	1%	11%	13%	19%	11%	10%	23%	4%	14%	16%	10%	11%	17%
Joined a social media page or campaign hostile to them	7%	10%	7%	8%	6%	7%	5%	6%	10%	11%	6%	6%	7%	7%	9%	2%	3%	9%
Made negative comments to them on social media	11%	14%	10%	11%	13%	14%	6%	11%	10%	13%	6%	12%	3%	10%	13%	8%	6%	12%
Written to them or contacted them directly	11%	15%	10%	23%	9%	8%	7%	11%	16%	7%	8%	19%	3%	12%	11%	13%	8%	14%
Signed a petition against them	14%	17%	14%	11%	10%	21%	11%	13%	19%	11%	12%	28%	6%	14%	16%	9%	10%	21%
Attended a rally against their behavior	7%	10%	7%	7%	2%	13%	5%	5%	14%	7%	5%	3%	2%	5%	9%	7%	3%	8%
Actively used a different business instead when possible	26%	24%	29%	24%	23%	28%	22%	26%	26%	23%	23%	49%	11%	26%	30%	23%	15%	33%
Encouraged others to use the services of other businesses instead	19%	18%	21%	15%	19%	10%	14%	20%	19%	13%	15%	36%	5%	21%	21%	18%	11%	26%
Lodged a complaint with an ombudsman or regulator about the company	8%	12%	7%	16%	6%	11%	3%	6%	10%	14%	7%	7%	6%	7%	9%	14%	5%	7%
Other (Please Specify)	1%	1%	1%	2%	2%	3%	2%	2%	0%	0%	0%	3%	0%	3%	1%	0%	0%	1%
I haven't done anything to protest against their behavior	41%	37%	44%	26%	42%	37%	45%	43%	38%	42%	48%	23%	7%	43%	37%	44%	53%	33%
Don't Know	12%	10%	9%	24%	14%	20%	18%	9%	13%	13%	14%	9%	70%	8%	9%	8%	20%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(62.D) Thinking about businesses in the public eye, whose political or social actions you have Disagreed with, what have you done, if anything, to protest against their behavior? Please select all that apply

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Left a negative review online	13%	14%	17%	10%	19%	9%	14%	13%	13%	15%	17%	8%	19%	5%	12%	20%	25%
Joined a social media page or campaign hostile to them	7%	5%	10%	7%	13%	4%	5%	5%	11%	8%	10%	3%	10%	3%	6%	10%	15%
Made negative comments to them on social media	11%	9%	14%	10%	18%	6%	8%	11%	10%	13%	14%	6%	16%	4%	11%	14%	19%
Written to them or contacted them directly	11%	12%	12%	10%	18%	7%	8%	9%	10%	17%	13%	8%	16%	4%	9%	16%	22%
Signed a petition against them	14%	12%	17%	11%	20%	11%	10%	15%	11%	16%	16%	10%	18%	5%	15%	18%	26%
Attended a rally against their behavior	7%	6%	10%	4%	10%	5%	5%	6%	7%	9%	8%	5%	9%	3%	5%	10%	14%
Actively used a different business instead when possible	26%	22%	31%	24%	33%	18%	26%	25%	25%	27%	29%	20%	33%	14%	30%	36%	33%
Encouraged others to use the services of other businesses instead	19%	19%	22%	17%	27%	12%	18%	18%	17%	22%	21%	15%	22%	9%	18%	30%	25%
Lodged a complaint with an ombudsman or regulator about the company	8%	9%	9%	6%	15%	4%	5%	7%	7%	13%	10%	5%	8%	3%	7%	10%	18%
Other (Please Specify)	1%	1%	1%	2%	1%	1%	3%	1%	2%	0%	1%	1%	2%	1%	1%	1%	1%
I haven't done anything to protest against their behavior	41%	50%	33%	46%	28%	46%	48%	44%	38%	34%	40%	43%	37%	51%	44%	29%	29%
Don't Know	12%	9%	9%	10%	7%	21%	8%	11%	14%	13%	5%	23%	5%	24%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(63.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	12%	13%	12%	14%	23%	15%	9%	8%	5%	14%	11%	16%	12%	9%	8%	14%	14%	16%
Agree	25%	26%	24%	24%	26%	28%	26%	20%	26%	26%	24%	23%	21%	26%	25%	27%	33%	27%
Neither Agree nor Disagree	36%	34%	37%	28%	28%	29%	42%	41%	42%	36%	35%	24%	37%	41%	41%	35%	31%	32%
Disagree	12%	12%	11%	9%	7%	11%	12%	15%	14%	13%	10%	2%	12%	13%	13%	14%	12%	10%
Strongly Disagree	6%	7%	5%	4%	5%	4%	5%	9%	7%	5%	6%	6%	7%	4%	6%	6%	4%	4%
Don't Know	10%	8%	11%	20%	11%	12%	5%	7%	6%	6%	13%	29%	11%	7%	7%	4%	5%	11%
Total Agree:	37%	39%	36%	39%	49%	44%	35%	28%	32%	40%	35%	39%	33%	35%	33%	42%	47%	43%
Total Disagree:	17%	19%	16%	14%	12%	15%	17%	24%	21%	18%	16%	8%	19%	17%	19%	20%	17%	15%
Net:	20%	20%	20%	25%	37%	29%	18%	4%	11%	22%	19%	31%	14%	18%	14%	22%	30%	28%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(63.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	12%	24%	14%	11%	10%	8%	14%	18%	7%	14%	8%	29%	19%	12%	13%	12%	13%	12%
Agree	25%	10%	20%	28%	25%	29%	28%	25%	36%	22%	36%	8%	52%	25%	25%	25%	28%	23%
Neither Agree nor Disagree	36%	29%	44%	36%	41%	34%	37%	34%	34%	37%	29%	8%	0%	37%	37%	35%	36%	36%
Disagree	12%	6%	5%	10%	15%	14%	10%	14%	19%	6%	11%	0%	0%	11%	11%	12%	11%	14%
Strongly Disagree	6%	11%	9%	4%	4%	7%	6%	3%	2%	10%	7%	33%	29%	6%	5%	6%	6%	6%
Don't Know	10%	20%	9%	10%	5%	8%	5%	5%	2%	11%	10%	21%	0%	9%	9%	10%	5%	10%
Total Agree:	37%	34%	33%	39%	36%	37%	42%	43%	43%	36%	43%	38%	71%	37%	38%	37%	41%	35%
Total Disagree:	17%	17%	14%	15%	19%	21%	16%	17%	21%	16%	18%	33%	29%	17%	16%	19%	17%	19%
Net:	20%	16%	20%	24%	17%	16%	26%	26%	22%	19%	25%	5%	42%	20%	23%	18%	25%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(63.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	12%	19%	10%	7%	10%	8%	10%	13%	13%	14%	7%	10%	6%	9%	15%	11%	11%	18%
Agree	25%	31%	24%	24%	24%	18%	22%	25%	29%	20%	23%	29%	14%	22%	32%	23%	16%	37%
Neither Agree nor Disagree	36%	29%	39%	27%	40%	30%	40%	36%	36%	37%	37%	39%	13%	36%	34%	42%	39%	31%
Disagree	12%	11%	12%	11%	10%	22%	13%	12%	12%	13%	11%	9%	6%	17%	9%	12%	11%	8%
Strongly Disagree	6%	6%	6%	7%	7%	10%	4%	7%	3%	5%	4%	8%	6%	10%	3%	8%	5%	2%
Don't Know	10%	4%	10%	24%	10%	12%	11%	8%	7%	10%	18%	6%	55%	5%	6%	3%	18%	5%
Total Agree:	37%	50%	34%	31%	34%	27%	32%	38%	42%	34%	30%	39%	20%	31%	47%	35%	27%	54%
Total Disagree:	17%	17%	18%	18%	17%	31%	17%	18%	15%	18%	15%	17%	12%	27%	13%	21%	16%	10%
Net:	20%	33%	16%	14%	17%	-5%	15%	20%	27%	17%	15%	22%	8%	4%	34%	14%	11%	45%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(63.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	12%	9%	18%	10%	23%	8%	6%	12%	11%	16%	17%	6%	16%	6%	8%	13%	33%
Agree	25%	21%	33%	23%	36%	18%	22%	23%	23%	36%	31%	17%	31%	14%	27%	37%	32%
Neither Agree nor Disagree	36%	42%	32%	37%	27%	42%	38%	39%	33%	29%	30%	44%	29%	39%	41%	32%	24%
Disagree	12%	16%	7%	15%	8%	9%	18%	12%	13%	9%	13%	10%	13%	16%	13%	10%	4%
Strongly Disagree	6%	5%	4%	10%	4%	2%	12%	5%	8%	3%	8%	2%	8%	6%	7%	5%	3%
Don't Know	10%	7%	6%	5%	3%	20%	5%	9%	12%	7%	2%	21%	3%	19%	5%	4%	3%
Total Agree:	37%	30%	50%	32%	59%	27%	28%	34%	34%	52%	48%	23%	47%	20%	34%	50%	65%
Total Disagree:	17%	22%	11%	25%	12%	11%	30%	17%	21%	12%	21%	12%	21%	22%	19%	15%	8%
Net:	20%	8%	40%	8%	47%	15%	-2%	17%	13%	39%	27%	10%	25%	-2%	15%	35%	57%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	13%	13%	12%	12%	21%	15%	14%	7%	7%	14%	11%	9%	13%	13%	8%	14%	15%	13%
Agree	25%	23%	28%	27%	25%	28%	26%	23%	23%	27%	23%	24%	24%	23%	28%	26%	32%	25%
Neither Agree nor Disagree	37%	37%	38%	30%	30%	36%	39%	45%	41%	36%	38%	25%	39%	42%	38%	37%	35%	30%
Disagree	11%	14%	9%	6%	11%	7%	11%	14%	15%	13%	9%	9%	9%	11%	13%	14%	11%	16%
Strongly Disagree	3%	4%	3%	4%	1%	3%	3%	5%	5%	3%	4%	7%	2%	2%	5%	5%	2%	4%
Don't Know	11%	9%	12%	20%	12%	11%	7%	6%	9%	7%	14%	27%	13%	9%	7%	4%	5%	13%
Total Agree:	38%	37%	39%	40%	46%	43%	39%	30%	30%	41%	34%	33%	37%	36%	36%	40%	46%	38%
Total Disagree:	15%	18%	12%	10%	12%	10%	14%	19%	20%	16%	14%	16%	11%	13%	18%	19%	13%	20%
Net:	23%	19%	28%	29%	34%	33%	25%	11%	10%	25%	21%	18%	26%	23%	18%	21%	33%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	13%	17%	13%	16%	9%	9%	19%	17%	11%	9%	6%	29%	19%	12%	13%	12%	14%	13%
Agree	25%	23%	23%	25%	28%	28%	19%	29%	31%	32%	36%	0%	29%	23%	28%	24%	27%	24%
Neither Agree nor Disagree	37%	27%	40%	35%	41%	42%	42%	33%	38%	36%	28%	24%	52%	42%	35%	37%	37%	38%
Disagree	11%	11%	8%	12%	14%	9%	12%	14%	15%	5%	10%	23%	0%	10%	11%	12%	12%	12%
Strongly Disagree	3%	1%	7%	4%	3%	3%	4%	3%	3%	5%	6%	3%	0%	3%	3%	4%	3%	4%
Don't Know	11%	22%	9%	10%	6%	9%	4%	4%	2%	13%	13%	21%	0%	10%	10%	11%	7%	10%
Total Agree:	38%	40%	36%	40%	37%	37%	38%	46%	42%	41%	42%	29%	48%	35%	41%	37%	41%	36%
Total Disagree:	15%	12%	15%	16%	16%	12%	16%	17%	18%	10%	16%	26%	0%	13%	14%	16%	15%	16%
Net:	23%	28%	20%	24%	20%	25%	22%	29%	23%	30%	26%	4%	48%	22%	27%	21%	26%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(64.C) To what extent do you agree or Disagree with the following statements:: I spend more money to buy products that from companies that emphasize protecting people

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	13%	17%	12%	12%	9%	3%	9%	12%	11%	19%	7%	16%	8%	11%	15%	25%	7%	14%
Agree	25%	31%	23%	27%	20%	21%	25%	25%	31%	22%	21%	27%	14%	23%	31%	9%	19%	32%
Neither Agree nor Disagree	37%	34%	39%	24%	43%	43%	36%	38%	37%	37%	40%	36%	17%	38%	35%	43%	44%	38%
Disagree	11%	10%	11%	14%	12%	16%	14%	11%	10%	12%	14%	11%	3%	14%	11%	11%	10%	9%
Strongly Disagree	3%	3%	4%	5%	5%	6%	2%	5%	2%	1%	2%	2%	2%	7%	1%	7%	3%	2%
Don't Know	11%	5%	11%	19%	12%	11%	14%	9%	8%	9%	16%	7%	56%	7%	7%	6%	18%	6%
Total Agree:	38%	48%	35%	39%	29%	25%	34%	37%	42%	41%	27%	43%	21%	34%	46%	34%	25%	46%
Total Disagree:	15%	12%	15%	19%	16%	21%	16%	16%	12%	13%	17%	13%	6%	21%	12%	18%	13%	11%
Net:	23%	36%	21%	20%	13%	4%	18%	21%	30%	28%	11%	30%	16%	13%	34%	16%	13%	35%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(64.D) To what extent do you agree or Disagree with the following statements:: I spend more money to buy products that from companies that emphasize protecting people

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	13%	11%	16%	11%	23%	7%	8%	12%	10%	17%	19%	4%	15%	5%	10%	13%	32%
Agree	25%	23%	31%	23%	37%	21%	18%	26%	18%	31%	30%	18%	33%	15%	25%	35%	35%
Neither Agree nor Disagree	37%	41%	35%	37%	26%	42%	43%	38%	38%	33%	31%	47%	29%	42%	44%	32%	22%
Disagree	11%	14%	8%	14%	9%	7%	17%	10%	16%	7%	13%	8%	14%	13%	11%	12%	6%
Strongly Disagree	3%	4%	2%	6%	2%	3%	6%	3%	5%	2%	4%	2%	6%	4%	3%	4%	3%
Don't Know	11%	7%	7%	8%	3%	21%	7%	10%	12%	9%	3%	22%	3%	21%	7%	3%	2%
Total Agree:	38%	35%	48%	34%	60%	27%	27%	38%	29%	48%	49%	22%	48%	20%	35%	48%	67%
Total Disagree:	15%	18%	10%	20%	12%	10%	23%	14%	21%	10%	18%	10%	20%	17%	14%	16%	9%
Net:	23%	17%	38%	14%	48%	18%	3%	25%	8%	39%	31%	12%	28%	3%	22%	32%	58%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	15%	16%	14%	17%	24%	18%	14%	11%	6%	16%	13%	19%	15%	13%	11%	15%	15%	16%
Agree	31%	29%	32%	30%	30%	30%	31%	31%	32%	32%	30%	20%	29%	30%	36%	32%	40%	36%
Neither Agree nor Disagree	33%	33%	33%	21%	27%	28%	37%	38%	41%	34%	32%	29%	33%	38%	30%	33%	32%	23%
Disagree	9%	9%	9%	6%	6%	8%	10%	12%	9%	10%	7%	4%	8%	7%	12%	11%	7%	12%
Strongly Disagree	3%	4%	3%	3%	2%	4%	3%	4%	3%	3%	4%	4%	3%	3%	5%	3%	1%	3%
Don't Know	10%	10%	10%	22%	11%	12%	5%	6%	8%	5%	15%	25%	13%	9%	5%	5%	5%	10%
Total Agree:	45%	45%	46%	47%	54%	48%	45%	41%	39%	48%	43%	39%	44%	43%	47%	47%	54%	52%
Total Disagree:	12%	12%	11%	9%	8%	12%	13%	16%	12%	13%	10%	8%	10%	10%	18%	15%	9%	15%
Net:	34%	33%	35%	38%	46%	36%	31%	25%	27%	35%	32%	31%	34%	33%	29%	33%	46%	38%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(65.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	15%	20%	15%	16%	13%	12%	15%	19%	12%	15%	15%	29%	48%	10%	16%	15%	18%	13%
Agree	31%	20%	33%	30%	27%	32%	36%	33%	44%	29%	24%	14%	0%	31%	35%	28%	33%	30%
Neither Agree nor Disagree	33%	31%	33%	34%	39%	32%	33%	33%	30%	31%	36%	26%	0%	36%	30%	34%	31%	34%
Disagree	9%	4%	3%	8%	8%	14%	9%	7%	13%	11%	11%	0%	0%	11%	7%	9%	9%	9%
Strongly Disagree	3%	2%	8%	3%	3%	2%	4%	3%	0%	3%	6%	10%	0%	2%	3%	4%	3%	4%
Don't Know	10%	22%	7%	10%	9%	8%	4%	5%	1%	11%	9%	21%	52%	11%	10%	10%	6%	10%
Total Agree:	45%	40%	48%	46%	40%	44%	51%	52%	55%	44%	39%	43%	48%	41%	50%	44%	51%	43%
Total Disagree:	12%	6%	11%	10%	11%	16%	12%	10%	13%	14%	17%	10%	0%	13%	10%	12%	12%	13%
Net:	34%	33%	37%	36%	29%	29%	39%	42%	42%	30%	22%	33%	48%	28%	40%	31%	39%	30%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(65.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	15%	20%	13%	12%	11%	10%	14%	14%	14%	23%	8%	17%	7%	14%	17%	14%	11%	17%
Agree	31%	32%	31%	30%	31%	21%	31%	31%	36%	27%	25%	33%	19%	33%	34%	30%	23%	36%
Neither Agree nor Disagree	33%	29%	35%	25%	35%	48%	34%	35%	31%	29%	31%	31%	14%	35%	32%	38%	33%	32%
Disagree	9%	9%	8%	9%	10%	7%	8%	8%	8%	9%	13%	10%	3%	9%	7%	10%	11%	6%
Strongly Disagree	3%	4%	3%	4%	4%	12%	1%	3%	1%	3%	5%	4%	7%	3%	2%	4%	5%	2%
Don't Know	10%	6%	11%	20%	10%	3%	13%	9%	9%	8%	17%	5%	50%	6%	7%	4%	16%	6%
Total Agree:	45%	52%	43%	42%	42%	31%	45%	45%	50%	50%	33%	50%	26%	47%	51%	43%	34%	53%
Total Disagree:	12%	13%	11%	13%	14%	18%	8%	12%	9%	12%	19%	14%	9%	12%	10%	14%	17%	9%
Net:	34%	39%	33%	28%	28%	12%	36%	33%	41%	38%	15%	36%	16%	35%	41%	30%	18%	44%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(65.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	15%	11%	18%	14%	26%	8%	10%	14%	15%	17%	21%	6%	17%	6%	12%	18%	34%
Agree	31%	28%	35%	33%	39%	24%	30%	32%	26%	35%	36%	24%	31%	20%	33%	39%	41%
Neither Agree nor Disagree	33%	40%	30%	34%	23%	38%	38%	33%	35%	31%	29%	40%	26%	39%	38%	29%	16%
Disagree	9%	12%	7%	8%	7%	8%	11%	10%	8%	6%	8%	7%	16%	12%	8%	6%	5%
Strongly Disagree	3%	3%	2%	4%	2%	2%	5%	3%	4%	2%	3%	2%	6%	3%	3%	4%	1%
Don't Know	10%	7%	8%	7%	3%	19%	7%	9%	13%	9%	2%	22%	4%	20%	7%	4%	2%
Total Agree:	45%	39%	53%	47%	65%	33%	40%	45%	41%	52%	57%	30%	48%	26%	44%	57%	75%
Total Disagree:	12%	15%	9%	12%	9%	10%	16%	13%	12%	8%	12%	9%	22%	16%	11%	10%	6%
Net:	34%	24%	44%	34%	56%	22%	24%	33%	28%	44%	46%	21%	26%	10%	34%	47%	69%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	14%	15%	13%	14%	29%	13%	11%	12%	8%	14%	15%	16%	16%	13%	10%	15%	14%	20%
Agree	34%	36%	32%	27%	24%	40%	38%	37%	38%	39%	29%	17%	33%	34%	36%	42%	39%	41%
Neither Agree nor Disagree	28%	27%	30%	22%	24%	24%	31%	32%	34%	28%	28%	30%	28%	30%	36%	25%	26%	18%
Disagree	8%	8%	9%	9%	8%	8%	7%	8%	11%	9%	7%	3%	8%	10%	7%	9%	12%	7%
Strongly Disagree	2%	3%	1%	2%	2%	2%	4%	3%	1%	2%	3%	0%	2%	1%	3%	3%	3%	3%
Don't Know	12%	10%	14%	25%	14%	14%	8%	8%	8%	7%	17%	34%	13%	12%	8%	6%	7%	11%
Total Agree:	49%	52%	46%	42%	53%	53%	50%	48%	46%	53%	44%	33%	49%	47%	46%	56%	52%	61%
Total Disagree:	11%	11%	10%	11%	9%	9%	11%	11%	12%	11%	10%	3%	10%	11%	10%	12%	15%	11%
Net:	38%	41%	35%	30%	43%	43%	39%	38%	35%	42%	34%	29%	39%	36%	36%	44%	37%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	14%	17%	17%	13%	15%	15%	13%	15%	10%	20%	17%	10%	0%	9%	13%	17%	17%	14%
Agree	34%	15%	22%	26%	32%	40%	46%	41%	50%	28%	29%	61%	48%	37%	37%	32%	37%	34%
Neither Agree nor Disagree	28%	28%	39%	36%	29%	30%	26%	26%	21%	21%	31%	8%	52%	33%	27%	28%	27%	29%
Disagree	8%	9%	4%	13%	12%	7%	8%	8%	8%	7%	7%	0%	0%	6%	9%	9%	8%	9%
Strongly Disagree	2%	4%	3%	2%	2%	2%	0%	4%	4%	3%	3%	0%	0%	3%	2%	2%	2%	3%
Don't Know	12%	28%	16%	10%	10%	7%	6%	6%	6%	21%	13%	21%	0%	12%	13%	12%	9%	11%
Total Agree:	49%	32%	39%	38%	47%	54%	59%	56%	60%	48%	46%	70%	48%	46%	50%	49%	54%	48%
Total Disagree:	11%	13%	7%	15%	14%	9%	9%	12%	12%	10%	10%	0%	0%	9%	11%	11%	10%	12%
Net:	38%	19%	33%	23%	33%	45%	51%	44%	48%	38%	37%	70%	48%	37%	40%	37%	44%	36%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	14%	17%	14%	8%	11%	8%	18%	15%	11%	19%	12%	19%	6%	18%	13%	18%	12%	15%
Agree	34%	37%	38%	29%	29%	26%	28%	34%	39%	33%	29%	33%	19%	39%	36%	32%	26%	31%
Neither Agree nor Disagree	28%	26%	27%	26%	32%	34%	33%	30%	28%	23%	27%	28%	10%	28%	28%	34%	30%	28%
Disagree	8%	9%	8%	8%	11%	19%	7%	9%	7%	11%	6%	9%	1%	6%	11%	6%	8%	16%
Strongly Disagree	2%	2%	2%	1%	5%	4%	1%	2%	2%	2%	4%	2%	3%	3%	2%	1%	2%	3%
Don't Know	12%	10%	12%	28%	13%	10%	12%	9%	13%	12%	23%	10%	60%	6%	9%	9%	21%	7%
Total Agree:	49%	54%	51%	37%	40%	34%	46%	49%	50%	52%	41%	52%	26%	58%	50%	50%	38%	46%
Total Disagree:	11%	11%	9%	9%	15%	23%	9%	11%	9%	13%	10%	10%	4%	8%	13%	7%	10%	19%
Net:	38%	43%	42%	28%	25%	11%	37%	38%	42%	39%	31%	42%	22%	50%	37%	43%	29%	27%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	14%	13%	16%	16%	20%	8%	16%	14%	15%	15%	30%	0%	0%	7%	13%	17%	29%
Agree	34%	35%	33%	42%	39%	25%	39%	35%	34%	34%	70%	0%	0%	26%	37%	42%	38%
Neither Agree nor Disagree	28%	32%	28%	27%	23%	36%	26%	30%	27%	26%	0%	70%	0%	35%	31%	22%	20%
Disagree	8%	9%	11%	5%	10%	6%	9%	9%	6%	11%	0%	0%	79%	6%	9%	12%	7%
Strongly Disagree	2%	2%	3%	2%	4%	1%	2%	2%	3%	3%	0%	0%	21%	2%	1%	4%	3%
Don't Know	12%	10%	9%	8%	5%	23%	7%	11%	16%	11%	0%	30%	0%	24%	9%	3%	4%
Total Agree:	49%	48%	48%	58%	59%	34%	55%	49%	48%	49%	100%	0%	0%	34%	50%	59%	67%
Total Disagree:	11%	11%	14%	7%	13%	7%	12%	10%	9%	14%	0%	0%	100%	8%	11%	16%	9%
Net:	38%	37%	34%	51%	46%	27%	43%	39%	39%	35%	100%	0%	-100%	26%	39%	43%	58%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(67.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	12%	14%	11%	10%	19%	15%	8%	14%	8%	12%	13%	16%	16%	7%	9%	13%	11%	18%
Agree	28%	31%	26%	23%	27%	28%	23%	35%	32%	31%	26%	15%	28%	31%	29%	32%	32%	26%
Neither Agree nor Disagree	27%	25%	30%	25%	25%	25%	32%	25%	30%	28%	26%	27%	28%	27%	32%	26%	25%	23%
Disagree	18%	17%	19%	17%	12%	18%	23%	16%	20%	19%	17%	11%	14%	21%	21%	19%	22%	18%
Strongly Disagree	6%	6%	7%	7%	7%	4%	8%	6%	6%	6%	6%	6%	5%	8%	5%	7%	6%	8%
Don't Know	8%	7%	8%	17%	10%	10%	6%	4%	4%	4%	12%	25%	9%	6%	4%	3%	4%	6%
Total Agree:	41%	45%	37%	33%	46%	43%	32%	49%	40%	43%	39%	31%	44%	37%	38%	45%	42%	44%
Total Disagree:	24%	23%	25%	24%	19%	22%	31%	22%	26%	25%	23%	17%	19%	29%	26%	26%	29%	26%
Net:	17%	22%	12%	9%	27%	21%	0%	27%	15%	18%	16%	14%	25%	8%	11%	19%	14%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(67.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	12%	10%	21%	7%	10%	17%	9%	15%	10%	8%	9%	33%	0%	8%	13%	14%	14%	12%
Agree	28%	22%	23%	23%	30%	35%	35%	28%	36%	30%	27%	6%	0%	30%	31%	26%	30%	30%
Neither Agree nor Disagree	27%	36%	30%	35%	31%	22%	25%	27%	21%	22%	28%	38%	29%	29%	26%	28%	27%	26%
Disagree	18%	10%	16%	21%	15%	16%	22%	20%	22%	15%	22%	0%	52%	22%	17%	17%	17%	19%
Strongly Disagree	6%	4%	3%	6%	8%	6%	6%	6%	10%	14%	4%	3%	19%	3%	7%	7%	6%	6%
Don't Know	8%	18%	7%	8%	4%	5%	3%	4%	1%	11%	10%	21%	0%	8%	8%	8%	5%	6%
Total Agree:	41%	32%	44%	31%	41%	52%	44%	43%	46%	38%	36%	38%	0%	39%	44%	40%	44%	42%
Total Disagree:	24%	14%	19%	26%	24%	22%	28%	26%	32%	29%	26%	3%	71%	25%	23%	24%	23%	26%
Net:	17%	18%	25%	4%	17%	30%	15%	16%	15%	10%	9%	36%	-71%	14%	20%	16%	21%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(67.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	12%	17%	11%	10%	8%	8%	13%	11%	15%	18%	10%	7%	4%	15%	12%	11%	12%	8%
Agree	28%	28%	29%	25%	32%	8%	28%	29%	28%	31%	29%	17%	4%	28%	31%	28%	26%	27%
Neither Agree nor Disagree	27%	29%	24%	26%	32%	56%	27%	28%	27%	25%	32%	23%	18%	26%	25%	34%	34%	25%
Disagree	18%	16%	20%	12%	17%	22%	17%	18%	18%	16%	12%	36%	8%	17%	21%	17%	13%	28%
Strongly Disagree	6%	6%	7%	10%	4%	2%	5%	7%	5%	5%	3%	13%	2%	8%	6%	9%	4%	8%
Don't Know	8%	5%	9%	17%	7%	3%	10%	6%	8%	4%	15%	4%	64%	6%	5%	2%	11%	3%
Total Agree:	41%	44%	40%	35%	40%	17%	42%	40%	43%	50%	38%	23%	8%	43%	43%	38%	38%	35%
Total Disagree:	24%	22%	27%	22%	22%	24%	22%	26%	22%	21%	14%	49%	10%	26%	27%	26%	17%	37%
Net:	17%	22%	14%	13%	18%	-7%	20%	15%	20%	29%	24%	-26%	-2%	17%	16%	13%	22%	-2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(67.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	12%	9%	13%	15%	15%	9%	14%	13%	12%	12%	18%	7%	6%	11%	11%	9%	23%
Agree	28%	31%	28%	30%	32%	21%	33%	28%	31%	26%	36%	20%	25%	26%	32%	31%	24%
Neither Agree nor Disagree	27%	30%	28%	24%	24%	34%	23%	27%	27%	27%	21%	36%	20%	29%	31%	22%	24%
Disagree	18%	19%	20%	16%	18%	16%	19%	19%	13%	21%	17%	15%	34%	13%	18%	26%	17%
Strongly Disagree	6%	6%	5%	8%	9%	3%	7%	6%	5%	9%	7%	4%	13%	3%	6%	9%	10%
Don't Know	8%	5%	5%	6%	2%	17%	4%	7%	11%	6%	1%	19%	1%	18%	3%	2%	2%
Total Agree:	41%	40%	42%	45%	46%	30%	47%	41%	44%	38%	55%	27%	31%	37%	42%	41%	47%
Total Disagree:	24%	25%	26%	25%	27%	19%	26%	25%	18%	30%	23%	19%	47%	16%	24%	35%	27%
Net:	17%	15%	16%	20%	19%	11%	21%	16%	25%	8%	32%	8%	-16%	21%	18%	6%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	11%	13%	8%	6%	18%	13%	10%	8%	8%	10%	11%	6%	13%	8%	8%	12%	14%	15%
Agree	26%	28%	23%	24%	27%	32%	18%	27%	26%	28%	24%	29%	25%	22%	23%	28%	27%	29%
Neither Agree nor Disagree	30%	27%	34%	24%	29%	31%	32%	34%	30%	32%	29%	19%	32%	33%	40%	30%	25%	26%
Disagree	18%	18%	18%	18%	11%	11%	26%	14%	26%	20%	16%	10%	15%	22%	19%	20%	24%	17%
Strongly Disagree	6%	6%	6%	6%	5%	3%	6%	8%	5%	6%	6%	6%	5%	7%	6%	7%	5%	7%
Don't Know	10%	8%	11%	21%	10%	10%	8%	8%	5%	5%	14%	30%	11%	8%	4%	4%	5%	6%
Total Agree:	36%	41%	31%	31%	45%	45%	28%	35%	33%	38%	35%	35%	38%	30%	31%	40%	41%	43%
Total Disagree:	24%	24%	24%	24%	16%	14%	32%	23%	32%	26%	22%	16%	20%	29%	25%	26%	29%	24%
Net:	13%	17%	7%	6%	29%	31%	-5%	12%	2%	12%	13%	19%	18%	1%	6%	14%	12%	19%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(68.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	11%	10%	14%	9%	7%	11%	13%	14%	10%	18%	8%	10%	29%	6%	12%	11%	11%	11%
Agree	26%	11%	30%	28%	26%	30%	25%	24%	33%	15%	33%	58%	0%	27%	27%	25%	27%	27%
Neither Agree nor Disagree	30%	31%	31%	32%	33%	29%	34%	30%	22%	32%	23%	11%	71%	30%	30%	31%	32%	29%
Disagree	18%	23%	11%	15%	19%	17%	17%	24%	26%	18%	20%	0%	0%	22%	18%	17%	17%	20%
Strongly Disagree	6%	7%	4%	5%	7%	6%	7%	6%	8%	4%	7%	0%	0%	6%	4%	7%	6%	6%
Don't Know	10%	19%	10%	11%	8%	6%	4%	3%	1%	13%	10%	21%	0%	9%	9%	10%	7%	8%
Total Agree:	36%	20%	44%	37%	33%	41%	38%	38%	43%	32%	41%	68%	29%	33%	39%	36%	38%	38%
Total Disagree:	24%	30%	15%	20%	26%	24%	24%	30%	34%	22%	27%	0%	0%	27%	22%	24%	23%	26%
Net:	13%	-9%	29%	16%	7%	18%	14%	8%	9%	10%	14%	68%	29%	6%	16%	12%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(68.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	11%	15%	9%	5%	8%	15%	12%	12%	7%	14%	9%	4%	2%	12%	11%	19%	6%	6%
Agree	26%	31%	25%	18%	28%	9%	21%	24%	35%	27%	21%	20%	10%	28%	26%	15%	27%	23%
Neither Agree nor Disagree	30%	28%	29%	25%	35%	53%	35%	31%	29%	34%	33%	32%	12%	27%	31%	44%	34%	33%
Disagree	18%	15%	21%	21%	19%	17%	14%	19%	19%	13%	15%	29%	6%	20%	20%	12%	14%	23%
Strongly Disagree	6%	5%	7%	7%	3%	0%	6%	7%	2%	6%	5%	9%	4%	7%	6%	6%	4%	10%
Don't Know	10%	6%	9%	23%	7%	5%	12%	8%	9%	5%	16%	7%	66%	5%	6%	4%	15%	5%
Total Agree:	36%	46%	34%	23%	36%	24%	33%	36%	42%	42%	30%	24%	12%	40%	37%	35%	33%	29%
Total Disagree:	24%	20%	28%	28%	21%	17%	19%	26%	21%	20%	20%	38%	10%	28%	25%	17%	18%	33%
Net:	13%	26%	6%	-5%	15%	7%	14%	10%	21%	22%	10%	-14%	1%	12%	12%	17%	16%	-4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(68.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	11%	8%	12%	13%	18%	4%	11%	10%	12%	10%	17%	3%	7%	8%	9%	8%	23%
Agree	26%	24%	25%	30%	29%	17%	32%	27%	25%	23%	33%	17%	23%	19%	28%	33%	27%
Neither Agree nor Disagree	30%	36%	31%	28%	23%	40%	27%	29%	32%	30%	24%	38%	28%	36%	33%	22%	25%
Disagree	18%	19%	19%	17%	20%	15%	19%	19%	14%	21%	18%	16%	25%	14%	18%	27%	16%
Strongly Disagree	6%	6%	6%	6%	7%	2%	8%	6%	4%	8%	6%	3%	15%	3%	8%	7%	8%
Don't Know	10%	7%	6%	6%	3%	21%	4%	9%	12%	8%	1%	21%	2%	21%	4%	3%	2%
Total Agree:	36%	32%	37%	43%	47%	21%	42%	37%	38%	33%	51%	21%	30%	27%	37%	41%	50%
Total Disagree:	24%	25%	26%	22%	27%	17%	28%	25%	18%	29%	24%	20%	40%	17%	26%	34%	24%
Net:	13%	7%	12%	21%	20%	4%	14%	12%	20%	4%	27%	1%	-10%	10%	12%	8%	26%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	20%	19%	22%	20%	28%	23%	18%	20%	14%	20%	21%	29%	20%	19%	20%	19%	21%	20%
Agree	33%	35%	31%	21%	29%	31%	36%	32%	43%	38%	28%	18%	27%	34%	39%	40%	41%	40%
Neither Agree nor Disagree	28%	27%	30%	26%	22%	30%	31%	31%	28%	27%	29%	17%	33%	31%	28%	28%	23%	19%
Disagree	6%	8%	5%	9%	6%	3%	9%	8%	4%	7%	5%	8%	7%	6%	5%	5%	8%	10%
Strongly Disagree	3%	3%	2%	4%	3%	1%	1%	3%	3%	2%	3%	3%	2%	2%	2%	4%	2%	2%
Don't Know	10%	9%	10%	20%	12%	10%	5%	6%	7%	5%	14%	26%	12%	8%	6%	4%	4%	8%
Total Agree:	53%	54%	53%	41%	57%	55%	54%	52%	57%	58%	48%	46%	47%	53%	59%	59%	62%	60%
Total Disagree:	9%	11%	7%	13%	9%	5%	10%	12%	7%	10%	8%	11%	9%	8%	7%	9%	11%	12%
Net:	44%	43%	46%	28%	48%	50%	44%	40%	50%	48%	40%	35%	38%	45%	52%	51%	51%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(69.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	20%	31%	30%	19%	24%	15%	19%	22%	17%	14%	11%	29%	0%	20%	21%	20%	22%	20%
Agree	33%	20%	24%	30%	29%	35%	44%	36%	48%	38%	41%	17%	19%	34%	34%	32%	35%	33%
Neither Agree nor Disagree	28%	20%	29%	34%	34%	31%	24%	27%	23%	18%	29%	0%	81%	28%	27%	29%	27%	31%
Disagree	6%	9%	6%	3%	4%	8%	8%	7%	9%	14%	8%	0%	0%	7%	6%	6%	8%	4%
Strongly Disagree	3%	0%	2%	4%	3%	2%	2%	3%	2%	3%	0%	33%	0%	1%	3%	3%	2%	3%
Don't Know	10%	20%	9%	9%	7%	7%	3%	5%	1%	13%	11%	21%	0%	10%	9%	10%	6%	9%
Total Agree:	53%	51%	54%	50%	53%	51%	63%	58%	65%	52%	52%	46%	19%	54%	54%	52%	57%	53%
Total Disagree:	9%	9%	8%	7%	7%	11%	10%	10%	11%	17%	8%	33%	0%	9%	9%	9%	10%	7%
Net:	44%	42%	46%	43%	46%	40%	53%	49%	54%	35%	44%	13%	19%	45%	45%	44%	47%	45%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(69.C) To what extent do you agree or Disagree with the following statements:: People should not buy products from businesses which damage the environment

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	20%	30%	17%	21%	18%	14%	17%	20%	22%	23%	18%	32%	12%	14%	26%	12%	20%	29%
Agree	33%	31%	37%	28%	33%	17%	28%	36%	28%	28%	31%	25%	23%	30%	40%	31%	23%	43%
Neither Agree nor Disagree	28%	27%	26%	29%	27%	56%	34%	28%	29%	31%	27%	26%	4%	32%	23%	45%	35%	19%
Disagree	6%	5%	7%	3%	9%	0%	6%	6%	9%	7%	6%	3%	3%	13%	3%	5%	5%	3%
Strongly Disagree	3%	2%	2%	2%	4%	9%	3%	3%	3%	0%	0%	5%	2%	5%	2%	2%	2%	2%
Don't Know	10%	5%	10%	17%	9%	3%	12%	7%	9%	10%	19%	9%	55%	6%	6%	5%	15%	3%
Total Agree:	53%	61%	54%	49%	51%	31%	45%	56%	50%	51%	49%	58%	35%	43%	66%	43%	43%	73%
Total Disagree:	9%	7%	9%	5%	13%	9%	9%	9%	12%	8%	6%	7%	6%	18%	5%	7%	7%	5%
Net:	44%	53%	44%	45%	38%	22%	36%	47%	38%	44%	43%	50%	29%	25%	61%	35%	35%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(69.D) To what extent do you agree or Disagree with the following statements:: People should not buy products from businesses which damage the environment

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	20%	18%	27%	15%	35%	14%	12%	19%	17%	28%	27%	11%	24%	11%	19%	22%	43%
Agree	33%	34%	39%	28%	39%	31%	28%	33%	29%	38%	38%	27%	33%	26%	36%	41%	32%
Neither Agree nor Disagree	28%	33%	22%	34%	16%	31%	37%	28%	32%	23%	23%	35%	24%	34%	30%	24%	17%
Disagree	6%	6%	3%	12%	5%	3%	11%	8%	7%	2%	8%	3%	11%	6%	7%	8%	3%
Strongly Disagree	3%	3%	2%	4%	2%	1%	5%	2%	4%	2%	2%	2%	6%	2%	2%	4%	3%
Don't Know	10%	7%	7%	7%	3%	19%	6%	9%	12%	8%	2%	21%	1%	20%	6%	2%	1%
Total Agree:	53%	52%	66%	43%	74%	46%	41%	52%	46%	66%	65%	39%	57%	37%	55%	63%	75%
Total Disagree:	9%	9%	5%	16%	7%	4%	16%	10%	11%	3%	10%	5%	18%	8%	10%	11%	6%
Net:	44%	43%	61%	28%	67%	41%	24%	42%	34%	63%	54%	34%	39%	29%	45%	52%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(70.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	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	25%	23%	28%	23%	29%	19%	28%	28%	25%	26%	24%	22%	27%	27%	27%	24%	23%	25%
Agree	32%	34%	29%	18%	28%	34%	31%	33%	40%	35%	28%	19%	27%	33%	36%	37%	39%	35%
Neither Agree nor Disagree	24%	24%	25%	23%	22%	28%	26%	24%	24%	25%	24%	24%	25%	25%	24%	25%	25%	15%
Disagree	5%	5%	5%	8%	4%	5%	4%	6%	4%	6%	4%	3%	5%	4%	4%	6%	6%	11%
Strongly Disagree	4%	6%	1%	7%	5%	3%	3%	5%	2%	3%	4%	4%	6%	1%	2%	4%	3%	4%
Don't Know	10%	9%	11%	22%	11%	12%	9%	5%	6%	6%	15%	28%	11%	9%	6%	5%	4%	10%
Total Agree:	57%	57%	58%	41%	58%	52%	59%	61%	65%	61%	53%	41%	53%	60%	64%	61%	63%	60%
Total Disagree:	9%	11%	6%	14%	9%	8%	6%	11%	6%	9%	8%	7%	11%	5%	7%	10%	9%	15%
Net:	48%	46%	52%	27%	49%	45%	53%	49%	59%	52%	44%	34%	43%	55%	57%	51%	54%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(70.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	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	25%	29%	22%	28%	33%	24%	26%	26%	17%	22%	23%	38%	0%	23%	30%	23%	27%	26%
Agree	32%	13%	27%	25%	32%	36%	36%	39%	44%	34%	40%	0%	48%	37%	31%	31%	33%	31%
Neither Agree nor Disagree	24%	21%	35%	29%	24%	24%	25%	22%	21%	22%	23%	8%	0%	24%	22%	26%	24%	26%
Disagree	5%	6%	0%	7%	3%	5%	5%	5%	14%	0%	5%	23%	0%	3%	4%	6%	6%	3%
Strongly Disagree	4%	9%	7%	2%	3%	4%	3%	3%	2%	4%	1%	10%	52%	4%	4%	4%	3%	4%
Don't Know	10%	22%	9%	10%	5%	7%	5%	4%	2%	17%	9%	21%	0%	10%	9%	11%	7%	9%
Total Agree:	57%	42%	49%	54%	65%	60%	61%	65%	62%	56%	63%	38%	48%	59%	61%	54%	60%	57%
Total Disagree:	9%	15%	7%	8%	7%	9%	8%	8%	16%	4%	6%	33%	52%	6%	8%	9%	9%	8%
Net:	48%	27%	42%	45%	58%	50%	53%	57%	46%	52%	57%	5%	-4%	53%	52%	45%	51%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(70.C) 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	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	25%	33%	25%	21%	18%	13%	21%	25%	27%	29%	14%	39%	9%	23%	29%	19%	25%	32%
Agree	32%	30%	33%	31%	29%	30%	33%	35%	28%	25%	25%	35%	13%	34%	36%	30%	21%	35%
Neither Agree nor Disagree	24%	21%	24%	17%	29%	37%	28%	24%	26%	25%	30%	16%	6%	25%	21%	33%	31%	19%
Disagree	5%	6%	4%	4%	7%	11%	3%	4%	7%	6%	9%	0%	5%	6%	4%	9%	4%	5%
Strongly Disagree	4%	3%	4%	4%	6%	7%	2%	3%	3%	7%	1%	4%	7%	5%	3%	3%	3%	3%
Don't Know	10%	6%	10%	23%	11%	3%	12%	8%	9%	8%	21%	6%	60%	6%	7%	7%	17%	6%
Total Agree:	57%	63%	58%	52%	47%	42%	54%	61%	55%	54%	39%	74%	22%	57%	65%	48%	45%	67%
Total Disagree:	9%	9%	8%	8%	13%	17%	5%	7%	10%	13%	10%	4%	12%	12%	7%	12%	7%	8%
Net:	48%	54%	51%	44%	34%	25%	49%	54%	45%	41%	29%	70%	9%	45%	57%	37%	38%	59%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(70.D) 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	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	25%	26%	31%	21%	37%	18%	21%	27%	21%	27%	32%	17%	30%	15%	27%	28%	44%
Agree	32%	33%	34%	32%	35%	24%	36%	33%	29%	30%	39%	24%	28%	26%	33%	38%	33%
Neither Agree nor Disagree	24%	28%	21%	27%	17%	31%	25%	23%	28%	24%	19%	33%	17%	30%	26%	21%	14%
Disagree	5%	5%	3%	7%	3%	3%	8%	5%	6%	4%	5%	3%	11%	4%	5%	7%	3%
Strongly Disagree	4%	2%	4%	5%	4%	3%	5%	3%	4%	6%	3%	3%	9%	4%	4%	2%	4%
Don't Know	10%	6%	7%	8%	3%	20%	6%	10%	12%	8%	2%	21%	5%	20%	6%	3%	3%
Total Agree:	57%	58%	65%	53%	73%	43%	57%	60%	50%	58%	71%	40%	58%	41%	59%	67%	77%
Total Disagree:	9%	8%	7%	12%	8%	6%	13%	7%	10%	10%	8%	6%	20%	9%	9%	9%	7%
Net:	48%	51%	58%	42%	65%	37%	44%	53%	40%	47%	62%	34%	38%	32%	50%	57%	70%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(71.A) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Taken your own bags to the supermarket	40%	36%	44%	28%	26%	36%	44%	43%	57%	46%	34%	15%	32%	46%	44%	50%	49%	53%
Turned lights off and used less energy where possible	54%	50%	58%	45%	38%	39%	60%	60%	73%	60%	47%	33%	47%	64%	59%	61%	54%	60%
Recycled more	49%	48%	51%	36%	33%	45%	55%	50%	69%	56%	43%	31%	41%	51%	57%	58%	56%	69%
Avoided buying single-use plastics items	25%	23%	27%	23%	20%	22%	29%	24%	29%	27%	22%	14%	17%	26%	26%	33%	38%	34%
Paid more for products to ensure they are locally sourced	17%	16%	17%	21%	19%	15%	17%	11%	17%	18%	15%	15%	11%	16%	17%	21%	25%	18%
Moved to an electric stovetop	9%	10%	9%	12%	12%	9%	9%	8%	7%	11%	8%	5%	9%	10%	9%	11%	11%	9%
Moved to an electric heating system for your home	7%	7%	7%	13%	11%	8%	3%	7%	4%	7%	8%	5%	7%	9%	5%	7%	10%	5%
Bought things second-hand more often	18%	13%	23%	22%	19%	16%	16%	19%	17%	19%	17%	13%	19%	20%	18%	18%	19%	8%
Used public transport more often	9%	10%	8%	12%	16%	11%	8%	4%	5%	8%	10%	11%	8%	10%	6%	9%	11%	6%
Avoided taking flights where possible	12%	12%	12%	18%	14%	11%	12%	8%	12%	10%	14%	5%	12%	13%	14%	13%	14%	13%
Bought an electric car / hybrid	7%	8%	6%	8%	9%	8%	5%	4%	6%	7%	6%	1%	8%	5%	3%	10%	13%	9%
Cycled regularly instead of taking short car journeys	7%	8%	6%	8%	10%	9%	5%	4%	6%	7%	7%	4%	6%	6%	8%	8%	13%	10%
Used smart technology solutions to save energy	16%	18%	15%	21%	18%	15%	19%	12%	15%	18%	14%	9%	14%	16%	16%	19%	24%	24%
Joined a campaign or protest in support of the environment	6%	6%	5%	12%	10%	5%	6%	2%	3%	5%	7%	6%	4%	6%	5%	7%	9%	11%
Moved to a green energy tariff with your energy provider	5%	6%	4%	8%	8%	7%	1%	4%	3%	5%	5%	1%	3%	6%	5%	7%	9%	9%
Moved to a vegetarian diet	5%	5%	4%	7%	10%	5%	3%	2%	2%	4%	6%	1%	4%	5%	3%	6%	9%	7%
Moved to a vegan diet	3%	4%	2%	7%	5%	5%	1%	1%	1%	4%	3%	2%	2%	3%	2%	4%	7%	6%
None of the above	20%	20%	20%	22%	22%	27%	17%	22%	12%	14%	26%	41%	27%	15%	19%	11%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(71.B) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Taken your own bags to the supermarket	40%	16%	29%	32%	42%	39%	48%	51%	50%	66%	55%	21%	52%	59%	42%	32%	40%	43%
Turned lights off and used less energy where possible	54%	48%	38%	42%	61%	56%	59%	66%	56%	63%	54%	18%	71%	57%	55%	52%	53%	59%
Recycled more	49%	33%	31%	44%	51%	55%	52%	60%	63%	65%	56%	24%	19%	63%	52%	43%	51%	51%
Avoided buying single-use plastics items	25%	20%	18%	20%	21%	23%	33%	34%	33%	39%	39%	0%	71%	32%	26%	22%	22%	29%
Paid more for products to ensure they are locally sourced	17%	13%	9%	11%	16%	16%	22%	23%	23%	18%	35%	8%	19%	23%	17%	14%	19%	15%
Moved to an electric stovetop	9%	9%	11%	6%	10%	9%	9%	16%	8%	13%	3%	0%	0%	11%	8%	10%	10%	9%
Moved to an electric heating system for your home	7%	3%	10%	4%	8%	5%	11%	6%	5%	8%	19%	0%	0%	7%	6%	8%	9%	5%
Bought things second-hand more often	18%	18%	22%	22%	20%	18%	18%	18%	12%	17%	9%	3%	19%	16%	16%	20%	18%	20%
Used public transport more often	9%	5%	13%	12%	10%	6%	8%	11%	12%	8%	10%	0%	0%	15%	10%	6%	9%	9%
Avoided taking flights where possible	12%	10%	15%	8%	14%	15%	9%	14%	11%	8%	7%	16%	71%	14%	14%	10%	12%	12%
Bought an electric car / hybrid	7%	3%	5%	2%	6%	3%	9%	11%	23%	11%	11%	8%	29%	9%	7%	6%	7%	7%
Cycled regularly instead of taking short car journeys	7%	3%	7%	8%	5%	7%	5%	10%	13%	6%	16%	0%	19%	6%	7%	7%	8%	7%
Used smart technology solutions to save energy	16%	20%	7%	8%	18%	14%	19%	26%	29%	24%	19%	8%	81%	14%	19%	15%	16%	18%
Joined a campaign or protest in support of the environment	6%	9%	4%	6%	4%	4%	7%	10%	9%	10%	8%	0%	48%	7%	7%	5%	5%	7%
Moved to a green energy tariff with your energy provider	5%	11%	2%	5%	3%	4%	4%	12%	9%	8%	3%	0%	0%	7%	6%	4%	5%	5%
Moved to a vegetarian diet	5%	9%	3%	4%	2%	3%	6%	8%	6%	10%	10%	29%	52%	5%	5%	4%	4%	5%
Moved to a vegan diet	3%	3%	1%	3%	4%	1%	4%	6%	5%	3%	3%	32%	0%	4%	3%	3%	3%	3%
None of the above	20%	36%	29%	26%	15%	17%	10%	9%	10%	18%	12%	44%	0%	14%	20%	22%	17%	19%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(71.C) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Taken your own bags to the supermarket	40%	40%	44%	30%	38%	34%	34%	42%	45%	30%	36%	56%	9%	36%	48%	28%	32%	56%
Turned lights off and used less energy where possible	54%	48%	59%	42%	54%	36%	55%	56%	60%	40%	51%	63%	18%	54%	59%	44%	48%	64%
Recycled more	49%	48%	57%	41%	44%	38%	39%	51%	57%	32%	55%	53%	24%	48%	56%	48%	39%	63%
Avoided buying single-use plastics items	25%	24%	30%	15%	23%	12%	19%	25%	33%	14%	22%	30%	7%	20%	33%	15%	16%	41%
Paid more for products to ensure they are locally sourced	17%	19%	16%	12%	10%	14%	21%	17%	20%	13%	13%	29%	9%	14%	21%	18%	10%	25%
Moved to an electric stovetop	9%	10%	9%	6%	9%	11%	11%	10%	11%	9%	8%	11%	0%	10%	10%	11%	8%	14%
Moved to an electric heating system for your home	7%	9%	6%	1%	5%	8%	10%	6%	9%	12%	7%	5%	7%	6%	8%	9%	5%	9%
Bought things second-hand more often	18%	17%	18%	18%	18%	11%	21%	19%	16%	17%	10%	29%	6%	17%	20%	15%	15%	26%
Used public transport more often	9%	16%	7%	6%	7%	13%	6%	7%	15%	9%	9%	16%	0%	8%	11%	3%	7%	11%
Avoided taking flights where possible	12%	15%	10%	13%	14%	9%	11%	10%	18%	13%	10%	26%	5%	7%	16%	17%	9%	15%
Bought an electric car / hybrid	7%	10%	8%	3%	5%	7%	2%	6%	9%	6%	13%	5%	4%	4%	10%	9%	1%	10%
Cycled regularly instead of taking short car journeys	7%	10%	7%	7%	6%	1%	6%	7%	11%	2%	6%	10%	0%	6%	9%	8%	6%	12%
Used smart technology solutions to save energy	16%	18%	18%	13%	16%	18%	10%	14%	25%	19%	12%	14%	3%	14%	20%	15%	13%	22%
Joined a campaign or protest in support of the environment	6%	8%	6%	9%	3%	17%	4%	6%	9%	6%	4%	5%	6%	3%	9%	4%	3%	12%
Moved to a green energy tariff with your energy provider	5%	8%	5%	5%	4%	3%	2%	4%	9%	6%	5%	2%	0%	3%	7%	4%	2%	7%
Moved to a vegetarian diet	5%	8%	5%	6%	3%	0%	1%	4%	5%	7%	8%	6%	4%	3%	7%	0%	3%	5%
Moved to a vegan diet	3%	7%	2%	5%	1%	0%	2%	3%	3%	4%	2%	4%	4%	2%	5%	2%	2%	5%
None of the above	20%	17%	18%	33%	21%	25%	24%	18%	15%	28%	24%	15%	56%	19%	13%	25%	32%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(71.D) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Taken your own bags to the supermarket	40%	45%	45%	36%	42%	36%	42%	41%	34%	43%	44%	33%	48%	29%	45%	50%	44%
Turned lights off and used less energy where possible	54%	59%	55%	51%	55%	46%	60%	57%	48%	53%	58%	44%	67%	45%	60%	64%	50%
Recycled more	49%	52%	53%	48%	52%	44%	52%	51%	45%	50%	55%	40%	57%	40%	54%	58%	52%
Avoided buying single-use plastics items	25%	28%	30%	20%	32%	22%	21%	25%	19%	33%	28%	18%	38%	14%	27%	33%	34%
Paid more for products to ensure they are locally sourced	17%	14%	22%	14%	24%	12%	13%	16%	13%	24%	20%	11%	22%	6%	18%	25%	28%
Moved to an electric stovetop	9%	10%	11%	8%	13%	7%	9%	9%	7%	13%	12%	6%	11%	4%	8%	13%	18%
Moved to an electric heating system for your home	7%	5%	9%	7%	10%	6%	5%	7%	6%	8%	9%	5%	7%	2%	8%	9%	15%
Bought things second-hand more often	18%	19%	19%	16%	21%	14%	19%	18%	15%	21%	20%	12%	29%	13%	18%	24%	21%
Used public transport more often	9%	9%	13%	6%	12%	8%	8%	8%	8%	13%	11%	6%	14%	5%	9%	11%	15%
Avoided taking flights where possible	12%	8%	19%	8%	18%	10%	8%	12%	11%	15%	13%	11%	14%	8%	11%	15%	20%
Bought an electric car / hybrid	7%	6%	9%	5%	10%	5%	5%	6%	6%	10%	8%	5%	10%	3%	7%	9%	13%
Cycled regularly instead of taking short car journeys	7%	6%	10%	5%	10%	5%	7%	7%	4%	10%	8%	5%	10%	3%	5%	10%	16%
Used smart technology solutions to save energy	16%	16%	21%	15%	21%	12%	17%	16%	16%	17%	18%	12%	22%	7%	17%	26%	24%
Joined a campaign or protest in support of the environment	6%	5%	10%	3%	12%	3%	3%	6%	4%	11%	6%	4%	13%	2%	4%	9%	14%
Moved to a green energy tariff with your energy provider	5%	3%	8%	3%	11%	3%	2%	5%	5%	5%	5%	4%	8%	1%	5%	6%	12%
Moved to a vegetarian diet	5%	4%	7%	4%	9%	3%	2%	4%	5%	7%	6%	3%	4%	2%	4%	4%	12%
Moved to a vegan diet	3%	3%	5%	2%	5%	3%	1%	3%	3%	6%	4%	2%	4%	1%	3%	4%	7%
None of the above	20%	19%	13%	21%	10%	30%	19%	19%	25%	16%	11%	33%	14%	35%	13%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	14%	18%	9%	17%	26%	15%	11%	9%	7%	14%	14%	17%	10%	12%	9%	18%	18%	28%
Somewhat confident	23%	27%	19%	30%	23%	25%	19%	21%	24%	24%	23%	19%	15%	23%	22%	32%	33%	36%
Not very confident	23%	25%	22%	20%	15%	22%	28%	25%	27%	25%	21%	13%	22%	29%	24%	23%	27%	22%
Not confident at all	19%	13%	24%	14%	13%	18%	22%	21%	23%	19%	19%	10%	23%	20%	25%	16%	16%	5%
Have never heard this phrase before	21%	17%	25%	19%	24%	20%	20%	24%	19%	19%	23%	41%	30%	16%	19%	12%	7%	10%
Total Confident:	37%	45%	29%	47%	48%	40%	31%	30%	31%	37%	37%	36%	25%	34%	31%	50%	51%	64%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	14%	7%	12%	18%	11%	11%	19%	17%	22%	17%	21%	50%	29%	13%	13%	14%	15%	14%
Somewhat confident	23%	4%	19%	20%	26%	22%	27%	29%	31%	32%	33%	34%	19%	21%	24%	24%	25%	24%
Not very confident	23%	23%	15%	19%	27%	24%	25%	26%	23%	25%	25%	0%	0%	27%	26%	20%	24%	22%
Not confident at all	19%	27%	21%	16%	17%	27%	15%	17%	18%	15%	4%	6%	52%	22%	16%	19%	18%	21%
Have never heard this phrase before	21%	38%	33%	27%	19%	16%	14%	11%	7%	12%	17%	10%	0%	16%	21%	22%	18%	20%
Total Confident:	37%	12%	31%	38%	37%	33%	46%	46%	52%	48%	55%	84%	48%	34%	37%	38%	40%	38%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	14%	21%	11%	11%	11%	20%	12%	13%	17%	16%	13%	6%	6%	14%	16%	16%	9%	18%
Somewhat confident	23%	25%	23%	26%	27%	15%	20%	23%	29%	22%	19%	27%	17%	19%	28%	26%	21%	30%
Not very confident	23%	19%	27%	13%	24%	19%	23%	25%	19%	18%	31%	35%	2%	27%	24%	26%	16%	26%
Not confident at all	19%	19%	20%	18%	14%	13%	20%	19%	20%	22%	15%	16%	7%	21%	18%	15%	20%	14%
Have never heard this phrase before	21%	16%	20%	31%	24%	34%	25%	21%	15%	23%	23%	16%	68%	19%	15%	17%	34%	12%
Total Confident:	37%	46%	33%	37%	38%	35%	32%	36%	46%	37%	31%	33%	23%	33%	43%	42%	30%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	14%	15%	17%	10%	23%	7%	12%	11%	15%	20%	19%	6%	20%	0%	5%	18%	51%
Somewhat confident	23%	24%	27%	22%	32%	18%	21%	22%	24%	27%	28%	18%	23%	1%	21%	49%	43%
Not very confident	23%	23%	23%	26%	20%	23%	26%	25%	19%	22%	25%	22%	19%	25%	35%	22%	5%
Not confident at all	19%	18%	18%	21%	15%	19%	22%	20%	18%	14%	17%	20%	19%	34%	19%	6%	0%
Have never heard this phrase before	21%	20%	16%	21%	11%	33%	19%	21%	24%	16%	11%	33%	18%	40%	20%	5%	1%
Total Confident:	37%	38%	44%	32%	55%	25%	33%	33%	39%	47%	46%	25%	44%	1%	26%	66%	94%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	14%	20%	8%	14%	21%	20%	11%	9%	9%	13%	15%	17%	12%	6%	11%	19%	20%	29%
Somewhat confident	25%	28%	21%	21%	21%	25%	27%	25%	27%	26%	23%	13%	15%	29%	26%	32%	37%	35%
Not very confident	25%	26%	25%	26%	22%	23%	26%	21%	32%	27%	24%	19%	23%	30%	22%	29%	25%	18%
Not confident at all	19%	15%	23%	14%	17%	15%	22%	26%	17%	20%	17%	18%	23%	22%	25%	12%	13%	12%
Have never heard this phrase before	18%	12%	23%	26%	18%	17%	15%	18%	14%	14%	21%	33%	27%	13%	16%	8%	5%	6%
Total Confident:	39%	47%	30%	34%	43%	45%	38%	34%	37%	39%	38%	30%	27%	35%	37%	50%	57%	64%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	14%	1%	20%	15%	11%	11%	16%	19%	24%	20%	26%	39%	0%	13%	15%	14%	15%	14%
Somewhat confident	25%	10%	17%	23%	20%	26%	33%	32%	28%	32%	34%	61%	19%	27%	27%	22%	25%	25%
Not very confident	25%	20%	21%	15%	31%	29%	23%	31%	25%	25%	24%	0%	29%	29%	26%	23%	25%	26%
Not confident at all	19%	30%	18%	22%	22%	21%	19%	11%	16%	15%	3%	0%	52%	19%	15%	21%	20%	18%
Have never heard this phrase before	18%	39%	24%	26%	16%	13%	9%	7%	7%	9%	13%	0%	0%	12%	17%	19%	15%	16%
Total Confident:	39%	11%	37%	37%	31%	37%	48%	51%	52%	52%	60%	100%	19%	40%	42%	36%	40%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	14%	22%	13%	9%	10%	5%	8%	14%	12%	21%	11%	5%	2%	14%	16%	17%	10%	17%
Somewhat confident	25%	22%	27%	26%	22%	9%	27%	25%	28%	19%	28%	25%	15%	24%	28%	33%	17%	30%
Not very confident	25%	22%	27%	21%	31%	34%	22%	27%	24%	19%	29%	21%	4%	26%	27%	19%	21%	27%
Not confident at all	19%	22%	17%	20%	16%	24%	20%	17%	23%	21%	15%	30%	15%	21%	16%	15%	23%	15%
Have never heard this phrase before	18%	12%	17%	24%	21%	28%	23%	17%	13%	20%	17%	19%	64%	15%	12%	16%	29%	10%
Total Confident:	39%	44%	40%	34%	32%	14%	35%	39%	39%	40%	39%	30%	17%	38%	44%	50%	27%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	14%	12%	18%	12%	24%	7%	12%	13%	14%	17%	19%	7%	18%	0%	7%	17%	51%
Somewhat confident	25%	27%	27%	24%	30%	19%	25%	22%	27%	28%	30%	17%	27%	1%	23%	50%	44%
Not very confident	25%	26%	26%	25%	22%	27%	27%	26%	20%	30%	25%	26%	25%	28%	40%	22%	3%
Not confident at all	19%	19%	17%	22%	15%	19%	22%	21%	19%	10%	17%	21%	19%	36%	15%	7%	1%
Have never heard this phrase before	18%	16%	11%	18%	9%	29%	14%	18%	20%	15%	10%	28%	11%	35%	14%	4%	1%
Total Confident:	39%	39%	46%	36%	54%	26%	37%	35%	42%	45%	49%	25%	45%	2%	30%	67%	95%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	8%	11%	5%	10%	19%	11%	5%	2%	4%	7%	9%	9%	8%	5%	6%	10%	11%	19%
Somewhat confident	17%	20%	13%	18%	25%	24%	14%	11%	9%	18%	15%	21%	10%	15%	18%	19%	26%	17%
Not very confident	23%	24%	21%	23%	17%	21%	25%	24%	26%	25%	20%	17%	22%	24%	21%	24%	26%	25%
Not confident at all	21%	17%	25%	21%	15%	19%	24%	22%	23%	22%	19%	15%	23%	21%	19%	22%	19%	20%
Have never heard this phrase before	32%	28%	36%	27%	25%	25%	32%	41%	39%	28%	36%	38%	37%	34%	36%	26%	18%	19%
Total Confident:	25%	31%	18%	29%	43%	36%	19%	13%	12%	25%	25%	29%	18%	21%	24%	29%	37%	36%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	8%	5%	14%	9%	5%	6%	10%	11%	14%	9%	13%	50%	0%	7%	9%	8%	10%	7%
Somewhat confident	17%	10%	16%	18%	17%	17%	18%	18%	22%	18%	21%	14%	19%	17%	19%	15%	18%	15%
Not very confident	23%	13%	16%	22%	27%	27%	26%	23%	22%	24%	22%	0%	52%	20%	25%	22%	24%	22%
Not confident at all	21%	19%	23%	21%	21%	22%	21%	21%	13%	32%	16%	26%	29%	24%	16%	22%	19%	23%
Have never heard this phrase before	32%	54%	31%	30%	30%	28%	25%	26%	29%	17%	28%	10%	0%	32%	31%	32%	29%	32%
Total Confident:	25%	15%	30%	27%	22%	23%	28%	29%	36%	27%	34%	65%	19%	24%	28%	23%	28%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	8%	14%	8%	10%	4%	6%	4%	7%	6%	17%	8%	3%	8%	9%	10%	8%	4%	6%
Somewhat confident	17%	21%	14%	16%	18%	17%	14%	15%	23%	19%	15%	15%	6%	15%	18%	26%	15%	19%
Not very confident	23%	19%	24%	13%	23%	10%	27%	24%	23%	19%	22%	21%	6%	23%	25%	21%	19%	25%
Not confident at all	21%	20%	21%	28%	17%	29%	20%	21%	24%	17%	18%	32%	8%	20%	21%	14%	23%	24%
Have never heard this phrase before	32%	25%	33%	33%	37%	38%	35%	33%	24%	28%	37%	29%	72%	33%	27%	30%	39%	26%
Total Confident:	25%	36%	21%	26%	22%	23%	18%	22%	29%	36%	23%	18%	14%	24%	27%	34%	20%	26%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	8%	6%	11%	7%	16%	4%	5%	7%	8%	14%	12%	4%	7%	0%	3%	5%	37%
Somewhat confident	17%	17%	19%	15%	24%	13%	12%	14%	19%	21%	19%	12%	21%	1%	11%	23%	50%
Not very confident	23%	23%	24%	23%	23%	20%	25%	22%	22%	24%	24%	21%	23%	18%	29%	34%	8%
Not confident at all	21%	22%	21%	19%	16%	20%	26%	23%	18%	18%	21%	20%	23%	28%	23%	20%	2%
Have never heard this phrase before	32%	32%	24%	35%	20%	43%	32%	34%	33%	23%	24%	43%	26%	53%	33%	17%	4%
Total Confident:	25%	23%	30%	22%	40%	17%	18%	21%	27%	34%	32%	16%	27%	1%	15%	28%	87%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	25%	30%	20%	27%	33%	26%	22%	20%	23%	24%	27%	22%	20%	23%	23%	31%	31%	43%
Somewhat confident	39%	38%	41%	33%	35%	36%	40%	40%	48%	44%	34%	29%	33%	43%	38%	45%	49%	44%
Not very confident	17%	17%	17%	15%	15%	17%	19%	21%	17%	19%	16%	17%	21%	20%	17%	15%	10%	7%
Not confident at all	11%	9%	13%	11%	5%	11%	14%	14%	11%	10%	12%	11%	15%	9%	16%	6%	8%	4%
Have never heard this phrase before	7%	6%	8%	13%	11%	10%	5%	6%	2%	3%	12%	21%	10%	5%	5%	3%	3%	3%
Total Confident:	64%	68%	61%	60%	68%	62%	62%	60%	70%	68%	61%	51%	54%	67%	61%	76%	80%	87%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	25%	19%	26%	24%	23%	25%	29%	31%	31%	34%	26%	39%	0%	22%	28%	24%	26%	26%
Somewhat confident	39%	21%	35%	42%	40%	38%	43%	46%	41%	30%	53%	52%	19%	44%	39%	38%	40%	41%
Not very confident	17%	21%	20%	16%	20%	21%	14%	13%	20%	25%	7%	8%	29%	17%	17%	18%	19%	15%
Not confident at all	11%	13%	11%	13%	13%	12%	10%	7%	7%	2%	2%	0%	0%	10%	10%	12%	10%	12%
Have never heard this phrase before	7%	26%	8%	5%	4%	4%	3%	3%	1%	9%	13%	0%	52%	7%	7%	8%	5%	6%
Total Confident:	64%	41%	61%	66%	63%	63%	73%	78%	72%	64%	79%	92%	19%	67%	67%	62%	66%	67%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	25%	32%	26%	32%	19%	16%	16%	24%	29%	34%	14%	15%	9%	23%	30%	31%	17%	38%
Somewhat confident	39%	38%	42%	30%	42%	40%	34%	40%	46%	26%	47%	39%	20%	37%	43%	33%	37%	41%
Not very confident	17%	16%	14%	21%	22%	15%	22%	18%	12%	20%	18%	32%	8%	19%	16%	21%	20%	12%
Not confident at all	11%	9%	11%	8%	8%	13%	18%	11%	8%	12%	13%	10%	6%	14%	7%	10%	16%	6%
Have never heard this phrase before	7%	5%	7%	10%	9%	16%	9%	6%	5%	9%	7%	4%	56%	7%	4%	6%	10%	3%
Total Confident:	64%	70%	68%	62%	61%	56%	51%	65%	75%	59%	61%	54%	29%	60%	73%	64%	55%	79%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	25%	27%	33%	19%	39%	15%	23%	22%	25%	34%	31%	18%	27%	3%	23%	35%	63%
Somewhat confident	39%	40%	42%	38%	39%	38%	41%	41%	36%	40%	42%	34%	43%	23%	54%	54%	35%
Not very confident	17%	19%	16%	18%	15%	20%	17%	19%	16%	15%	16%	19%	15%	32%	15%	8%	1%
Not confident at all	11%	10%	7%	16%	6%	13%	14%	11%	13%	7%	8%	14%	12%	23%	7%	2%	0%
Have never heard this phrase before	7%	5%	2%	9%	2%	15%	5%	7%	10%	5%	3%	14%	2%	19%	2%	0%	0%
Total Confident:	64%	67%	74%	57%	78%	53%	64%	63%	61%	74%	73%	53%	70%	26%	76%	90%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	15%	19%	11%	16%	22%	17%	14%	12%	11%	16%	14%	18%	12%	15%	11%	17%	18%	30%
Somewhat confident	35%	37%	32%	33%	30%	33%	34%	34%	42%	38%	31%	22%	30%	32%	39%	43%	43%	35%
Not very confident	25%	24%	26%	18%	22%	25%	29%	25%	27%	26%	23%	17%	25%	29%	25%	25%	23%	23%
Not confident at all	15%	11%	19%	13%	12%	16%	17%	19%	15%	15%	15%	16%	18%	18%	17%	10%	12%	8%
Have never heard this phrase before	10%	9%	11%	21%	15%	9%	6%	9%	5%	5%	16%	26%	15%	6%	8%	5%	4%	4%
Total Confident:	50%	56%	43%	48%	51%	50%	49%	47%	52%	54%	46%	41%	42%	47%	50%	60%	61%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	15%	12%	17%	12%	14%	14%	19%	21%	15%	15%	22%	48%	19%	11%	17%	15%	18%	14%
Somewhat confident	35%	28%	27%	45%	33%	37%	42%	38%	37%	39%	29%	23%	0%	36%	37%	33%	37%	33%
Not very confident	25%	25%	25%	17%	27%	24%	21%	25%	27%	28%	35%	8%	52%	30%	25%	23%	25%	25%
Not confident at all	15%	9%	22%	16%	16%	20%	15%	11%	14%	10%	5%	0%	29%	14%	13%	17%	14%	17%
Have never heard this phrase before	10%	25%	10%	10%	9%	5%	3%	5%	7%	9%	9%	21%	0%	9%	9%	12%	6%	11%
Total Confident:	50%	40%	44%	57%	47%	51%	61%	59%	52%	54%	51%	70%	19%	47%	54%	48%	55%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	15%	22%	13%	13%	13%	6%	12%	16%	12%	20%	8%	10%	10%	19%	15%	16%	11%	18%
Somewhat confident	35%	31%	37%	27%	41%	25%	33%	36%	38%	31%	31%	44%	8%	38%	38%	39%	26%	39%
Not very confident	25%	23%	25%	26%	23%	26%	29%	25%	25%	20%	35%	25%	7%	21%	29%	27%	19%	30%
Not confident at all	15%	16%	16%	15%	10%	27%	17%	14%	18%	18%	13%	15%	11%	15%	13%	11%	24%	10%
Have never heard this phrase before	10%	9%	9%	18%	13%	17%	10%	9%	7%	11%	13%	6%	63%	7%	5%	7%	21%	4%
Total Confident:	50%	53%	50%	40%	54%	31%	45%	52%	50%	51%	39%	54%	19%	57%	53%	55%	37%	57%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	15%	14%	15%	17%	22%	8%	16%	13%	17%	17%	19%	10%	16%	1%	9%	17%	51%
Somewhat confident	35%	38%	37%	33%	41%	27%	36%	32%	34%	42%	38%	29%	40%	8%	44%	60%	47%
Not very confident	25%	25%	28%	22%	20%	28%	26%	26%	22%	24%	24%	25%	23%	35%	33%	17%	1%
Not confident at all	15%	15%	14%	19%	11%	18%	16%	18%	14%	9%	14%	17%	16%	31%	11%	5%	0%
Have never heard this phrase before	10%	8%	6%	8%	5%	18%	7%	10%	12%	8%	5%	18%	5%	25%	3%	1%	1%
Total Confident:	50%	52%	52%	51%	63%	36%	51%	46%	51%	59%	57%	39%	56%	9%	53%	77%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	17%	22%	11%	19%	22%	20%	16%	14%	11%	17%	16%	24%	12%	12%	13%	20%	23%	34%
Somewhat confident	30%	34%	26%	26%	23%	30%	29%	28%	39%	32%	28%	10%	22%	32%	30%	42%	40%	37%
Not very confident	22%	20%	22%	20%	21%	19%	20%	22%	25%	23%	20%	21%	18%	26%	24%	22%	23%	13%
Not confident at all	17%	13%	22%	11%	14%	18%	20%	22%	17%	18%	16%	15%	25%	17%	22%	11%	9%	8%
Have never heard this phrase before	15%	10%	19%	25%	19%	13%	15%	13%	8%	10%	20%	30%	23%	13%	11%	5%	5%	9%
Total Confident:	47%	56%	37%	45%	46%	50%	45%	42%	50%	49%	44%	35%	34%	44%	43%	62%	63%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	17%	19%	22%	16%	13%	15%	19%	20%	27%	21%	26%	39%	0%	17%	17%	17%	18%	16%
Somewhat confident	30%	14%	16%	31%	29%	27%	38%	41%	33%	31%	33%	47%	19%	33%	32%	27%	30%	31%
Not very confident	22%	19%	21%	14%	23%	29%	22%	20%	28%	18%	26%	14%	52%	21%	23%	21%	22%	23%
Not confident at all	17%	8%	21%	26%	21%	19%	14%	12%	10%	19%	4%	0%	0%	16%	14%	20%	18%	17%
Have never heard this phrase before	15%	40%	21%	13%	14%	9%	7%	7%	3%	11%	11%	0%	29%	13%	13%	16%	12%	13%
Total Confident:	47%	33%	38%	47%	42%	42%	57%	61%	60%	52%	60%	86%	19%	50%	50%	44%	48%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	17%	23%	16%	12%	12%	10%	16%	18%	17%	18%	15%	9%	5%	18%	19%	21%	12%	23%
Somewhat confident	30%	24%	34%	26%	37%	16%	24%	29%	35%	27%	31%	26%	12%	32%	34%	28%	20%	37%
Not very confident	22%	22%	20%	27%	23%	36%	20%	25%	16%	16%	21%	31%	4%	19%	24%	33%	18%	20%
Not confident at all	17%	18%	17%	16%	11%	13%	21%	16%	19%	21%	18%	26%	12%	19%	14%	14%	23%	13%
Have never heard this phrase before	15%	12%	13%	19%	17%	25%	19%	12%	13%	19%	16%	8%	67%	12%	9%	4%	27%	8%
Total Confident:	47%	47%	50%	38%	49%	26%	40%	47%	52%	45%	46%	35%	17%	50%	53%	49%	32%	60%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	17%	18%	20%	16%	26%	8%	17%	15%	18%	21%	21%	10%	26%	1%	9%	24%	53%
Somewhat confident	30%	31%	34%	29%	33%	27%	29%	28%	30%	32%	35%	24%	29%	4%	40%	52%	43%
Not very confident	22%	23%	23%	20%	20%	21%	24%	21%	19%	25%	22%	22%	18%	28%	31%	14%	3%
Not confident at all	17%	16%	15%	21%	11%	20%	20%	20%	16%	11%	16%	18%	17%	35%	12%	5%	0%
Have never heard this phrase before	15%	13%	8%	14%	9%	24%	10%	16%	16%	10%	6%	26%	9%	32%	7%	4%	1%
Total Confident:	47%	48%	53%	45%	59%	35%	46%	43%	48%	53%	56%	33%	56%	5%	49%	76%	96%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	29%	31%	27%	44%	37%	27%	26%	24%	22%	28%	31%	32%	28%	29%	22%	32%	29%	37%
Somewhat confident	40%	40%	41%	27%	33%	40%	44%	42%	50%	44%	36%	21%	36%	41%	47%	48%	48%	48%
Not very confident	15%	15%	16%	12%	13%	16%	15%	18%	17%	17%	14%	17%	16%	17%	16%	12%	16%	12%
Not confident at all	8%	7%	9%	5%	6%	8%	9%	12%	9%	8%	8%	9%	11%	10%	11%	5%	5%	1%
Have never heard this phrase before	7%	6%	7%	13%	11%	8%	5%	5%	2%	3%	11%	22%	9%	4%	5%	3%	2%	3%
Total Confident:	69%	71%	68%	71%	70%	68%	71%	66%	72%	72%	67%	52%	64%	70%	69%	80%	77%	84%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	29%	35%	31%	38%	26%	25%	31%	32%	33%	38%	29%	59%	0%	21%	35%	29%	31%	28%
Somewhat confident	40%	24%	35%	33%	42%	43%	47%	47%	46%	36%	43%	31%	19%	46%	39%	39%	40%	42%
Not very confident	15%	16%	15%	17%	16%	21%	12%	13%	13%	17%	14%	0%	52%	20%	13%	15%	17%	15%
Not confident at all	8%	10%	11%	5%	14%	8%	7%	4%	7%	0%	5%	10%	0%	8%	7%	9%	8%	9%
Have never heard this phrase before	7%	16%	8%	8%	3%	3%	3%	4%	2%	9%	9%	0%	29%	6%	7%	7%	5%	6%
Total Confident:	69%	59%	66%	71%	67%	68%	78%	80%	79%	74%	71%	90%	19%	66%	73%	68%	71%	70%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	29%	34%	28%	32%	28%	19%	23%	27%	33%	39%	19%	23%	15%	27%	33%	27%	23%	34%
Somewhat confident	40%	36%	43%	34%	44%	35%	40%	41%	43%	39%	40%	42%	18%	41%	44%	38%	36%	43%
Not very confident	15%	17%	14%	17%	16%	28%	14%	17%	13%	6%	26%	17%	4%	17%	14%	19%	18%	14%
Not confident at all	8%	6%	9%	7%	5%	3%	16%	8%	7%	8%	9%	11%	8%	11%	6%	5%	11%	6%
Have never heard this phrase before	7%	6%	6%	10%	7%	16%	7%	6%	3%	7%	7%	7%	55%	4%	3%	11%	12%	2%
Total Confident:	69%	70%	71%	66%	72%	53%	63%	68%	76%	79%	59%	64%	33%	68%	77%	66%	59%	78%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	29%	28%	35%	25%	39%	21%	28%	28%	30%	32%	32%	24%	35%	5%	30%	42%	64%
Somewhat confident	40%	45%	43%	38%	42%	36%	44%	40%	36%	46%	46%	33%	42%	26%	56%	50%	35%
Not very confident	15%	15%	13%	20%	12%	20%	14%	16%	14%	14%	14%	18%	11%	32%	10%	5%	1%
Not confident at all	8%	7%	6%	11%	5%	9%	11%	9%	10%	4%	6%	11%	9%	20%	2%	2%	1%
Have never heard this phrase before	7%	5%	3%	6%	2%	14%	4%	7%	9%	4%	2%	14%	2%	17%	1%	1%	0%
Total Confident:	69%	73%	77%	63%	81%	57%	71%	68%	66%	78%	78%	57%	77%	32%	86%	92%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	16%	17%	14%	22%	28%	16%	14%	9%	8%	15%	17%	23%	15%	12%	12%	17%	17%	22%
Somewhat confident	24%	27%	21%	24%	24%	31%	23%	24%	21%	28%	21%	15%	20%	31%	21%	28%	30%	32%
Not very confident	22%	23%	22%	20%	23%	24%	25%	17%	25%	23%	22%	18%	18%	25%	24%	25%	26%	22%
Not confident at all	17%	14%	20%	12%	12%	14%	19%	21%	21%	16%	17%	12%	23%	13%	21%	14%	13%	11%
Have never heard this phrase before	21%	18%	23%	21%	13%	16%	19%	28%	25%	18%	23%	32%	24%	19%	23%	16%	13%	13%
Total Confident:	40%	45%	36%	47%	52%	47%	37%	33%	30%	43%	38%	37%	35%	43%	32%	45%	47%	54%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	16%	17%	24%	15%	16%	13%	14%	20%	14%	27%	20%	39%	0%	15%	17%	15%	17%	15%
Somewhat confident	24%	13%	21%	22%	23%	30%	30%	26%	36%	14%	28%	26%	19%	22%	26%	24%	28%	22%
Not very confident	22%	22%	13%	25%	23%	21%	25%	24%	29%	31%	18%	0%	81%	27%	21%	22%	21%	25%
Not confident at all	17%	14%	19%	16%	20%	19%	15%	13%	10%	14%	18%	35%	0%	17%	15%	18%	16%	18%
Have never heard this phrase before	21%	34%	23%	22%	18%	18%	17%	17%	11%	13%	16%	0%	0%	19%	21%	21%	18%	20%
Total Confident:	40%	30%	45%	38%	39%	43%	43%	46%	50%	41%	47%	65%	19%	37%	43%	39%	45%	37%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	16%	20%	14%	20%	14%	7%	14%	13%	20%	26%	10%	14%	3%	16%	17%	20%	13%	19%
Somewhat confident	24%	30%	24%	14%	25%	9%	21%	23%	24%	34%	20%	28%	12%	23%	29%	23%	19%	26%
Not very confident	22%	21%	25%	18%	22%	38%	18%	24%	21%	17%	28%	21%	3%	19%	25%	36%	21%	27%
Not confident at all	17%	12%	18%	15%	16%	26%	20%	17%	17%	12%	17%	19%	16%	20%	14%	10%	21%	16%
Have never heard this phrase before	21%	17%	19%	34%	22%	20%	27%	21%	18%	12%	26%	17%	65%	21%	16%	11%	26%	12%
Total Confident:	40%	50%	38%	33%	40%	16%	35%	37%	44%	59%	30%	42%	16%	39%	45%	43%	32%	45%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	16%	16%	19%	13%	25%	9%	14%	15%	16%	18%	19%	10%	22%	1%	10%	21%	49%
Somewhat confident	24%	24%	29%	22%	31%	18%	24%	26%	22%	23%	30%	19%	23%	7%	30%	37%	39%
Not very confident	22%	25%	23%	21%	20%	26%	21%	20%	23%	28%	21%	23%	25%	26%	27%	22%	8%
Not confident at all	17%	15%	14%	23%	13%	17%	21%	18%	14%	16%	17%	16%	18%	27%	17%	9%	2%
Have never heard this phrase before	21%	20%	15%	22%	10%	30%	20%	20%	26%	15%	13%	32%	12%	38%	16%	10%	1%
Total Confident:	40%	40%	48%	35%	57%	27%	38%	41%	38%	41%	49%	29%	45%	8%	40%	58%	88%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	9%	12%	7%	9%	14%	15%	9%	4%	5%	8%	11%	10%	9%	5%	6%	12%	12%	22%
Somewhat confident	18%	24%	12%	15%	20%	24%	18%	17%	16%	21%	16%	8%	13%	19%	17%	25%	29%	27%
Not very confident	25%	26%	24%	23%	22%	21%	28%	27%	28%	27%	23%	25%	18%	29%	28%	30%	27%	22%
Not confident at all	21%	17%	25%	19%	17%	22%	20%	24%	25%	23%	20%	15%	26%	21%	22%	18%	20%	19%
Have never heard this phrase before	26%	20%	32%	33%	28%	19%	25%	28%	26%	22%	30%	42%	34%	26%	28%	16%	12%	10%
Total Confident:	27%	36%	19%	25%	34%	38%	27%	21%	21%	29%	26%	18%	22%	24%	23%	37%	41%	49%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	9%	4%	13%	8%	6%	9%	10%	13%	15%	12%	13%	53%	0%	8%	9%	10%	10%	10%
Somewhat confident	18%	5%	13%	20%	12%	18%	21%	28%	29%	33%	27%	14%	71%	18%	20%	17%	21%	17%
Not very confident	25%	30%	19%	20%	30%	27%	31%	24%	24%	27%	26%	33%	0%	29%	25%	24%	26%	24%
Not confident at all	21%	20%	21%	20%	24%	26%	17%	21%	20%	16%	15%	0%	0%	25%	18%	22%	20%	24%
Have never heard this phrase before	26%	41%	34%	33%	27%	20%	21%	14%	12%	12%	19%	0%	29%	20%	27%	28%	23%	25%
Total Confident:	27%	9%	26%	28%	18%	27%	31%	40%	44%	46%	40%	67%	71%	26%	30%	27%	31%	27%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	9%	15%	9%	14%	5%	5%	3%	9%	9%	14%	11%	6%	5%	9%	10%	19%	7%	11%
Somewhat confident	18%	19%	19%	11%	19%	17%	16%	20%	12%	24%	17%	16%	7%	20%	22%	15%	8%	20%
Not very confident	25%	23%	26%	28%	27%	22%	24%	25%	28%	21%	25%	27%	8%	24%	28%	22%	21%	31%
Not confident at all	21%	22%	21%	17%	22%	20%	23%	20%	23%	23%	23%	34%	11%	22%	22%	16%	21%	20%
Have never heard this phrase before	26%	22%	25%	30%	28%	36%	33%	26%	28%	18%	24%	17%	70%	25%	18%	28%	42%	17%
Total Confident:	27%	34%	28%	25%	23%	22%	20%	28%	20%	38%	27%	21%	11%	29%	32%	34%	16%	31%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	9%	9%	11%	8%	18%	3%	7%	9%	9%	10%	13%	5%	11%	1%	3%	8%	40%
Somewhat confident	18%	19%	20%	19%	23%	15%	17%	16%	23%	19%	23%	13%	19%	3%	12%	30%	46%
Not very confident	25%	26%	28%	23%	25%	23%	27%	25%	21%	30%	25%	24%	29%	21%	34%	34%	10%
Not confident at all	21%	21%	21%	23%	18%	22%	24%	23%	19%	21%	22%	20%	25%	32%	25%	14%	1%
Have never heard this phrase before	26%	25%	19%	28%	16%	37%	25%	27%	28%	20%	18%	39%	16%	43%	26%	15%	3%
Total Confident:	27%	29%	31%	26%	41%	18%	25%	25%	32%	29%	36%	17%	30%	3%	15%	38%	86%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	23%	25%	19%	31%	28%	24%	19%	23%	15%	22%	23%	25%	19%	21%	22%	25%	24%	33%
Somewhat confident	39%	41%	37%	27%	34%	40%	48%	34%	46%	44%	34%	21%	31%	41%	38%	51%	51%	40%
Not very confident	18%	18%	19%	16%	16%	17%	17%	20%	22%	18%	18%	19%	20%	19%	19%	16%	13%	15%
Not confident at all	11%	8%	15%	10%	9%	9%	12%	15%	11%	11%	12%	13%	16%	13%	13%	5%	8%	4%
Have never heard this phrase before	9%	8%	10%	16%	13%	10%	4%	8%	6%	5%	13%	23%	14%	6%	8%	3%	3%	8%
Total Confident:	61%	66%	56%	57%	62%	64%	67%	57%	61%	66%	57%	46%	50%	62%	60%	77%	75%	73%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	23%	14%	32%	27%	17%	19%	28%	27%	29%	33%	26%	18%	0%	23%	23%	22%	23%	23%
Somewhat confident	39%	23%	28%	33%	38%	46%	50%	44%	44%	42%	37%	79%	19%	41%	40%	37%	40%	39%
Not very confident	18%	23%	15%	14%	26%	19%	13%	18%	16%	12%	25%	3%	52%	18%	16%	19%	21%	16%
Not confident at all	11%	19%	16%	16%	12%	13%	6%	7%	9%	2%	2%	0%	0%	10%	11%	12%	10%	13%
Have never heard this phrase before	9%	22%	10%	10%	8%	4%	3%	5%	3%	11%	9%	0%	29%	7%	10%	10%	6%	9%
Total Confident:	61%	37%	60%	61%	55%	65%	78%	71%	73%	75%	64%	97%	19%	64%	63%	60%	63%	63%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	23%	23%	23%	20%	22%	19%	21%	23%	21%	29%	17%	12%	13%	26%	25%	13%	13%	30%
Somewhat confident	39%	44%	40%	28%	36%	12%	35%	38%	45%	36%	43%	56%	12%	37%	44%	38%	34%	40%
Not very confident	18%	14%	18%	23%	22%	17%	20%	20%	16%	16%	20%	18%	2%	18%	17%	36%	19%	19%
Not confident at all	11%	12%	9%	12%	10%	35%	15%	12%	9%	11%	9%	5%	16%	12%	10%	6%	15%	8%
Have never heard this phrase before	9%	7%	10%	16%	10%	18%	10%	7%	9%	8%	11%	9%	56%	6%	4%	7%	19%	3%
Total Confident:	61%	67%	64%	49%	58%	30%	56%	60%	66%	65%	60%	68%	25%	63%	69%	51%	47%	70%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	23%	21%	26%	22%	30%	15%	24%	22%	21%	26%	28%	15%	29%	3%	22%	34%	52%
Somewhat confident	39%	42%	43%	37%	43%	33%	41%	40%	36%	39%	43%	35%	32%	20%	54%	50%	44%
Not very confident	18%	19%	18%	19%	14%	23%	16%	18%	18%	18%	17%	19%	20%	31%	15%	11%	3%
Not confident at all	11%	10%	9%	13%	8%	14%	11%	11%	13%	9%	8%	14%	15%	26%	4%	3%	0%
Have never heard this phrase before	9%	8%	4%	9%	5%	15%	7%	9%	11%	7%	4%	17%	3%	21%	4%	2%	0%
Total Confident:	61%	63%	69%	59%	72%	48%	65%	62%	57%	65%	71%	50%	61%	23%	76%	84%	97%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	10%	14%	6%	14%	18%	14%	7%	5%	4%	9%	11%	14%	10%	7%	6%	10%	13%	20%
Somewhat confident	20%	21%	19%	17%	23%	22%	20%	19%	19%	23%	17%	13%	14%	19%	21%	29%	27%	28%
Not very confident	26%	29%	23%	26%	24%	25%	28%	26%	28%	29%	24%	24%	22%	31%	25%	27%	33%	28%
Not confident at all	19%	15%	23%	14%	14%	17%	23%	19%	24%	21%	17%	13%	22%	21%	25%	17%	16%	12%
Have never heard this phrase before	24%	21%	28%	28%	21%	22%	22%	31%	25%	19%	30%	37%	32%	23%	23%	18%	11%	12%
Total Confident:	30%	35%	25%	32%	41%	36%	27%	25%	23%	32%	29%	27%	24%	26%	27%	39%	40%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	10%	10%	15%	12%	6%	7%	9%	15%	12%	12%	12%	59%	29%	8%	9%	11%	11%	10%
Somewhat confident	20%	9%	14%	19%	25%	21%	25%	20%	24%	33%	23%	3%	19%	17%	24%	19%	25%	16%
Not very confident	26%	25%	23%	19%	27%	28%	31%	31%	28%	21%	29%	29%	52%	30%	26%	25%	27%	27%
Not confident at all	19%	14%	19%	24%	21%	22%	18%	18%	16%	21%	19%	0%	0%	20%	15%	21%	19%	21%
Have never heard this phrase before	24%	41%	28%	26%	22%	22%	16%	17%	20%	12%	17%	10%	0%	24%	25%	24%	19%	27%
Total Confident:	30%	20%	29%	31%	30%	28%	34%	34%	36%	46%	35%	62%	48%	25%	34%	30%	35%	26%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	10%	17%	9%	10%	6%	5%	6%	10%	8%	17%	9%	4%	10%	9%	11%	14%	10%	13%
Somewhat confident	20%	21%	19%	20%	19%	20%	23%	19%	28%	19%	14%	16%	9%	23%	22%	19%	14%	19%
Not very confident	26%	24%	28%	17%	34%	29%	22%	28%	27%	21%	24%	31%	4%	25%	29%	27%	22%	35%
Not confident at all	19%	19%	20%	20%	15%	11%	20%	19%	16%	23%	22%	28%	12%	19%	19%	13%	21%	17%
Have never heard this phrase before	24%	19%	24%	34%	26%	34%	29%	24%	21%	20%	32%	22%	66%	24%	19%	27%	33%	16%
Total Confident:	30%	38%	28%	30%	24%	25%	29%	29%	36%	36%	23%	20%	18%	31%	33%	33%	24%	31%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	10%	9%	13%	7%	18%	5%	8%	10%	10%	12%	13%	6%	14%	0%	3%	11%	42%
Somewhat confident	20%	19%	24%	20%	26%	15%	19%	18%	23%	24%	25%	15%	20%	2%	14%	35%	50%
Not very confident	26%	27%	27%	27%	26%	23%	30%	27%	24%	29%	27%	24%	30%	23%	38%	34%	6%
Not confident at all	19%	20%	19%	19%	17%	19%	21%	20%	17%	18%	18%	19%	23%	29%	23%	12%	1%
Have never heard this phrase before	24%	25%	17%	27%	13%	37%	22%	26%	27%	17%	17%	37%	13%	46%	22%	9%	1%
Total Confident:	30%	28%	37%	27%	44%	20%	27%	27%	32%	36%	38%	21%	34%	2%	17%	46%	92%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	12%	16%	8%	16%	23%	16%	8%	7%	5%	11%	14%	18%	10%	8%	6%	15%	18%	26%
Somewhat confident	23%	26%	20%	24%	24%	23%	25%	17%	24%	26%	20%	19%	18%	18%	21%	30%	34%	35%
Not very confident	24%	24%	26%	24%	19%	26%	25%	26%	27%	26%	22%	15%	24%	30%	27%	24%	26%	22%
Not confident at all	17%	15%	20%	12%	12%	14%	22%	21%	21%	19%	16%	11%	21%	21%	22%	14%	12%	7%
Have never heard this phrase before	23%	19%	26%	23%	21%	20%	20%	29%	23%	18%	28%	37%	27%	23%	23%	17%	11%	10%
Total Confident:	35%	42%	28%	41%	47%	40%	33%	24%	29%	37%	33%	37%	28%	26%	28%	45%	51%	61%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	12%	15%	21%	10%	5%	11%	13%	17%	21%	16%	17%	59%	0%	9%	15%	12%	14%	12%
Somewhat confident	23%	13%	18%	24%	22%	23%	24%	27%	32%	24%	23%	23%	100%	21%	26%	21%	26%	20%
Not very confident	24%	15%	21%	20%	31%	23%	29%	28%	22%	35%	39%	0%	0%	29%	24%	24%	22%	28%
Not confident at all	17%	12%	11%	27%	20%	21%	18%	13%	15%	10%	5%	6%	0%	18%	16%	18%	18%	18%
Have never heard this phrase before	23%	45%	29%	18%	21%	22%	15%	15%	9%	16%	17%	13%	0%	23%	19%	25%	19%	23%
Total Confident:	35%	28%	39%	35%	27%	34%	37%	45%	53%	39%	39%	82%	100%	31%	41%	33%	40%	32%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	12%	21%	10%	19%	9%	9%	5%	11%	14%	22%	8%	4%	6%	12%	14%	28%	8%	12%
Somewhat confident	23%	25%	21%	16%	25%	24%	25%	23%	27%	22%	23%	13%	9%	22%	27%	12%	18%	31%
Not very confident	24%	19%	26%	26%	28%	20%	25%	26%	21%	24%	26%	42%	2%	25%	26%	27%	24%	27%
Not confident at all	17%	16%	20%	20%	12%	20%	17%	17%	19%	17%	13%	27%	16%	20%	17%	11%	19%	15%
Have never heard this phrase before	23%	20%	22%	20%	26%	27%	27%	23%	19%	16%	30%	14%	67%	22%	17%	23%	32%	15%
Total Confident:	35%	45%	32%	34%	34%	33%	30%	34%	40%	43%	31%	17%	15%	33%	41%	39%	26%	43%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	12%	11%	14%	12%	24%	5%	9%	12%	12%	14%	18%	6%	14%	1%	6%	14%	44%
Somewhat confident	23%	24%	28%	19%	31%	17%	21%	20%	25%	29%	25%	19%	25%	4%	20%	39%	48%
Not very confident	24%	27%	25%	25%	22%	24%	28%	25%	21%	27%	25%	24%	25%	23%	37%	28%	5%
Not confident at all	17%	17%	16%	22%	12%	20%	21%	19%	18%	13%	18%	17%	20%	30%	18%	7%	2%
Have never heard this phrase before	23%	22%	17%	23%	12%	34%	21%	25%	23%	17%	14%	34%	16%	42%	19%	11%	1%
Total Confident:	35%	34%	42%	31%	54%	22%	30%	31%	38%	43%	43%	25%	38%	5%	26%	54%	92%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	18%	24%	12%	16%	23%	23%	15%	16%	15%	19%	17%	21%	15%	18%	15%	22%	17%	31%
Somewhat confident	34%	39%	30%	29%	26%	32%	38%	35%	43%	38%	31%	20%	26%	33%	38%	44%	53%	40%
Not very confident	23%	19%	28%	26%	26%	25%	22%	19%	22%	23%	24%	24%	25%	24%	24%	22%	17%	22%
Not confident at all	13%	10%	16%	10%	11%	9%	13%	19%	14%	13%	12%	10%	18%	15%	15%	8%	9%	3%
Have never heard this phrase before	11%	9%	13%	19%	13%	11%	10%	10%	7%	6%	17%	25%	17%	9%	8%	5%	5%	4%
Total Confident:	53%	62%	43%	45%	50%	55%	54%	51%	58%	57%	48%	41%	40%	51%	53%	66%	69%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	18%	13%	24%	14%	15%	17%	20%	21%	31%	26%	33%	38%	0%	13%	19%	20%	20%	18%
Somewhat confident	34%	29%	20%	38%	33%	37%	45%	38%	43%	36%	36%	62%	71%	38%	36%	32%	35%	35%
Not very confident	23%	10%	25%	21%	29%	23%	21%	28%	16%	27%	18%	0%	0%	22%	23%	23%	23%	24%
Not confident at all	13%	17%	17%	17%	15%	15%	11%	7%	7%	3%	4%	0%	0%	15%	11%	14%	14%	12%
Have never heard this phrase before	11%	31%	14%	9%	9%	8%	4%	6%	3%	9%	9%	0%	29%	12%	11%	11%	8%	11%
Total Confident:	53%	42%	44%	53%	47%	54%	64%	60%	75%	61%	69%	100%	71%	51%	55%	52%	55%	53%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	18%	25%	16%	13%	16%	7%	19%	20%	14%	23%	11%	13%	9%	21%	18%	25%	16%	19%
Somewhat confident	34%	30%	40%	28%	33%	33%	31%	35%	39%	29%	39%	28%	12%	36%	39%	31%	24%	39%
Not very confident	23%	23%	22%	26%	26%	27%	23%	23%	25%	22%	25%	24%	8%	20%	25%	25%	27%	25%
Not confident at all	13%	13%	12%	10%	14%	17%	15%	13%	12%	15%	11%	21%	8%	15%	12%	13%	12%	10%
Have never heard this phrase before	11%	10%	10%	22%	12%	16%	12%	9%	11%	11%	13%	13%	64%	8%	7%	7%	21%	7%
Total Confident:	53%	55%	55%	42%	48%	40%	50%	55%	53%	52%	50%	41%	21%	57%	57%	56%	40%	58%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	18%	21%	18%	18%	25%	8%	22%	17%	20%	18%	23%	12%	21%	1%	11%	26%	54%
Somewhat confident	34%	37%	37%	35%	37%	30%	36%	34%	34%	36%	39%	28%	38%	12%	41%	58%	44%
Not very confident	23%	23%	26%	21%	21%	27%	20%	24%	19%	28%	22%	24%	23%	34%	33%	11%	2%
Not confident at all	13%	10%	12%	16%	11%	13%	14%	13%	13%	11%	11%	14%	14%	27%	8%	3%	0%
Have never heard this phrase before	11%	9%	7%	10%	5%	21%	7%	11%	14%	8%	4%	22%	5%	26%	6%	1%	0%
Total Confident:	53%	58%	55%	53%	62%	38%	58%	51%	54%	54%	62%	40%	58%	13%	53%	84%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	19%	21%	16%	25%	27%	28%	14%	13%	10%	18%	20%	17%	18%	16%	14%	23%	24%	29%
Somewhat confident	35%	38%	32%	28%	33%	30%	43%	36%	36%	39%	31%	18%	26%	39%	37%	44%	44%	48%
Not very confident	23%	24%	22%	19%	20%	17%	19%	24%	35%	25%	21%	25%	23%	24%	26%	22%	19%	19%
Not confident at all	12%	7%	17%	12%	6%	12%	15%	16%	12%	11%	13%	12%	16%	12%	17%	8%	9%	1%
Have never heard this phrase before	11%	10%	12%	17%	15%	13%	8%	11%	7%	7%	16%	29%	17%	9%	7%	3%	5%	3%
Total Confident:	54%	59%	48%	53%	60%	58%	58%	49%	46%	57%	50%	34%	44%	55%	50%	67%	68%	77%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	19%	9%	25%	21%	14%	15%	21%	23%	32%	21%	29%	69%	0%	18%	19%	19%	20%	19%
Somewhat confident	35%	17%	24%	36%	31%	38%	46%	42%	39%	50%	42%	6%	19%	35%	38%	33%	35%	36%
Not very confident	23%	26%	18%	20%	31%	28%	17%	25%	17%	15%	16%	26%	52%	29%	22%	21%	25%	22%
Not confident at all	12%	16%	20%	11%	12%	14%	12%	7%	11%	6%	2%	0%	0%	9%	11%	14%	12%	13%
Have never heard this phrase before	11%	31%	14%	11%	11%	5%	4%	4%	1%	9%	11%	0%	29%	8%	11%	12%	9%	10%
Total Confident:	54%	27%	49%	57%	46%	53%	67%	64%	70%	70%	72%	74%	19%	54%	56%	52%	55%	56%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	19%	25%	19%	14%	14%	10%	14%	18%	22%	22%	16%	11%	13%	19%	21%	20%	14%	25%
Somewhat confident	35%	33%	35%	38%	40%	22%	33%	35%	35%	34%	40%	38%	11%	37%	39%	32%	26%	42%
Not very confident	23%	21%	24%	21%	24%	18%	23%	24%	25%	17%	24%	28%	9%	24%	23%	30%	23%	19%
Not confident at all	12%	11%	11%	12%	10%	21%	18%	13%	8%	13%	10%	17%	8%	12%	10%	11%	17%	10%
Have never heard this phrase before	11%	9%	10%	15%	12%	28%	13%	10%	10%	14%	11%	6%	59%	8%	7%	7%	20%	4%
Total Confident:	54%	59%	54%	52%	54%	32%	46%	53%	57%	56%	55%	49%	24%	56%	60%	52%	40%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	19%	17%	23%	17%	29%	11%	17%	18%	14%	27%	24%	11%	26%	1%	11%	28%	58%
Somewhat confident	35%	41%	37%	30%	42%	27%	36%	34%	36%	37%	39%	29%	40%	9%	51%	57%	40%
Not very confident	23%	20%	23%	27%	17%	25%	26%	24%	23%	20%	22%	25%	17%	37%	26%	12%	1%
Not confident at all	12%	11%	10%	15%	7%	14%	15%	14%	11%	8%	11%	13%	13%	29%	6%	1%	0%
Have never heard this phrase before	11%	10%	7%	11%	5%	22%	6%	10%	16%	8%	4%	22%	4%	26%	6%	1%	0%
Total Confident:	54%	59%	60%	47%	71%	38%	53%	52%	50%	63%	63%	40%	66%	9%	62%	86%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	9%	11%	7%	11%	18%	12%	7%	4%	3%	8%	10%	11%	9%	6%	7%	9%	11%	18%
Somewhat confident	18%	21%	15%	21%	23%	22%	18%	17%	11%	20%	17%	18%	13%	17%	16%	23%	29%	23%
Not very confident	24%	26%	21%	23%	16%	24%	30%	20%	28%	26%	21%	19%	20%	26%	20%	28%	28%	22%
Not confident at all	18%	15%	22%	16%	12%	17%	21%	22%	21%	18%	19%	13%	23%	19%	21%	16%	14%	18%
Have never heard this phrase before	31%	26%	35%	28%	31%	25%	23%	37%	37%	28%	34%	40%	35%	32%	36%	24%	17%	19%
Total Confident:	27%	33%	22%	33%	41%	34%	25%	21%	14%	28%	26%	28%	22%	23%	23%	32%	40%	41%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	9%	8%	13%	8%	6%	6%	10%	11%	21%	13%	9%	50%	0%	7%	9%	9%	11%	7%
Somewhat confident	18%	6%	12%	16%	20%	19%	22%	23%	22%	25%	36%	11%	100%	20%	21%	17%	20%	17%
Not very confident	24%	21%	26%	17%	24%	24%	29%	26%	27%	28%	16%	23%	0%	27%	24%	23%	23%	27%
Not confident at all	18%	25%	17%	18%	22%	24%	16%	17%	13%	14%	11%	6%	0%	16%	16%	21%	19%	19%
Have never heard this phrase before	31%	40%	33%	40%	28%	26%	24%	24%	16%	20%	28%	10%	0%	29%	31%	31%	27%	31%
Total Confident:	27%	13%	25%	24%	26%	26%	32%	33%	43%	38%	45%	62%	100%	27%	30%	26%	31%	24%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	9%	15%	7%	11%	8%	0%	4%	8%	9%	15%	8%	3%	3%	8%	11%	11%	5%	11%
Somewhat confident	18%	23%	18%	14%	14%	21%	17%	16%	25%	21%	20%	21%	13%	22%	19%	18%	13%	23%
Not very confident	24%	21%	25%	21%	28%	12%	23%	26%	22%	20%	19%	22%	2%	20%	28%	26%	19%	29%
Not confident at all	18%	17%	19%	29%	16%	22%	18%	19%	17%	19%	17%	27%	10%	21%	18%	11%	20%	15%
Have never heard this phrase before	31%	25%	30%	26%	34%	46%	39%	31%	28%	25%	36%	28%	71%	29%	25%	34%	43%	22%
Total Confident:	27%	38%	25%	24%	22%	21%	21%	24%	34%	36%	28%	24%	16%	30%	30%	29%	18%	34%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	9%	6%	12%	8%	17%	3%	6%	9%	9%	10%	12%	4%	10%	0%	1%	10%	37%
Somewhat confident	18%	16%	21%	21%	26%	12%	18%	16%	19%	26%	24%	11%	21%	1%	12%	31%	48%
Not very confident	24%	26%	28%	17%	22%	24%	25%	23%	22%	26%	24%	23%	23%	17%	35%	32%	11%
Not confident at all	18%	19%	16%	22%	16%	19%	20%	20%	16%	17%	18%	18%	20%	31%	18%	11%	2%
Have never heard this phrase before	31%	32%	23%	32%	18%	42%	32%	32%	34%	21%	21%	44%	25%	50%	33%	17%	1%
Total Confident:	27%	22%	32%	29%	44%	15%	24%	24%	27%	36%	37%	15%	31%	2%	14%	41%	85%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Very confident	10%	12%	7%	12%	17%	15%	7%	5%	3%	10%	10%	12%	8%	8%	8%	11%	10%	17%
Somewhat confident	19%	21%	16%	19%	25%	25%	17%	16%	10%	20%	17%	17%	14%	18%	17%	22%	29%	14%
Not very confident	23%	24%	22%	29%	18%	19%	28%	20%	27%	25%	22%	20%	22%	25%	22%	26%	25%	24%
Not confident at all	19%	17%	21%	14%	16%	19%	18%	21%	23%	20%	18%	15%	22%	18%	22%	18%	16%	23%
Have never heard this phrase before	30%	26%	33%	25%	25%	22%	30%	37%	36%	26%	33%	37%	34%	32%	32%	23%	20%	22%
Total Confident:	28%	33%	23%	31%	42%	40%	24%	22%	14%	29%	27%	29%	22%	26%	25%	34%	40%	31%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Very confident	10%	3%	18%	10%	8%	5%	14%	11%	14%	11%	12%	29%	0%	8%	9%	10%	12%	8%
Somewhat confident	19%	18%	12%	14%	19%	22%	18%	25%	22%	15%	34%	30%	48%	17%	21%	17%	21%	16%
Not very confident	23%	24%	20%	27%	24%	24%	26%	19%	31%	43%	17%	6%	0%	20%	23%	24%	24%	22%
Not confident at all	19%	15%	21%	20%	19%	23%	19%	16%	15%	16%	20%	26%	52%	23%	16%	20%	18%	22%
Have never heard this phrase before	30%	41%	28%	28%	29%	26%	24%	29%	18%	15%	17%	10%	0%	31%	31%	28%	25%	32%
Total Confident:	28%	21%	30%	25%	27%	27%	32%	36%	36%	26%	46%	59%	48%	25%	30%	28%	33%	24%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Very confident	10%	16%	8%	8%	8%	4%	5%	9%	9%	17%	6%	2%	1%	12%	10%	11%	7%	10%
Somewhat confident	19%	23%	16%	16%	18%	17%	18%	16%	25%	22%	23%	17%	11%	19%	21%	18%	13%	20%
Not very confident	23%	20%	23%	20%	27%	29%	27%	26%	19%	21%	22%	26%	5%	23%	25%	22%	20%	25%
Not confident at all	19%	19%	20%	23%	16%	18%	16%	19%	20%	16%	13%	33%	19%	17%	19%	19%	23%	22%
Have never heard this phrase before	30%	21%	32%	33%	32%	32%	34%	30%	27%	24%	36%	21%	64%	29%	25%	31%	36%	23%
Total Confident:	28%	39%	24%	24%	26%	21%	23%	25%	34%	39%	28%	20%	12%	31%	31%	29%	20%	30%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

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

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Very confident	10%	7%	12%	10%	17%	5%	7%	9%	9%	11%	14%	5%	10%	0%	3%	11%	37%
Somewhat confident	19%	18%	22%	18%	26%	14%	16%	18%	19%	20%	24%	12%	19%	1%	11%	33%	48%
Not very confident	23%	26%	23%	23%	22%	22%	26%	22%	23%	27%	22%	24%	27%	21%	33%	28%	9%
Not confident at all	19%	20%	19%	20%	17%	19%	21%	20%	17%	18%	18%	18%	25%	29%	22%	12%	2%
Have never heard this phrase before	30%	29%	25%	30%	18%	41%	29%	31%	32%	23%	22%	41%	19%	49%	31%	16%	3%
Total Confident:	28%	26%	34%	27%	43%	18%	23%	27%	28%	31%	37%	17%	29%	2%	13%	45%	86%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(88.A) To what extent do you agree or Disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	15%	19%	11%	15%	29%	23%	11%	9%	4%	14%	16%	19%	16%	10%	14%	17%	17%	11%
Agree	37%	38%	37%	27%	31%	34%	40%	37%	49%	41%	33%	22%	34%	44%	36%	41%	43%	41%
Neither Agree nor Disagree	30%	29%	32%	23%	24%	27%	34%	36%	33%	31%	29%	25%	30%	31%	31%	31%	27%	37%
Disagree	5%	4%	5%	8%	3%	3%	3%	5%	6%	4%	5%	3%	5%	4%	8%	4%	3%	5%
Strongly Disagree	3%	2%	4%	6%	3%	1%	3%	4%	3%	3%	3%	4%	3%	4%	4%	2%	2%	2%
Don't Know	10%	8%	12%	20%	10%	11%	9%	9%	5%	6%	14%	26%	12%	8%	7%	5%	7%	4%
Total Agree:	52%	57%	48%	43%	60%	58%	51%	46%	53%	55%	49%	41%	50%	54%	49%	58%	61%	52%
Total Disagree:	8%	7%	8%	14%	6%	4%	6%	9%	9%	7%	8%	8%	8%	8%	12%	6%	6%	7%
Net:	45%	50%	40%	28%	54%	54%	45%	37%	44%	48%	41%	33%	41%	46%	37%	52%	55%	45%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(88.B) To what extent do you agree or Disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	15%	14%	21%	22%	13%	14%	14%	17%	13%	13%	11%	53%	0%	15%	17%	14%	17%	14%
Agree	37%	26%	23%	33%	43%	38%	46%	40%	55%	39%	45%	47%	0%	42%	35%	37%	40%	38%
Neither Agree nor Disagree	30%	26%	38%	28%	27%	32%	30%	33%	24%	32%	24%	0%	71%	28%	32%	30%	29%	31%
Disagree	5%	5%	6%	2%	4%	7%	4%	4%	2%	1%	5%	0%	0%	4%	4%	5%	5%	3%
Strongly Disagree	3%	4%	4%	5%	3%	3%	3%	2%	2%	3%	3%	0%	0%	2%	3%	4%	3%	4%
Don't Know	10%	25%	8%	11%	9%	6%	3%	5%	5%	13%	12%	0%	29%	9%	9%	11%	5%	10%
Total Agree:	52%	40%	44%	55%	56%	53%	60%	57%	67%	52%	55%	100%	0%	57%	52%	51%	57%	52%
Total Disagree:	8%	9%	10%	6%	7%	9%	7%	5%	4%	3%	9%	0%	0%	6%	7%	9%	8%	7%
Net:	45%	31%	34%	49%	49%	43%	53%	51%	64%	48%	47%	100%	0%	51%	45%	42%	49%	44%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(88.C) To what extent do you agree or Disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	15%	23%	14%	15%	10%	8%	10%	13%	17%	25%	9%	15%	4%	12%	18%	12%	12%	16%
Agree	37%	39%	40%	36%	33%	20%	34%	38%	43%	31%	40%	28%	11%	37%	42%	31%	33%	43%
Neither Agree nor Disagree	30%	25%	30%	24%	40%	57%	31%	31%	25%	27%	37%	44%	18%	32%	29%	42%	32%	31%
Disagree	5%	2%	6%	1%	5%	4%	7%	5%	5%	3%	2%	3%	3%	8%	2%	6%	5%	3%
Strongly Disagree	3%	3%	3%	4%	3%	0%	5%	3%	3%	4%	1%	4%	1%	5%	2%	4%	4%	2%
Don't Know	10%	8%	9%	20%	10%	12%	13%	9%	8%	9%	12%	6%	63%	6%	7%	4%	14%	5%
Total Agree:	52%	62%	53%	51%	42%	27%	44%	51%	60%	56%	49%	43%	15%	50%	60%	43%	45%	59%
Total Disagree:	8%	5%	8%	5%	8%	4%	12%	9%	8%	7%	2%	7%	4%	13%	4%	10%	9%	5%
Net:	45%	56%	45%	45%	35%	24%	32%	43%	52%	50%	46%	36%	12%	37%	56%	33%	36%	54%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(88.D) To what extent do you agree or Disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	15%	13%	21%	11%	26%	10%	9%	14%	15%	19%	22%	6%	15%	5%	11%	19%	38%
Agree	37%	38%	41%	37%	41%	31%	40%	38%	35%	38%	43%	30%	42%	29%	42%	46%	38%
Neither Agree nor Disagree	30%	33%	27%	33%	22%	35%	33%	31%	28%	30%	24%	37%	28%	38%	32%	25%	17%
Disagree	5%	4%	3%	7%	4%	3%	7%	5%	5%	3%	4%	4%	7%	4%	5%	5%	3%
Strongly Disagree	3%	4%	2%	4%	3%	2%	5%	3%	4%	3%	3%	3%	4%	4%	4%	2%	2%
Don't Know	10%	8%	6%	8%	4%	19%	5%	9%	13%	8%	4%	19%	4%	21%	6%	3%	2%
Total Agree:	52%	51%	61%	48%	67%	41%	50%	52%	49%	57%	65%	36%	57%	33%	53%	65%	76%
Total Disagree:	8%	7%	6%	11%	6%	5%	12%	8%	9%	6%	7%	8%	11%	8%	9%	7%	5%
Net:	45%	44%	56%	37%	61%	36%	38%	45%	40%	50%	58%	29%	45%	25%	44%	57%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(89.A) To what extent do you agree or Disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	15%	18%	12%	21%	26%	20%	13%	7%	6%	14%	16%	17%	16%	12%	12%	16%	16%	16%
Agree	43%	43%	44%	37%	34%	42%	45%	43%	52%	46%	39%	32%	41%	44%	43%	46%	50%	47%
Neither Agree nor Disagree	27%	27%	28%	20%	23%	24%	31%	34%	29%	29%	25%	22%	27%	29%	30%	29%	23%	26%
Disagree	4%	4%	4%	3%	3%	4%	3%	5%	5%	4%	4%	2%	4%	5%	4%	4%	3%	3%
Strongly Disagree	2%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%
Don't Know	9%	8%	11%	16%	12%	10%	7%	9%	6%	5%	14%	25%	10%	7%	9%	4%	6%	7%
Total Agree:	58%	61%	56%	58%	61%	62%	57%	50%	59%	60%	56%	49%	57%	57%	55%	62%	66%	62%
Total Disagree:	6%	5%	6%	6%	5%	5%	5%	7%	6%	6%	5%	4%	6%	7%	6%	4%	5%	4%
Net:	52%	55%	49%	52%	56%	57%	52%	44%	52%	54%	50%	45%	50%	50%	49%	58%	60%	58%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(89.B) To what extent do you agree or Disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	15%	17%	23%	21%	10%	13%	16%	20%	19%	12%	9%	50%	0%	14%	17%	14%	16%	15%
Agree	43%	36%	36%	41%	47%	44%	49%	43%	62%	55%	46%	37%	19%	50%	44%	40%	46%	42%
Neither Agree nor Disagree	27%	21%	29%	22%	30%	32%	27%	25%	15%	20%	31%	0%	81%	25%	25%	29%	26%	28%
Disagree	4%	1%	1%	4%	4%	4%	3%	6%	2%	0%	5%	10%	0%	2%	4%	4%	4%	3%
Strongly Disagree	2%	6%	4%	3%	2%	1%	1%	1%	1%	1%	0%	3%	0%	1%	1%	2%	2%	2%
Don't Know	9%	19%	7%	10%	8%	6%	4%	4%	2%	13%	9%	0%	0%	8%	9%	10%	6%	9%
Total Agree:	58%	53%	59%	62%	57%	56%	65%	64%	80%	67%	55%	87%	19%	64%	60%	54%	62%	57%
Total Disagree:	6%	7%	5%	7%	6%	6%	4%	7%	2%	1%	5%	13%	0%	3%	6%	6%	6%	5%
Net:	52%	45%	53%	55%	51%	50%	61%	57%	78%	66%	51%	75%	19%	61%	55%	48%	55%	52%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(89.C) To what extent do you agree or Disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	15%	23%	13%	12%	11%	10%	11%	14%	16%	24%	8%	15%	6%	14%	18%	11%	11%	16%
Agree	43%	46%	44%	36%	46%	33%	34%	43%	46%	42%	48%	40%	10%	40%	49%	23%	42%	53%
Neither Agree nor Disagree	27%	20%	27%	30%	29%	46%	33%	28%	28%	20%	31%	32%	12%	31%	24%	47%	28%	22%
Disagree	4%	4%	4%	3%	3%	0%	6%	5%	1%	3%	2%	5%	6%	6%	2%	11%	4%	2%
Strongly Disagree	2%	1%	2%	2%	3%	3%	2%	2%	1%	2%	1%	2%	0%	3%	1%	3%	2%	2%
Don't Know	9%	6%	10%	17%	7%	8%	13%	8%	7%	9%	10%	6%	66%	7%	7%	4%	13%	4%
Total Agree:	58%	69%	57%	48%	57%	43%	46%	57%	62%	66%	57%	55%	16%	53%	67%	34%	53%	69%
Total Disagree:	6%	5%	6%	4%	6%	3%	8%	7%	2%	6%	3%	7%	6%	9%	3%	15%	6%	4%
Net:	52%	65%	52%	44%	51%	40%	38%	50%	60%	60%	54%	47%	11%	44%	64%	19%	47%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(89.D) To what extent do you agree or Disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	15%	13%	20%	12%	26%	10%	10%	14%	16%	17%	22%	7%	13%	6%	14%	17%	34%
Agree	43%	41%	47%	42%	49%	37%	43%	45%	36%	45%	48%	34%	53%	31%	50%	53%	46%
Neither Agree nor Disagree	27%	33%	23%	30%	17%	32%	32%	26%	29%	27%	22%	35%	19%	35%	27%	22%	16%
Disagree	4%	5%	2%	5%	3%	3%	6%	4%	4%	3%	4%	3%	6%	4%	4%	6%	1%
Strongly Disagree	2%	2%	1%	2%	1%	1%	3%	2%	2%	2%	1%	2%	4%	2%	2%	1%	2%
Don't Know	9%	7%	7%	8%	4%	17%	6%	9%	12%	7%	3%	19%	4%	22%	3%	2%	1%
Total Agree:	58%	54%	67%	54%	74%	47%	53%	59%	52%	62%	70%	41%	66%	36%	64%	71%	80%
Total Disagree:	6%	7%	3%	7%	4%	4%	9%	6%	6%	5%	5%	5%	10%	6%	6%	6%	3%
Net:	52%	47%	63%	47%	70%	43%	44%	54%	45%	57%	65%	36%	56%	30%	58%	65%	77%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(90.A) To what extent do you agree or Disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	13%	15%	10%	14%	22%	17%	12%	8%	4%	12%	13%	17%	12%	9%	10%	15%	14%	14%
Agree	35%	36%	35%	29%	33%	33%	35%	35%	42%	39%	31%	29%	30%	36%	36%	38%	46%	39%
Neither Agree nor Disagree	31%	29%	34%	27%	23%	28%	34%	38%	35%	32%	30%	19%	35%	31%	28%	35%	28%	28%
Disagree	7%	7%	6%	8%	4%	7%	5%	5%	10%	7%	6%	4%	8%	10%	9%	4%	4%	10%
Strongly Disagree	4%	4%	3%	2%	5%	2%	5%	4%	4%	3%	4%	5%	3%	6%	6%	2%	2%	1%
Don't Know	11%	9%	13%	20%	12%	12%	8%	10%	6%	6%	16%	27%	12%	8%	11%	6%	6%	8%
Total Agree:	48%	51%	44%	43%	55%	51%	47%	44%	46%	51%	44%	46%	42%	45%	46%	53%	60%	53%
Total Disagree:	10%	12%	9%	10%	9%	9%	10%	9%	13%	10%	10%	9%	10%	16%	15%	7%	6%	10%
Net:	37%	40%	35%	32%	46%	42%	37%	35%	32%	41%	34%	37%	32%	29%	31%	46%	54%	43%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(90.B) To what extent do you agree or Disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	13%	10%	18%	11%	10%	11%	12%	17%	23%	13%	16%	50%	0%	12%	12%	13%	14%	13%
Agree	35%	29%	26%	40%	38%	34%	42%	38%	45%	38%	33%	31%	0%	40%	39%	31%	40%	32%
Neither Agree nor Disagree	31%	24%	35%	29%	33%	36%	31%	31%	18%	20%	31%	3%	71%	30%	28%	33%	30%	33%
Disagree	7%	5%	6%	5%	5%	8%	6%	8%	9%	13%	5%	16%	0%	7%	6%	7%	7%	6%
Strongly Disagree	4%	6%	4%	3%	5%	2%	5%	1%	2%	3%	3%	0%	29%	1%	4%	4%	3%	4%
Don't Know	11%	26%	11%	12%	10%	8%	4%	5%	4%	13%	11%	0%	0%	10%	11%	12%	6%	12%
Total Agree:	48%	39%	44%	51%	47%	45%	54%	55%	68%	51%	49%	82%	0%	52%	51%	44%	54%	45%
Total Disagree:	10%	11%	10%	8%	11%	11%	11%	9%	11%	16%	8%	16%	29%	8%	10%	11%	9%	10%
Net:	37%	28%	34%	43%	37%	34%	44%	46%	57%	35%	40%	66%	-29%	43%	40%	33%	45%	34%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(90.C) To what extent do you agree or Disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	13%	21%	10%	13%	7%	4%	11%	12%	13%	18%	9%	15%	2%	11%	16%	9%	10%	13%
Agree	35%	35%	38%	24%	34%	26%	32%	34%	39%	38%	42%	32%	10%	30%	43%	26%	29%	44%
Neither Agree nor Disagree	31%	26%	31%	31%	38%	50%	32%	33%	30%	26%	33%	31%	13%	35%	27%	47%	37%	32%
Disagree	7%	7%	7%	10%	6%	3%	7%	8%	6%	3%	5%	11%	9%	12%	4%	13%	6%	4%
Strongly Disagree	4%	4%	3%	2%	5%	7%	5%	4%	3%	6%	1%	4%	3%	6%	2%	2%	2%	2%
Don't Know	11%	8%	11%	21%	11%	10%	13%	10%	10%	9%	11%	7%	64%	7%	9%	4%	16%	5%
Total Agree:	48%	56%	48%	36%	41%	30%	43%	46%	52%	56%	51%	47%	12%	40%	58%	35%	39%	57%
Total Disagree:	10%	10%	10%	12%	11%	10%	12%	12%	8%	9%	6%	16%	11%	18%	6%	15%	8%	6%
Net:	37%	46%	39%	25%	30%	20%	31%	34%	44%	47%	46%	31%	0%	23%	52%	20%	31%	51%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(90.D) To what extent do you agree or Disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	13%	9%	17%	11%	23%	8%	8%	12%	14%	14%	19%	5%	15%	4%	12%	14%	30%
Agree	35%	31%	42%	31%	43%	30%	32%	35%	31%	40%	42%	25%	39%	22%	44%	43%	41%
Neither Agree nor Disagree	31%	38%	26%	33%	22%	36%	35%	32%	30%	29%	24%	40%	27%	39%	29%	27%	20%
Disagree	7%	7%	4%	10%	4%	3%	13%	8%	6%	5%	7%	6%	7%	7%	6%	10%	3%
Strongly Disagree	4%	6%	2%	5%	2%	3%	6%	3%	4%	4%	3%	4%	7%	5%	3%	3%	3%
Don't Know	11%	9%	8%	9%	6%	19%	7%	10%	15%	8%	5%	20%	5%	22%	7%	3%	2%
Total Agree:	48%	40%	60%	43%	66%	38%	40%	47%	44%	54%	61%	30%	54%	27%	55%	57%	71%
Total Disagree:	10%	13%	6%	15%	6%	6%	19%	11%	11%	9%	10%	9%	14%	11%	9%	13%	6%
Net:	37%	27%	54%	28%	60%	32%	21%	36%	34%	45%	51%	20%	40%	15%	46%	44%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(91.A) To what extent do you agree or Disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	12%	15%	9%	10%	24%	17%	10%	8%	4%	13%	11%	20%	14%	6%	7%	12%	16%	15%
Agree	31%	30%	33%	30%	26%	34%	27%	30%	36%	35%	27%	21%	29%	32%	33%	35%	35%	32%
Neither Agree nor Disagree	35%	34%	36%	28%	27%	31%	39%	41%	41%	34%	36%	22%	34%	39%	36%	38%	34%	39%
Disagree	8%	8%	7%	10%	6%	4%	12%	9%	8%	9%	7%	5%	9%	11%	10%	7%	7%	7%
Strongly Disagree	5%	5%	4%	4%	7%	2%	4%	5%	6%	4%	5%	6%	4%	5%	5%	4%	4%	5%
Don't Know	9%	8%	10%	18%	10%	11%	8%	7%	5%	5%	13%	26%	11%	7%	9%	4%	5%	2%
Total Agree:	43%	45%	42%	40%	50%	51%	38%	38%	40%	48%	38%	41%	42%	38%	40%	47%	50%	48%
Total Disagree:	13%	13%	12%	13%	13%	6%	15%	14%	14%	13%	13%	11%	12%	16%	15%	11%	11%	12%
Net:	30%	31%	30%	27%	37%	45%	23%	24%	26%	35%	26%	29%	30%	22%	24%	36%	39%	36%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(91.B) To what extent do you agree or Disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	12%	18%	20%	14%	10%	8%	13%	16%	16%	16%	11%	50%	0%	12%	15%	11%	14%	11%
Agree	31%	23%	25%	28%	34%	37%	36%	31%	47%	26%	38%	31%	0%	36%	31%	29%	35%	30%
Neither Agree nor Disagree	35%	29%	37%	35%	36%	35%	34%	37%	25%	30%	28%	10%	71%	36%	32%	36%	33%	38%
Disagree	8%	4%	5%	8%	6%	11%	9%	8%	5%	13%	8%	8%	0%	5%	9%	9%	8%	8%
Strongly Disagree	5%	12%	3%	4%	6%	3%	5%	4%	4%	3%	5%	0%	0%	3%	5%	5%	5%	5%
Don't Know	9%	15%	10%	11%	7%	5%	3%	4%	3%	13%	10%	0%	29%	8%	8%	11%	5%	9%
Total Agree:	43%	40%	44%	42%	44%	45%	49%	48%	64%	41%	49%	82%	0%	48%	46%	39%	49%	40%
Total Disagree:	13%	16%	9%	13%	12%	14%	14%	11%	8%	15%	12%	8%	0%	8%	14%	13%	12%	13%
Net:	30%	25%	36%	29%	32%	31%	35%	36%	55%	26%	37%	73%	0%	40%	32%	26%	37%	27%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(91.C) To what extent do you agree or Disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	12%	20%	10%	8%	5%	7%	11%	11%	12%	21%	10%	8%	3%	12%	14%	13%	8%	10%
Agree	31%	37%	32%	18%	30%	25%	24%	29%	40%	33%	30%	22%	6%	24%	38%	16%	29%	37%
Neither Agree nor Disagree	35%	28%	37%	37%	40%	34%	37%	36%	34%	28%	42%	51%	19%	36%	34%	44%	38%	41%
Disagree	8%	5%	8%	8%	12%	12%	9%	10%	5%	6%	5%	4%	3%	13%	5%	17%	8%	6%
Strongly Disagree	5%	3%	5%	8%	4%	8%	6%	6%	2%	4%	3%	8%	6%	9%	3%	6%	3%	2%
Don't Know	9%	7%	9%	20%	9%	15%	12%	8%	7%	8%	10%	6%	64%	6%	6%	4%	15%	4%
Total Agree:	43%	57%	42%	27%	36%	31%	36%	40%	52%	54%	41%	29%	9%	36%	52%	30%	36%	47%
Total Disagree:	13%	9%	13%	16%	16%	20%	15%	16%	7%	10%	7%	13%	9%	22%	8%	22%	11%	8%
Net:	30%	48%	29%	11%	20%	11%	20%	24%	45%	44%	33%	16%	0%	14%	44%	7%	25%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(91.D) To what extent do you agree or Disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	12%	10%	16%	11%	21%	8%	8%	11%	13%	14%	18%	6%	9%	5%	9%	15%	29%
Agree	31%	26%	37%	30%	38%	26%	28%	32%	25%	34%	36%	25%	32%	21%	37%	37%	35%
Neither Agree nor Disagree	35%	41%	33%	34%	26%	39%	39%	34%	35%	37%	30%	41%	35%	40%	36%	33%	24%
Disagree	8%	10%	5%	11%	7%	6%	12%	10%	7%	4%	10%	5%	13%	7%	10%	11%	5%
Strongly Disagree	5%	6%	3%	7%	3%	3%	8%	4%	8%	4%	4%	4%	8%	6%	4%	3%	5%
Don't Know	9%	7%	6%	8%	4%	18%	5%	9%	12%	7%	3%	19%	4%	21%	4%	1%	2%
Total Agree:	43%	36%	53%	41%	60%	34%	36%	43%	38%	49%	53%	31%	41%	26%	46%	52%	65%
Total Disagree:	13%	16%	7%	18%	10%	9%	20%	13%	15%	8%	14%	9%	21%	13%	13%	14%	10%
Net:	30%	20%	46%	23%	50%	26%	16%	30%	24%	41%	39%	22%	21%	13%	33%	38%	55%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(92.A) To what extent do you agree or Disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	9%	11%	7%	11%	18%	12%	3%	6%	4%	9%	8%	7%	9%	8%	7%	10%	11%	11%
Agree	16%	19%	13%	14%	19%	21%	17%	13%	12%	17%	15%	9%	16%	17%	14%	17%	24%	16%
Neither Agree nor Disagree	38%	35%	41%	37%	33%	36%	37%	41%	43%	39%	37%	33%	39%	41%	43%	36%	33%	33%
Disagree	19%	18%	19%	13%	12%	13%	25%	20%	25%	21%	16%	12%	13%	21%	20%	25%	20%	23%
Strongly Disagree	8%	7%	9%	7%	8%	4%	9%	10%	9%	8%	9%	13%	10%	5%	5%	7%	6%	10%
Don't Know	11%	9%	12%	19%	9%	14%	8%	11%	6%	6%	15%	26%	12%	8%	12%	5%	6%	7%
Total Agree:	25%	30%	19%	25%	37%	33%	20%	19%	16%	27%	23%	16%	25%	24%	21%	27%	35%	27%
Total Disagree:	27%	25%	28%	20%	20%	17%	34%	30%	35%	28%	25%	25%	24%	26%	24%	32%	26%	34%
Net:	-2%	5%	-9%	5%	17%	16%	-14%	-11%	-18%	-2%	-2%	-9%	1%	-2%	-4%	-5%	10%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(92.B) To what extent do you agree or Disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	9%	10%	15%	6%	5%	9%	10%	12%	10%	11%	6%	21%	0%	6%	10%	9%	10%	9%
Agree	16%	6%	9%	17%	17%	22%	23%	13%	14%	5%	30%	8%	29%	14%	15%	17%	19%	14%
Neither Agree nor Disagree	38%	28%	45%	40%	42%	40%	32%	35%	33%	35%	31%	0%	71%	43%	37%	37%	38%	38%
Disagree	19%	20%	11%	15%	16%	16%	24%	27%	27%	27%	13%	18%	0%	23%	18%	18%	19%	19%
Strongly Disagree	8%	11%	8%	8%	11%	5%	7%	7%	14%	8%	10%	52%	0%	5%	10%	7%	7%	9%
Don't Know	11%	25%	12%	14%	9%	7%	4%	6%	2%	15%	10%	0%	0%	9%	10%	11%	7%	11%
Total Agree:	25%	16%	24%	23%	22%	31%	33%	26%	24%	16%	36%	30%	29%	20%	25%	26%	29%	23%
Total Disagree:	27%	31%	19%	23%	27%	22%	31%	34%	41%	34%	23%	70%	0%	28%	28%	25%	27%	28%
Net:	-2%	-14%	6%	0%	-4%	10%	2%	-9%	-17%	-18%	13%	-41%	29%	-8%	-3%	1%	2%	-5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(92.C) To what extent do you agree or Disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	9%	14%	7%	9%	7%	6%	7%	9%	5%	16%	5%	7%	3%	13%	9%	8%	3%	8%
Agree	16%	19%	15%	10%	14%	14%	18%	15%	19%	18%	13%	16%	3%	21%	17%	3%	10%	14%
Neither Agree nor Disagree	38%	34%	37%	40%	43%	53%	42%	38%	41%	32%	42%	51%	26%	34%	37%	58%	45%	40%
Disagree	19%	18%	21%	10%	21%	9%	14%	21%	17%	14%	21%	9%	3%	17%	20%	17%	19%	27%
Strongly Disagree	8%	8%	9%	7%	6%	7%	6%	7%	11%	9%	6%	9%	4%	7%	8%	8%	10%	7%
Don't Know	11%	7%	11%	23%	9%	11%	13%	10%	6%	11%	13%	7%	60%	8%	9%	6%	13%	5%
Total Agree:	25%	33%	22%	19%	21%	20%	25%	25%	24%	34%	18%	23%	6%	34%	26%	11%	13%	22%
Total Disagree:	27%	26%	30%	17%	27%	16%	21%	28%	28%	23%	27%	18%	7%	25%	28%	25%	29%	33%
Net:	-2%	6%	-8%	3%	-6%	3%	4%	-3%	-5%	11%	-9%	5%	0%	9%	-2%	-14%	-17%	-11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(92.D) To what extent do you agree or Disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	9%	8%	10%	9%	17%	4%	7%	8%	9%	11%	13%	4%	9%	4%	6%	9%	23%
Agree	16%	16%	18%	18%	21%	11%	16%	15%	17%	17%	22%	11%	8%	11%	14%	21%	22%
Neither Agree nor Disagree	38%	39%	36%	39%	30%	46%	37%	40%	33%	38%	33%	46%	31%	43%	42%	33%	26%
Disagree	19%	20%	20%	16%	19%	13%	24%	18%	19%	19%	19%	12%	40%	14%	24%	25%	14%
Strongly Disagree	8%	8%	9%	8%	8%	6%	10%	9%	7%	6%	9%	7%	7%	6%	6%	10%	13%
Don't Know	11%	10%	7%	9%	5%	20%	6%	9%	15%	8%	4%	20%	5%	22%	8%	2%	1%
Total Agree:	25%	24%	28%	27%	38%	15%	22%	23%	27%	28%	35%	15%	17%	16%	20%	30%	45%
Total Disagree:	27%	28%	29%	25%	27%	19%	34%	27%	25%	25%	28%	19%	47%	19%	30%	34%	27%
Net:	-2%	-4%	-1%	2%	11%	-4%	-12%	-5%	1%	3%	7%	-4%	-30%	-4%	-10%	-4%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(93.A) To what extent do you agree or Disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	10%	13%	7%	11%	21%	17%	4%	5%	5%	9%	12%	10%	11%	6%	8%	12%	14%	13%
Agree	18%	21%	15%	21%	19%	20%	23%	15%	13%	19%	17%	10%	19%	21%	19%	16%	24%	11%
Neither Agree nor Disagree	35%	32%	38%	30%	36%	35%	38%	37%	36%	36%	34%	36%	37%	36%	35%	35%	30%	35%
Disagree	19%	18%	19%	15%	9%	13%	20%	22%	29%	21%	16%	12%	14%	21%	22%	22%	22%	25%
Strongly Disagree	8%	8%	8%	6%	5%	6%	7%	12%	11%	9%	7%	7%	7%	10%	7%	10%	6%	13%
Don't Know	10%	7%	12%	18%	11%	10%	8%	8%	6%	6%	14%	25%	12%	7%	9%	5%	4%	4%
Total Agree:	28%	34%	23%	32%	39%	36%	27%	21%	18%	28%	29%	20%	31%	27%	27%	28%	37%	24%
Total Disagree:	27%	26%	27%	20%	14%	19%	27%	35%	41%	30%	24%	18%	21%	30%	29%	32%	28%	37%
Net:	2%	8%	-5%	11%	25%	17%	0%	-14%	-23%	-2%	5%	2%	10%	-3%	-2%	-5%	9%	-13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(93.B) To what extent do you agree or Disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	10%	14%	19%	9%	6%	9%	12%	14%	12%	8%	9%	21%	29%	9%	11%	10%	13%	9%
Agree	18%	10%	16%	18%	21%	21%	20%	17%	24%	11%	26%	6%	0%	20%	15%	19%	19%	17%
Neither Agree nor Disagree	35%	36%	41%	37%	39%	36%	32%	33%	19%	34%	28%	3%	71%	38%	34%	35%	35%	35%
Disagree	19%	16%	11%	17%	16%	19%	22%	25%	34%	24%	18%	18%	0%	19%	19%	18%	20%	19%
Strongly Disagree	8%	2%	6%	9%	10%	9%	9%	7%	10%	10%	11%	52%	0%	6%	11%	7%	7%	10%
Don't Know	10%	22%	7%	11%	8%	7%	5%	4%	1%	13%	9%	0%	0%	8%	10%	10%	6%	9%
Total Agree:	28%	24%	35%	26%	27%	29%	33%	31%	35%	19%	34%	27%	29%	29%	27%	29%	32%	26%
Total Disagree:	27%	18%	18%	26%	26%	28%	31%	32%	44%	34%	29%	70%	0%	25%	30%	25%	27%	29%
Net:	2%	5%	17%	1%	0%	2%	2%	-1%	-8%	-15%	6%	-44%	29%	4%	-3%	4%	5%	-3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(93.C) To what extent do you agree or Disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	10%	17%	8%	16%	4%	9%	9%	10%	6%	19%	8%	10%	5%	13%	11%	9%	5%	8%
Agree	18%	20%	16%	12%	20%	21%	21%	18%	20%	17%	16%	25%	7%	23%	19%	9%	11%	19%
Neither Agree nor Disagree	35%	34%	33%	36%	41%	39%	37%	34%	41%	35%	36%	44%	11%	32%	33%	43%	48%	37%
Disagree	19%	15%	23%	15%	17%	20%	15%	20%	17%	14%	23%	10%	8%	18%	21%	26%	15%	22%
Strongly Disagree	8%	8%	10%	5%	8%	5%	6%	9%	8%	8%	4%	6%	3%	8%	9%	5%	7%	9%
Don't Know	10%	7%	10%	16%	9%	6%	12%	8%	8%	7%	13%	6%	65%	7%	7%	7%	14%	4%
Total Agree:	28%	37%	24%	27%	25%	30%	29%	28%	26%	35%	24%	34%	13%	35%	30%	18%	16%	27%
Total Disagree:	27%	23%	33%	20%	25%	24%	21%	29%	24%	22%	27%	16%	11%	26%	30%	32%	23%	32%
Net:	2%	14%	-8%	7%	-1%	5%	8%	-1%	2%	13%	-3%	19%	2%	10%	0%	-14%	-7%	-5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(93.D) To what extent do you agree or Disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	10%	8%	13%	10%	18%	5%	8%	10%	11%	12%	15%	6%	8%	5%	8%	9%	28%
Agree	18%	15%	20%	22%	22%	15%	17%	18%	19%	16%	24%	12%	16%	13%	14%	27%	23%
Neither Agree nor Disagree	35%	41%	33%	34%	29%	43%	34%	35%	30%	43%	31%	41%	33%	40%	42%	30%	24%
Disagree	19%	22%	18%	18%	20%	11%	25%	19%	21%	15%	20%	15%	25%	15%	24%	23%	12%
Strongly Disagree	8%	6%	11%	8%	8%	7%	10%	8%	8%	8%	8%	6%	15%	6%	8%	10%	11%
Don't Know	10%	9%	6%	8%	4%	19%	6%	10%	12%	7%	3%	20%	3%	21%	4%	2%	2%
Total Agree:	28%	23%	32%	32%	40%	20%	25%	28%	30%	28%	38%	17%	24%	18%	22%	35%	51%
Total Disagree:	27%	27%	29%	27%	27%	18%	35%	27%	28%	23%	28%	22%	40%	21%	32%	33%	23%
Net:	2%	-5%	3%	5%	13%	2%	-10%	1%	2%	4%	10%	-4%	-16%	-3%	-10%	2%	28%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(94.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	11%	14%	8%	16%	20%	14%	8%	6%	3%	7%	14%	12%	13%	9%	5%	10%	12%	9%
Agree	22%	27%	19%	18%	29%	25%	14%	22%	24%	25%	20%	18%	20%	21%	20%	25%	30%	27%
Neither Agree nor Disagree	32%	30%	34%	24%	24%	31%	34%	36%	39%	33%	30%	21%	32%	29%	36%	37%	30%	35%
Disagree	17%	16%	19%	18%	9%	12%	27%	19%	21%	21%	14%	15%	17%	22%	22%	14%	14%	19%
Strongly Disagree	7%	6%	9%	5%	8%	7%	10%	8%	6%	7%	8%	11%	6%	8%	8%	7%	6%	7%
Don't Know	10%	7%	13%	20%	10%	11%	7%	9%	7%	6%	14%	23%	11%	10%	9%	6%	7%	4%
Total Agree:	33%	40%	26%	33%	48%	40%	22%	28%	27%	32%	34%	30%	33%	31%	25%	36%	43%	36%
Total Disagree:	25%	22%	28%	23%	17%	19%	37%	27%	27%	28%	22%	26%	24%	30%	30%	21%	21%	26%
Net:	8%	18%	-1%	10%	31%	21%	-15%	2%	0%	4%	12%	4%	9%	0%	-5%	15%	22%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(94.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	11%	10%	17%	16%	7%	6%	12%	14%	10%	8%	8%	50%	0%	9%	11%	11%	12%	9%
Agree	22%	18%	17%	23%	22%	23%	26%	26%	34%	26%	32%	10%	0%	26%	23%	21%	26%	20%
Neither Agree nor Disagree	32%	23%	33%	25%	35%	38%	30%	29%	32%	41%	30%	40%	81%	31%	29%	33%	31%	35%
Disagree	17%	16%	14%	22%	18%	17%	22%	20%	14%	9%	10%	0%	0%	20%	18%	16%	17%	19%
Strongly Disagree	7%	18%	11%	6%	9%	8%	4%	6%	8%	0%	8%	0%	19%	4%	9%	8%	8%	7%
Don't Know	10%	15%	8%	9%	8%	8%	6%	5%	2%	16%	12%	0%	0%	10%	9%	11%	7%	10%
Total Agree:	33%	29%	34%	39%	29%	29%	38%	40%	44%	34%	40%	60%	0%	35%	34%	32%	38%	29%
Total Disagree:	25%	34%	26%	27%	27%	25%	26%	26%	22%	9%	18%	0%	19%	24%	27%	24%	24%	26%
Net:	8%	-5%	8%	11%	2%	3%	12%	15%	22%	24%	22%	60%	-19%	11%	7%	8%	13%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(94.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	11%	17%	10%	16%	5%	0%	5%	9%	9%	23%	10%	5%	9%	11%	12%	5%	8%	8%
Agree	22%	28%	21%	18%	20%	6%	21%	22%	24%	27%	27%	11%	5%	22%	27%	5%	17%	29%
Neither Agree nor Disagree	32%	26%	33%	27%	36%	47%	33%	33%	33%	25%	35%	36%	13%	29%	33%	60%	30%	33%
Disagree	17%	12%	19%	18%	21%	33%	20%	19%	18%	14%	8%	28%	10%	22%	15%	17%	19%	17%
Strongly Disagree	7%	7%	6%	7%	7%	11%	10%	9%	5%	6%	5%	13%	9%	10%	5%	6%	9%	5%
Don't Know	10%	9%	10%	14%	11%	3%	10%	9%	10%	5%	15%	7%	55%	6%	8%	6%	17%	9%
Total Agree:	33%	45%	31%	34%	25%	6%	26%	30%	33%	50%	37%	17%	13%	33%	39%	10%	25%	36%
Total Disagree:	25%	19%	25%	25%	28%	44%	30%	27%	24%	20%	13%	41%	19%	32%	20%	23%	29%	22%
Net:	8%	26%	6%	9%	-3%	-38%	-4%	3%	9%	30%	24%	-24%	-6%	0%	19%	-13%	-4%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(94.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	11%	7%	13%	11%	19%	7%	6%	10%	11%	13%	15%	6%	6%	4%	9%	7%	30%
Agree	22%	19%	28%	20%	31%	17%	20%	20%	24%	27%	25%	18%	28%	13%	25%	29%	31%
Neither Agree nor Disagree	32%	36%	32%	32%	24%	38%	32%	32%	34%	29%	28%	38%	27%	37%	30%	32%	23%
Disagree	17%	21%	13%	22%	15%	12%	26%	21%	13%	15%	21%	13%	19%	17%	21%	21%	8%
Strongly Disagree	7%	10%	6%	9%	8%	6%	9%	7%	9%	6%	8%	5%	13%	8%	7%	8%	7%
Don't Know	10%	8%	8%	7%	4%	20%	6%	10%	10%	10%	3%	19%	7%	21%	7%	3%	1%
Total Agree:	33%	26%	42%	31%	50%	24%	26%	30%	35%	40%	40%	24%	34%	18%	35%	36%	61%
Total Disagree:	25%	30%	19%	31%	22%	18%	36%	28%	22%	21%	29%	19%	32%	25%	28%	29%	15%
Net:	8%	-4%	23%	0%	27%	7%	-9%	2%	13%	19%	11%	6%	3%	-7%	7%	7%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(95.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	10%	13%	7%	11%	22%	13%	6%	6%	4%	10%	11%	16%	11%	7%	5%	9%	14%	15%
Agree	22%	24%	19%	24%	28%	23%	17%	17%	20%	23%	20%	22%	20%	18%	17%	26%	26%	21%
Neither Agree nor Disagree	31%	30%	32%	20%	20%	34%	36%	35%	38%	31%	31%	20%	31%	31%	34%	35%	30%	36%
Disagree	19%	17%	20%	18%	12%	13%	24%	23%	23%	21%	17%	11%	19%	24%	26%	17%	16%	12%
Strongly Disagree	8%	7%	8%	8%	6%	6%	11%	9%	7%	8%	8%	9%	8%	10%	10%	5%	7%	10%
Don't Know	10%	7%	13%	19%	11%	11%	6%	10%	8%	8%	13%	21%	11%	11%	9%	7%	8%	5%
Total Agree:	32%	37%	26%	35%	50%	36%	23%	23%	25%	33%	31%	39%	31%	25%	22%	35%	40%	36%
Total Disagree:	27%	25%	29%	26%	18%	19%	35%	32%	30%	29%	24%	20%	27%	33%	35%	22%	22%	23%
Net:	5%	13%	-2%	9%	32%	17%	-12%	-8%	-5%	4%	7%	19%	5%	-8%	-13%	13%	18%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(95.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	10%	6%	14%	12%	10%	7%	10%	16%	8%	10%	4%	53%	0%	7%	10%	11%	13%	9%
Agree	22%	12%	18%	27%	18%	22%	25%	22%	42%	18%	38%	0%	0%	26%	23%	19%	24%	20%
Neither Agree nor Disagree	31%	30%	38%	25%	31%	33%	31%	30%	30%	34%	25%	31%	71%	31%	29%	32%	30%	32%
Disagree	19%	21%	12%	17%	22%	22%	22%	21%	10%	23%	9%	16%	0%	20%	20%	17%	18%	20%
Strongly Disagree	8%	8%	12%	7%	10%	8%	5%	4%	8%	2%	21%	0%	29%	6%	7%	9%	7%	9%
Don't Know	10%	23%	6%	11%	9%	7%	7%	7%	2%	13%	3%	0%	0%	10%	10%	11%	8%	10%
Total Agree:	32%	19%	33%	39%	28%	30%	35%	38%	50%	28%	42%	53%	0%	33%	33%	31%	36%	29%
Total Disagree:	27%	28%	23%	25%	32%	30%	27%	25%	18%	25%	30%	16%	29%	26%	28%	26%	26%	29%
Net:	5%	-10%	10%	14%	-4%	-1%	8%	12%	32%	3%	12%	38%	-29%	7%	6%	4%	11%	0%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(95.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	10%	15%	8%	17%	4%	5%	11%	10%	7%	19%	10%	5%	11%	11%	12%	7%	7%	8%
Agree	22%	27%	20%	22%	20%	23%	18%	19%	30%	24%	25%	13%	6%	18%	27%	22%	13%	25%
Neither Agree nor Disagree	31%	28%	32%	27%	38%	30%	30%	32%	30%	29%	37%	31%	12%	29%	32%	35%	34%	35%
Disagree	19%	14%	21%	14%	22%	22%	20%	20%	19%	16%	11%	25%	5%	25%	15%	18%	21%	17%
Strongly Disagree	8%	7%	8%	6%	6%	16%	9%	9%	4%	5%	7%	18%	8%	10%	6%	13%	10%	5%
Don't Know	10%	8%	11%	15%	10%	3%	12%	9%	10%	7%	10%	9%	57%	7%	8%	7%	15%	9%
Total Agree:	32%	43%	28%	39%	24%	28%	29%	29%	37%	42%	35%	18%	17%	29%	39%	28%	20%	34%
Total Disagree:	27%	21%	29%	20%	29%	39%	28%	30%	23%	21%	18%	42%	14%	35%	21%	31%	31%	22%
Net:	5%	22%	-1%	19%	-5%	-11%	1%	-1%	13%	21%	17%	-24%	3%	-6%	19%	-3%	-11%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(95.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	10%	6%	14%	11%	19%	6%	6%	8%	12%	14%	14%	6%	9%	4%	7%	9%	30%
Agree	22%	16%	30%	18%	33%	17%	15%	21%	19%	27%	26%	16%	26%	11%	23%	29%	32%
Neither Agree nor Disagree	31%	38%	29%	30%	21%	39%	33%	30%	33%	31%	25%	39%	29%	37%	30%	28%	23%
Disagree	19%	21%	15%	23%	16%	12%	30%	22%	14%	16%	22%	15%	17%	18%	24%	23%	9%
Strongly Disagree	8%	10%	6%	10%	6%	6%	11%	8%	9%	4%	9%	5%	11%	8%	8%	8%	5%
Don't Know	10%	8%	8%	8%	5%	20%	6%	10%	12%	8%	4%	19%	8%	21%	8%	3%	1%
Total Agree:	32%	22%	43%	28%	52%	23%	21%	29%	31%	40%	40%	21%	35%	16%	30%	39%	62%
Total Disagree:	27%	31%	20%	33%	23%	18%	40%	30%	23%	20%	31%	21%	28%	26%	32%	31%	14%
Net:	5%	-9%	23%	-5%	29%	5%	-19%	-1%	8%	20%	8%	1%	7%	-11%	-2%	8%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(96.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	11%	14%	8%	15%	22%	16%	7%	7%	3%	11%	11%	16%	12%	6%	5%	13%	15%	15%
Agree	22%	23%	22%	21%	30%	24%	24%	14%	20%	21%	23%	21%	20%	26%	20%	23%	27%	20%
Neither Agree nor Disagree	33%	31%	36%	26%	25%	31%	35%	41%	39%	37%	30%	19%	37%	36%	35%	34%	30%	34%
Disagree	16%	18%	14%	14%	8%	14%	17%	19%	23%	17%	15%	11%	14%	15%	25%	18%	17%	17%
Strongly Disagree	7%	5%	8%	5%	4%	4%	8%	10%	8%	6%	7%	7%	8%	6%	8%	6%	4%	3%
Don't Know	10%	8%	12%	19%	11%	12%	9%	10%	6%	7%	14%	25%	10%	11%	8%	6%	7%	11%
Total Agree:	33%	37%	30%	36%	52%	39%	31%	20%	24%	33%	34%	37%	31%	31%	25%	36%	42%	35%
Total Disagree:	23%	23%	23%	19%	12%	18%	25%	29%	31%	23%	22%	18%	22%	22%	33%	24%	21%	20%
Net:	11%	14%	7%	17%	40%	21%	6%	-8%	-8%	9%	12%	19%	10%	10%	-8%	12%	21%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(96.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	11%	12%	12%	15%	8%	8%	13%	16%	14%	9%	13%	53%	0%	7%	13%	11%	13%	9%
Agree	22%	23%	25%	29%	21%	21%	24%	21%	29%	19%	31%	14%	0%	27%	21%	22%	24%	22%
Neither Agree nor Disagree	33%	22%	38%	21%	36%	41%	30%	33%	31%	44%	24%	23%	71%	31%	30%	36%	33%	35%
Disagree	16%	12%	10%	17%	17%	18%	24%	17%	15%	8%	13%	10%	0%	19%	18%	14%	17%	16%
Strongly Disagree	7%	10%	8%	8%	9%	6%	6%	5%	7%	1%	9%	0%	0%	6%	7%	6%	6%	7%
Don't Know	10%	22%	8%	11%	9%	6%	4%	9%	3%	18%	10%	0%	29%	10%	11%	10%	6%	11%
Total Agree:	33%	35%	37%	43%	29%	29%	36%	37%	43%	29%	44%	67%	0%	34%	34%	33%	38%	31%
Total Disagree:	23%	22%	17%	24%	26%	23%	30%	21%	23%	9%	22%	10%	0%	25%	25%	21%	23%	23%
Net:	11%	13%	20%	19%	3%	6%	7%	16%	20%	19%	22%	57%	0%	9%	9%	12%	14%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(96.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	11%	18%	8%	20%	5%	11%	10%	10%	10%	21%	7%	2%	9%	11%	12%	14%	8%	9%
Agree	22%	27%	22%	14%	22%	14%	17%	20%	28%	28%	26%	18%	6%	21%	26%	13%	19%	25%
Neither Agree nor Disagree	33%	30%	34%	25%	38%	45%	36%	34%	30%	35%	40%	34%	12%	33%	33%	38%	39%	37%
Disagree	16%	11%	17%	19%	21%	19%	18%	19%	14%	9%	11%	28%	10%	20%	17%	15%	11%	18%
Strongly Disagree	7%	5%	7%	7%	6%	0%	7%	8%	6%	1%	2%	10%	8%	7%	5%	10%	11%	6%
Don't Know	10%	9%	11%	14%	8%	11%	12%	9%	11%	6%	14%	9%	55%	8%	7%	11%	14%	6%
Total Agree:	33%	45%	31%	34%	27%	25%	27%	29%	39%	49%	33%	20%	15%	32%	38%	27%	27%	34%
Total Disagree:	23%	16%	24%	27%	27%	19%	25%	27%	20%	11%	13%	37%	18%	27%	21%	25%	21%	24%
Net:	11%	29%	6%	7%	0%	6%	2%	2%	19%	39%	21%	-17%	-4%	5%	17%	2%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(96.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	11%	8%	14%	11%	19%	6%	8%	10%	12%	14%	16%	6%	5%	4%	8%	11%	32%
Agree	22%	20%	25%	22%	29%	21%	17%	21%	23%	24%	25%	17%	30%	14%	26%	27%	29%
Neither Agree nor Disagree	33%	38%	32%	33%	28%	37%	36%	35%	31%	32%	27%	40%	37%	40%	29%	32%	26%
Disagree	16%	17%	16%	18%	13%	13%	23%	17%	13%	16%	20%	12%	16%	15%	22%	18%	8%
Strongly Disagree	7%	7%	4%	9%	6%	4%	10%	7%	8%	5%	8%	5%	9%	7%	6%	8%	4%
Don't Know	10%	9%	8%	8%	5%	19%	6%	10%	12%	8%	4%	20%	3%	20%	9%	3%	1%
Total Agree:	33%	28%	39%	32%	49%	27%	25%	31%	36%	38%	41%	23%	36%	18%	34%	39%	61%
Total Disagree:	23%	24%	20%	27%	19%	18%	33%	24%	21%	21%	27%	17%	25%	22%	28%	26%	13%
Net:	11%	4%	19%	6%	30%	9%	-7%	7%	15%	17%	14%	7%	11%	-4%	5%	12%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(97.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	12%	15%	9%	17%	21%	16%	8%	7%	6%	11%	13%	16%	12%	8%	7%	15%	12%	17%
Agree	33%	42%	24%	22%	31%	30%	29%	36%	46%	35%	32%	21%	28%	33%	34%	38%	49%	41%
Neither Agree nor Disagree	30%	26%	34%	22%	23%	35%	36%	31%	30%	31%	28%	22%	33%	28%	35%	31%	23%	29%
Disagree	11%	8%	15%	14%	9%	7%	17%	14%	8%	13%	10%	12%	13%	14%	13%	8%	6%	6%
Strongly Disagree	4%	3%	6%	7%	5%	3%	3%	5%	4%	4%	5%	9%	4%	7%	5%	2%	1%	1%
Don't Know	10%	7%	12%	18%	11%	10%	8%	7%	6%	6%	13%	21%	10%	10%	6%	6%	8%	5%
Total Agree:	45%	57%	33%	39%	52%	46%	37%	42%	52%	46%	44%	37%	40%	41%	41%	53%	61%	58%
Total Disagree:	15%	11%	20%	21%	14%	9%	20%	19%	12%	17%	14%	21%	17%	21%	18%	10%	7%	7%
Net:	30%	46%	13%	18%	38%	36%	17%	23%	40%	30%	30%	17%	23%	20%	23%	44%	54%	51%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(97.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	12%	9%	17%	13%	9%	9%	13%	16%	15%	12%	7%	50%	0%	7%	12%	14%	14%	10%
Agree	33%	22%	21%	32%	30%	37%	39%	40%	55%	47%	60%	0%	0%	35%	33%	33%	34%	36%
Neither Agree nor Disagree	30%	22%	42%	24%	33%	33%	25%	30%	21%	23%	18%	8%	52%	31%	29%	30%	29%	31%
Disagree	11%	15%	8%	18%	15%	9%	14%	7%	6%	2%	1%	41%	19%	13%	13%	10%	12%	10%
Strongly Disagree	4%	11%	7%	6%	5%	4%	3%	1%	0%	0%	3%	0%	29%	3%	4%	4%	4%	3%
Don't Know	10%	22%	6%	8%	8%	7%	5%	5%	3%	16%	12%	0%	0%	11%	9%	9%	6%	9%
Total Agree:	45%	31%	37%	45%	39%	45%	52%	56%	70%	59%	66%	50%	0%	42%	45%	47%	48%	46%
Total Disagree:	15%	26%	15%	23%	20%	14%	17%	9%	6%	2%	4%	41%	48%	17%	17%	14%	16%	14%
Net:	30%	5%	23%	22%	19%	32%	35%	48%	63%	57%	62%	9%	-48%	26%	28%	33%	32%	33%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(97.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	12%	17%	10%	22%	7%	9%	11%	11%	10%	21%	10%	11%	9%	13%	13%	9%	8%	11%
Agree	33%	35%	35%	24%	34%	11%	29%	33%	36%	34%	40%	27%	10%	34%	40%	23%	22%	39%
Neither Agree nor Disagree	30%	25%	31%	21%	37%	46%	29%	32%	28%	28%	29%	23%	10%	28%	29%	37%	35%	33%
Disagree	11%	11%	10%	14%	12%	21%	12%	12%	12%	10%	7%	21%	6%	13%	8%	19%	17%	9%
Strongly Disagree	4%	4%	3%	3%	4%	10%	8%	5%	4%	2%	3%	8%	3%	6%	3%	7%	5%	3%
Don't Know	10%	9%	10%	15%	7%	3%	11%	8%	10%	5%	11%	10%	62%	6%	7%	5%	14%	6%
Total Agree:	45%	52%	45%	46%	42%	20%	39%	44%	46%	55%	50%	38%	18%	47%	53%	32%	30%	50%
Total Disagree:	15%	14%	14%	18%	15%	31%	20%	16%	16%	12%	10%	29%	10%	19%	11%	26%	21%	12%
Net:	30%	38%	31%	29%	26%	-11%	19%	28%	29%	43%	41%	9%	9%	28%	42%	6%	9%	38%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(97.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	12%	8%	15%	11%	20%	8%	8%	9%	15%	17%	17%	7%	11%	5%	9%	11%	34%
Agree	33%	32%	38%	35%	40%	24%	37%	32%	36%	33%	39%	24%	40%	23%	39%	42%	36%
Neither Agree nor Disagree	30%	33%	29%	28%	22%	36%	30%	31%	27%	29%	24%	37%	25%	36%	28%	28%	18%
Disagree	11%	14%	8%	13%	10%	9%	15%	13%	8%	10%	13%	10%	9%	10%	12%	15%	7%
Strongly Disagree	4%	5%	3%	6%	4%	4%	5%	5%	4%	4%	4%	3%	8%	5%	5%	3%	3%
Don't Know	10%	8%	7%	7%	4%	19%	5%	10%	10%	7%	3%	18%	7%	21%	6%	1%	2%
Total Agree:	45%	40%	53%	46%	60%	32%	45%	41%	51%	50%	56%	31%	51%	28%	48%	53%	69%
Total Disagree:	15%	19%	11%	19%	14%	13%	20%	18%	12%	14%	17%	13%	17%	15%	18%	18%	10%
Net:	30%	21%	42%	28%	46%	20%	25%	24%	39%	36%	39%	18%	34%	13%	30%	35%	59%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(98.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	16%	16%	16%	16%	18%	15%	22%	16%	10%	15%	17%	20%	19%	16%	13%	13%	13%	16%
Agree	29%	29%	29%	25%	29%	29%	27%	28%	33%	32%	25%	14%	27%	31%	37%	31%	33%	27%
Neither Agree nor Disagree	29%	28%	29%	26%	29%	32%	25%	33%	26%	29%	28%	30%	29%	23%	28%	31%	31%	28%
Disagree	11%	13%	9%	8%	8%	6%	13%	12%	17%	12%	10%	11%	8%	12%	8%	15%	12%	14%
Strongly Disagree	5%	6%	4%	4%	5%	4%	6%	3%	7%	5%	5%	1%	6%	7%	4%	4%	5%	7%
Don't Know	11%	8%	13%	20%	12%	13%	7%	8%	7%	6%	15%	24%	11%	10%	10%	6%	6%	7%
Total Agree:	45%	45%	45%	42%	47%	45%	49%	43%	43%	48%	42%	34%	46%	47%	50%	44%	46%	43%
Total Disagree:	16%	18%	14%	13%	12%	11%	19%	15%	24%	17%	15%	12%	14%	19%	12%	19%	17%	22%
Net:	29%	27%	31%	29%	35%	34%	30%	29%	19%	31%	27%	22%	32%	28%	38%	25%	29%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(98.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	16%	15%	24%	19%	14%	14%	17%	18%	6%	12%	11%	21%	48%	14%	18%	15%	17%	15%
Agree	29%	19%	21%	25%	38%	33%	34%	28%	35%	22%	28%	6%	0%	28%	31%	28%	33%	26%
Neither Agree nor Disagree	29%	28%	35%	33%	24%	33%	24%	27%	24%	35%	31%	63%	52%	31%	27%	29%	28%	30%
Disagree	11%	14%	4%	6%	10%	8%	14%	17%	28%	16%	11%	10%	0%	12%	11%	10%	10%	13%
Strongly Disagree	5%	8%	5%	7%	6%	3%	5%	5%	6%	1%	5%	0%	0%	3%	4%	6%	5%	5%
Don't Know	11%	16%	10%	10%	8%	8%	6%	6%	1%	15%	14%	0%	0%	12%	9%	11%	7%	11%
Total Agree:	45%	34%	45%	44%	52%	47%	51%	46%	41%	34%	39%	27%	48%	42%	49%	43%	49%	41%
Total Disagree:	16%	21%	10%	13%	16%	12%	19%	22%	34%	17%	16%	10%	0%	15%	15%	17%	15%	18%
Net:	29%	13%	35%	31%	36%	36%	32%	24%	7%	17%	23%	17%	48%	27%	34%	26%	34%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(98.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	16%	18%	15%	13%	13%	16%	19%	18%	13%	17%	9%	19%	12%	20%	14%	22%	15%	16%
Agree	29%	32%	28%	20%	31%	25%	27%	29%	27%	36%	25%	28%	9%	31%	32%	17%	24%	32%
Neither Agree nor Disagree	29%	24%	29%	33%	34%	31%	28%	28%	32%	27%	34%	33%	16%	25%	30%	33%	32%	28%
Disagree	11%	10%	13%	11%	9%	12%	10%	11%	13%	8%	11%	8%	5%	12%	12%	13%	7%	11%
Strongly Disagree	5%	6%	4%	3%	5%	13%	5%	5%	5%	5%	5%	6%	1%	6%	5%	8%	4%	3%
Don't Know	11%	9%	11%	19%	8%	3%	10%	9%	10%	8%	16%	6%	57%	6%	8%	7%	18%	9%
Total Agree:	45%	51%	43%	33%	44%	41%	47%	47%	40%	53%	33%	47%	21%	51%	46%	39%	39%	48%
Total Disagree:	16%	16%	17%	14%	14%	25%	15%	17%	17%	13%	16%	14%	5%	18%	16%	21%	11%	15%
Net:	29%	35%	26%	19%	30%	16%	31%	30%	23%	40%	17%	33%	16%	33%	29%	18%	29%	33%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(98.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	16%	17%	16%	17%	19%	13%	16%	16%	17%	14%	22%	10%	15%	12%	14%	17%	27%
Agree	29%	25%	34%	30%	36%	19%	32%	29%	25%	33%	36%	20%	30%	20%	32%	34%	36%
Neither Agree nor Disagree	29%	30%	27%	30%	24%	37%	24%	27%	33%	28%	22%	38%	21%	35%	27%	25%	20%
Disagree	11%	14%	10%	11%	11%	7%	16%	12%	10%	11%	11%	9%	16%	8%	12%	17%	9%
Strongly Disagree	5%	4%	6%	5%	5%	3%	7%	5%	6%	5%	5%	3%	11%	4%	6%	5%	6%
Don't Know	11%	9%	8%	6%	5%	20%	6%	12%	10%	8%	3%	20%	7%	21%	8%	3%	2%
Total Agree:	45%	42%	50%	48%	56%	32%	48%	45%	42%	48%	58%	30%	45%	32%	46%	51%	62%
Total Disagree:	16%	19%	16%	17%	15%	10%	23%	16%	15%	16%	17%	12%	27%	12%	18%	21%	15%
Net:	29%	23%	34%	31%	40%	22%	25%	29%	27%	32%	41%	18%	18%	21%	28%	30%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(99.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	10%	12%	6%	17%	17%	14%	6%	6%	2%	8%	11%	16%	12%	5%	4%	10%	10%	12%
Agree	18%	21%	16%	18%	19%	23%	19%	16%	16%	20%	17%	13%	18%	18%	17%	20%	22%	21%
Neither Agree nor Disagree	36%	34%	39%	28%	34%	32%	41%	41%	39%	38%	34%	29%	38%	38%	40%	38%	32%	28%
Disagree	17%	18%	15%	11%	9%	13%	18%	18%	28%	19%	14%	8%	13%	22%	18%	19%	21%	26%
Strongly Disagree	6%	5%	7%	6%	6%	6%	5%	8%	7%	6%	7%	9%	6%	6%	7%	6%	5%	6%
Don't Know	13%	9%	16%	21%	15%	13%	11%	12%	9%	9%	17%	25%	15%	11%	15%	7%	10%	6%
Total Agree:	28%	33%	23%	35%	36%	37%	25%	22%	17%	28%	28%	29%	30%	23%	21%	30%	32%	34%
Total Disagree:	23%	24%	22%	17%	15%	18%	23%	26%	35%	25%	21%	17%	18%	28%	24%	25%	26%	32%
Net:	5%	9%	1%	18%	21%	19%	3%	-4%	-17%	4%	7%	12%	11%	-5%	-4%	6%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(99.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	10%	3%	14%	12%	8%	7%	9%	14%	9%	6%	7%	50%	29%	9%	9%	10%	10%	8%
Agree	18%	26%	13%	24%	16%	20%	23%	18%	31%	12%	21%	16%	0%	16%	19%	18%	23%	15%
Neither Agree nor Disagree	36%	31%	41%	29%	40%	40%	35%	34%	34%	33%	41%	8%	52%	43%	31%	37%	34%	40%
Disagree	17%	5%	6%	16%	16%	18%	22%	25%	16%	23%	11%	26%	19%	16%	20%	15%	18%	17%
Strongly Disagree	6%	10%	9%	6%	9%	7%	4%	1%	8%	10%	9%	0%	0%	5%	7%	6%	5%	8%
Don't Know	13%	25%	16%	14%	11%	8%	8%	8%	3%	16%	12%	0%	0%	10%	14%	13%	9%	13%
Total Agree:	28%	29%	27%	36%	24%	27%	32%	31%	39%	18%	28%	66%	29%	26%	28%	28%	33%	23%
Total Disagree:	23%	15%	16%	22%	25%	25%	26%	26%	24%	33%	20%	26%	19%	21%	27%	21%	23%	25%
Net:	5%	14%	12%	14%	-1%	2%	6%	5%	15%	-14%	9%	40%	10%	4%	2%	7%	10%	-2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(99.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	10%	15%	8%	15%	5%	11%	7%	9%	9%	16%	11%	1%	7%	10%	10%	12%	8%	8%
Agree	18%	24%	18%	15%	18%	11%	13%	18%	19%	24%	18%	13%	10%	18%	22%	10%	15%	19%
Neither Agree nor Disagree	36%	33%	35%	34%	43%	47%	41%	37%	36%	36%	42%	38%	11%	34%	38%	34%	40%	40%
Disagree	17%	12%	20%	11%	18%	18%	16%	19%	16%	13%	8%	24%	7%	21%	17%	21%	9%	18%
Strongly Disagree	6%	6%	6%	9%	5%	8%	7%	6%	7%	4%	3%	12%	5%	7%	4%	15%	8%	4%
Don't Know	13%	10%	14%	17%	12%	4%	15%	12%	13%	8%	19%	12%	61%	10%	10%	9%	20%	10%
Total Agree:	28%	38%	26%	30%	22%	22%	20%	26%	28%	40%	28%	14%	16%	28%	31%	22%	23%	27%
Total Disagree:	23%	18%	25%	20%	23%	26%	24%	25%	24%	16%	11%	36%	12%	28%	21%	35%	17%	22%
Net:	5%	20%	0%	10%	-1%	-4%	-3%	1%	4%	23%	17%	-22%	4%	0%	10%	-14%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(99.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	10%	6%	13%	9%	17%	5%	6%	8%	10%	12%	14%	4%	8%	2%	6%	12%	27%
Agree	18%	16%	22%	19%	29%	13%	14%	18%	19%	20%	24%	10%	27%	10%	20%	21%	31%
Neither Agree nor Disagree	36%	38%	37%	35%	27%	44%	37%	38%	34%	33%	30%	46%	26%	45%	37%	31%	24%
Disagree	17%	18%	15%	19%	16%	11%	24%	16%	17%	18%	18%	13%	23%	12%	20%	25%	11%
Strongly Disagree	6%	8%	4%	8%	5%	4%	10%	6%	6%	6%	7%	4%	10%	6%	7%	6%	5%
Don't Know	13%	13%	9%	10%	6%	23%	9%	13%	14%	11%	6%	23%	6%	24%	10%	5%	3%
Total Agree:	28%	22%	35%	28%	46%	18%	20%	26%	29%	32%	38%	14%	35%	13%	26%	33%	58%
Total Disagree:	23%	26%	19%	27%	21%	15%	34%	22%	23%	24%	25%	17%	33%	18%	27%	31%	16%
Net:	5%	-4%	16%	1%	25%	4%	-14%	4%	7%	8%	13%	-4%	2%	-6%	-1%	2%	42%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(100.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Gender			Age						Children		Education						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	28%	28%	28%	29%	28%	24%	39%	29%	22%	30%	26%	30%	31%	32%	30%	23%	25%	19%
Agree	35%	37%	33%	25%	30%	39%	29%	39%	45%	39%	31%	22%	28%	33%	39%	45%	45%	52%
Neither Agree nor Disagree	17%	17%	17%	14%	18%	18%	16%	16%	17%	15%	19%	17%	16%	16%	16%	18%	15%	20%
Disagree	7%	7%	7%	9%	7%	6%	6%	7%	5%	6%	7%	5%	9%	5%	6%	7%	6%	3%
Strongly Disagree	5%	5%	5%	7%	7%	3%	4%	4%	5%	5%	5%	5%	7%	5%	4%	3%	4%	4%
Don't Know	8%	6%	10%	17%	10%	11%	5%	5%	5%	4%	12%	21%	9%	9%	6%	4%	6%	3%
Total Agree:	63%	66%	62%	54%	58%	63%	68%	68%	67%	70%	57%	52%	59%	65%	69%	68%	70%	71%
Total Disagree:	11%	11%	11%	16%	14%	8%	11%	10%	11%	11%	12%	10%	16%	10%	9%	10%	9%	6%
Net:	52%	54%	50%	38%	44%	55%	57%	58%	57%	59%	45%	41%	43%	55%	60%	57%	60%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(100.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	28%	31%	38%	23%	28%	31%	29%	30%	21%	14%	19%	21%	19%	29%	27%	29%	30%	27%
Agree	35%	18%	22%	31%	37%	40%	45%	38%	44%	50%	52%	50%	0%	39%	37%	33%	38%	35%
Neither Agree nor Disagree	17%	15%	25%	19%	16%	13%	15%	16%	20%	22%	15%	0%	81%	15%	17%	17%	15%	19%
Disagree	7%	7%	5%	9%	8%	6%	4%	8%	11%	1%	2%	0%	0%	6%	7%	7%	7%	6%
Strongly Disagree	5%	9%	4%	11%	5%	6%	3%	3%	2%	2%	0%	29%	0%	2%	4%	6%	4%	5%
Don't Know	8%	19%	5%	7%	7%	4%	4%	5%	1%	11%	12%	0%	0%	9%	7%	9%	6%	7%
Total Agree:	63%	49%	61%	54%	65%	71%	74%	68%	65%	64%	71%	71%	19%	68%	64%	62%	68%	62%
Total Disagree:	11%	17%	9%	20%	13%	12%	7%	11%	13%	3%	2%	29%	0%	8%	12%	12%	12%	12%
Net:	52%	32%	52%	34%	52%	60%	67%	57%	52%	60%	69%	42%	19%	60%	52%	49%	56%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(100.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	28%	32%	28%	26%	27%	19%	25%	29%	25%	32%	23%	30%	17%	36%	25%	27%	28%	27%
Agree	35%	34%	37%	37%	31%	27%	38%	37%	32%	34%	42%	35%	10%	35%	39%	34%	30%	38%
Neither Agree nor Disagree	17%	13%	17%	9%	28%	29%	14%	17%	18%	16%	21%	18%	8%	16%	17%	17%	18%	18%
Disagree	7%	6%	7%	7%	6%	16%	7%	6%	11%	5%	4%	9%	2%	6%	7%	8%	8%	10%
Strongly Disagree	5%	7%	3%	9%	2%	6%	7%	4%	6%	6%	2%	6%	4%	4%	5%	9%	5%	2%
Don't Know	8%	7%	9%	12%	7%	3%	9%	7%	8%	7%	9%	3%	59%	4%	7%	4%	10%	6%
Total Agree:	63%	66%	64%	63%	58%	47%	63%	66%	57%	66%	65%	65%	27%	71%	64%	61%	59%	65%
Total Disagree:	11%	13%	10%	16%	7%	21%	14%	10%	17%	11%	6%	15%	6%	9%	12%	17%	13%	11%
Net:	52%	53%	55%	47%	51%	25%	49%	56%	41%	54%	59%	50%	21%	62%	53%	44%	46%	54%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(100.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	28%	30%	27%	32%	35%	20%	30%	30%	24%	28%	36%	19%	26%	22%	29%	26%	43%
Agree	35%	39%	36%	35%	37%	30%	39%	35%	37%	33%	40%	30%	34%	30%	38%	42%	34%
Neither Agree nor Disagree	17%	17%	17%	17%	11%	25%	13%	15%	18%	20%	9%	25%	20%	20%	16%	17%	10%
Disagree	7%	4%	7%	8%	7%	5%	8%	7%	7%	5%	7%	5%	12%	6%	6%	10%	5%
Strongly Disagree	5%	3%	6%	3%	5%	3%	6%	4%	5%	7%	5%	4%	5%	3%	6%	4%	8%
Don't Know	8%	7%	6%	5%	4%	16%	4%	9%	9%	6%	2%	17%	4%	19%	5%	0%	1%
Total Agree:	63%	68%	63%	67%	73%	50%	68%	65%	61%	62%	76%	50%	60%	52%	67%	69%	76%
Total Disagree:	11%	7%	13%	11%	12%	8%	14%	11%	12%	12%	12%	9%	17%	9%	12%	14%	13%
Net:	52%	61%	51%	56%	61%	42%	54%	54%	49%	50%	63%	41%	43%	43%	55%	54%	64%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(101.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	11%	12%	9%	15%	19%	15%	7%	8%	3%	9%	13%	19%	12%	9%	7%	9%	11%	8%
Agree	19%	19%	19%	16%	27%	25%	22%	14%	11%	23%	15%	14%	20%	17%	22%	19%	22%	18%
Neither Agree nor Disagree	32%	29%	36%	31%	26%	32%	35%	39%	31%	33%	32%	26%	38%	35%	36%	28%	26%	27%
Disagree	20%	23%	16%	12%	11%	13%	20%	19%	37%	22%	17%	9%	11%	20%	22%	30%	23%	32%
Strongly Disagree	8%	8%	8%	8%	6%	4%	5%	12%	11%	7%	8%	9%	7%	7%	4%	8%	10%	10%
Don't Know	11%	8%	13%	19%	10%	12%	11%	7%	7%	7%	14%	23%	11%	11%	8%	6%	8%	6%
Total Agree:	30%	32%	28%	31%	46%	40%	29%	23%	14%	32%	28%	33%	33%	26%	29%	27%	33%	26%
Total Disagree:	27%	31%	24%	19%	17%	17%	25%	30%	47%	29%	26%	18%	18%	28%	27%	39%	33%	41%
Net:	3%	1%	4%	11%	29%	23%	4%	-8%	-33%	3%	2%	15%	14%	-1%	2%	-11%	0%	-15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(101.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	11%	17%	19%	14%	8%	11%	11%	12%	3%	8%	2%	21%	29%	8%	13%	11%	12%	11%
Agree	19%	11%	19%	26%	19%	22%	20%	17%	24%	13%	26%	6%	19%	19%	20%	18%	23%	15%
Neither Agree nor Disagree	32%	36%	34%	34%	36%	32%	35%	28%	27%	23%	21%	8%	52%	34%	29%	34%	33%	32%
Disagree	20%	12%	13%	8%	20%	20%	20%	28%	37%	30%	23%	35%	0%	21%	19%	19%	17%	24%
Strongly Disagree	8%	7%	6%	10%	8%	7%	9%	7%	8%	10%	16%	29%	0%	6%	9%	8%	7%	9%
Don't Know	11%	18%	10%	8%	8%	8%	5%	8%	1%	16%	13%	0%	0%	12%	10%	10%	8%	10%
Total Agree:	30%	28%	39%	40%	28%	33%	31%	29%	26%	21%	28%	27%	48%	27%	33%	29%	35%	25%
Total Disagree:	27%	18%	18%	18%	28%	27%	30%	35%	45%	40%	39%	65%	0%	27%	27%	27%	25%	32%
Net:	3%	10%	20%	22%	0%	7%	1%	-6%	-19%	-19%	-11%	-38%	48%	0%	6%	2%	10%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(101.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	11%	15%	9%	13%	8%	5%	10%	10%	6%	22%	6%	9%	14%	13%	11%	8%	8%	10%
Agree	19%	24%	17%	15%	17%	9%	21%	18%	18%	27%	20%	11%	5%	19%	23%	10%	14%	19%
Neither Agree nor Disagree	32%	31%	32%	28%	37%	54%	32%	32%	37%	30%	29%	44%	11%	30%	30%	36%	43%	30%
Disagree	20%	14%	22%	20%	24%	20%	18%	22%	19%	11%	22%	19%	9%	22%	21%	30%	11%	27%
Strongly Disagree	8%	7%	8%	12%	7%	8%	7%	9%	8%	2%	8%	12%	5%	9%	7%	8%	7%	8%
Don't Know	11%	10%	12%	11%	8%	3%	12%	9%	12%	8%	15%	5%	56%	7%	8%	8%	16%	7%
Total Agree:	30%	38%	26%	29%	25%	15%	31%	29%	24%	49%	26%	20%	19%	32%	34%	18%	22%	29%
Total Disagree:	27%	21%	30%	32%	30%	28%	25%	30%	28%	13%	30%	31%	14%	31%	29%	39%	18%	34%
Net:	3%	17%	-4%	-3%	-5%	-14%	6%	-2%	-3%	36%	-4%	-11%	5%	1%	5%	-20%	4%	-5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(101.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	11%	10%	12%	11%	19%	7%	7%	9%	12%	13%	15%	5%	11%	5%	8%	11%	27%
Agree	19%	17%	23%	19%	27%	14%	17%	18%	20%	20%	24%	13%	21%	13%	19%	23%	27%
Neither Agree nor Disagree	32%	34%	31%	33%	25%	40%	31%	34%	29%	31%	26%	43%	21%	41%	38%	23%	17%
Disagree	20%	23%	19%	21%	18%	14%	27%	18%	21%	21%	22%	13%	30%	15%	18%	30%	17%
Strongly Disagree	8%	5%	8%	9%	7%	5%	11%	8%	9%	7%	8%	6%	12%	4%	8%	11%	9%
Don't Know	11%	10%	8%	7%	4%	19%	7%	12%	10%	8%	4%	19%	5%	21%	9%	2%	2%
Total Agree:	30%	27%	34%	30%	45%	21%	24%	28%	32%	33%	39%	18%	32%	19%	26%	33%	54%
Total Disagree:	27%	29%	27%	30%	25%	19%	38%	26%	29%	28%	30%	20%	42%	19%	27%	41%	26%
Net:	3%	-1%	7%	0%	20%	2%	-14%	2%	3%	5%	9%	-1%	-10%	-1%	0%	-8%	28%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(102.A) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Gender		Age						Children		Education						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	No High School	High School	Some College	Associate Degree	Bachelors Degree	Masters	Doctoral or professional
Unweighted	2003	967	1018	315	289	261	248	344	546	1009	994	108	330	337	330	484	328	86
Weighted	2003	1018	967	250	356	328	318	331	421	1005	998	212	567	360	196	426	180	62
Strongly Agree	20%	25%	14%	15%	27%	22%	16%	22%	16%	21%	19%	21%	16%	17%	21%	25%	21%	21%
Agree	41%	44%	39%	31%	31%	41%	46%	36%	56%	45%	38%	19%	39%	44%	39%	47%	55%	53%
Neither Agree nor Disagree	21%	18%	24%	19%	22%	19%	20%	23%	21%	21%	21%	19%	22%	22%	22%	20%	14%	21%
Disagree	6%	5%	6%	11%	5%	4%	7%	8%	2%	4%	7%	11%	8%	4%	9%	2%	2%	2%
Strongly Disagree	3%	1%	5%	5%	4%	3%	3%	4%	1%	4%	2%	7%	5%	3%	2%	1%	2%	0%
Don't Know	9%	7%	11%	18%	10%	10%	8%	8%	4%	5%	13%	22%	9%	10%	8%	4%	7%	3%
Total Agree:	61%	69%	54%	47%	58%	63%	63%	58%	72%	66%	57%	40%	55%	61%	60%	72%	76%	74%
Total Disagree:	9%	6%	12%	16%	9%	8%	10%	12%	3%	8%	10%	18%	13%	7%	10%	4%	4%	2%
Net:	9%	6%	12%	16%	9%	8%	10%	12%	3%	8%	10%	18%	13%	7%	10%	4%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(102.B) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Income											State Type			Religious		
		No annual income	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 million or more	West Coast	East Coast	Non Coastal	Yes	No
Unweighted	2003	53	146	146	324	363	279	316	113	49	44	7	3	277	728	998	983	829
Weighted	2003	73	190	180	343	355	236	277	98	38	33	10	5	327	646	1030	975	831
Strongly Agree	20%	17%	21%	13%	18%	23%	21%	27%	26%	22%	21%	44%	0%	18%	20%	21%	20%	21%
Agree	41%	35%	25%	47%	37%	43%	47%	48%	58%	48%	52%	27%	29%	46%	40%	40%	44%	42%
Neither Agree nor Disagree	21%	13%	36%	16%	24%	23%	21%	15%	9%	18%	12%	0%	52%	20%	23%	20%	21%	20%
Disagree	6%	8%	7%	8%	10%	4%	4%	3%	4%	0%	3%	0%	0%	4%	6%	6%	5%	6%
Strongly Disagree	3%	8%	3%	8%	4%	2%	2%	1%	2%	0%	0%	29%	19%	2%	2%	4%	3%	3%
Don't Know	9%	20%	8%	9%	7%	6%	4%	6%	1%	12%	12%	0%	0%	10%	9%	9%	6%	8%
Total Agree:	61%	51%	45%	59%	55%	65%	68%	75%	84%	70%	73%	71%	29%	64%	60%	61%	64%	63%
Total Disagree:	9%	16%	10%	16%	14%	6%	7%	4%	6%	0%	3%	29%	19%	7%	8%	10%	9%	9%
Net:	9%	16%	10%	16%	14%	6%	7%	4%	6%	0%	3%	29%	19%	7%	8%	10%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(102.C) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Area						Ethnicity						2020 Presidential Election				Threat of climate change
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	White	Hispanic	Black	Asian	Mixed/Other	Prefer not to say	Donald Trump (Republican)	Joe Biden (Democrat)	Another candidate	I did not vote	Threat of climate change
Unweighted	2003	490	861	104	248	33	260	1412	158	175	139	70	49	616	981	59	287	491
Weighted	2003	508	820	100	250	27	291	1174	362	262	115	41	49	559	958	59	361	447
Strongly Agree	20%	25%	22%	24%	10%	10%	14%	19%	20%	28%	18%	12%	13%	22%	21%	13%	16%	22%
Agree	41%	40%	44%	28%	44%	52%	37%	43%	42%	36%	44%	40%	11%	42%	45%	48%	33%	46%
Neither Agree nor Disagree	21%	20%	18%	23%	29%	28%	21%	21%	17%	22%	26%	30%	12%	20%	20%	27%	23%	21%
Disagree	6%	4%	5%	9%	8%	7%	8%	6%	6%	7%	1%	6%	7%	7%	4%	5%	10%	4%
Strongly Disagree	3%	4%	2%	2%	2%	0%	8%	3%	4%	2%	1%	9%	0%	3%	3%	5%	5%	2%
Don't Know	9%	7%	10%	13%	7%	3%	12%	8%	10%	5%	10%	3%	57%	6%	6%	2%	14%	5%
Total Agree:	61%	65%	66%	52%	54%	62%	51%	62%	62%	65%	62%	52%	23%	64%	67%	61%	49%	68%
Total Disagree:	9%	8%	6%	11%	10%	7%	16%	9%	10%	8%	2%	15%	7%	10%	6%	10%	14%	5%
Net:	9%	8%	6%	11%	10%	7%	16%	9%	10%	8%	2%	15%	7%	10%	6%	10%	14%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

Data weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions

(102.D) To what extent do you agree or Disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Party Affiliation			Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Independent	Democrat	Republican	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2003	510	764	573	661	686	656	1069	517	417	987	783	233	701	500	454	348
Weighted	2003	488	770	553	654	709	640	1109	510	384	977	813	213	744	480	441	338
Strongly Agree	20%	16%	24%	21%	28%	12%	20%	20%	21%	18%	27%	11%	19%	11%	19%	24%	35%
Agree	41%	46%	42%	40%	45%	35%	44%	40%	42%	42%	47%	32%	47%	35%	48%	47%	38%
Neither Agree nor Disagree	21%	21%	20%	22%	16%	26%	19%	20%	19%	24%	14%	30%	17%	26%	19%	17%	16%
Disagree	6%	6%	4%	8%	5%	5%	8%	6%	5%	5%	6%	5%	6%	6%	5%	7%	5%
Strongly Disagree	3%	3%	3%	3%	2%	3%	4%	3%	4%	3%	3%	3%	5%	3%	3%	3%	4%
Don't Know	9%	8%	6%	6%	3%	18%	5%	10%	9%	7%	3%	18%	5%	19%	6%	1%	2%
Total Agree:	61%	62%	67%	61%	73%	47%	64%	60%	63%	61%	75%	44%	66%	46%	66%	71%	74%
Total Disagree:	9%	9%	6%	11%	7%	8%	12%	9%	9%	8%	9%	8%	12%	8%	9%	11%	9%
Net:	9%	9%	6%	11%	7%	8%	12%	9%	9%	8%	9%	8%	12%	8%	9%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 20th Mar 2021

DData weighted by interlocking age & gender, state and ethnicity to Nationally Representative Proportions