



LANDSCAPE

- Next, here is a list of people, organizations, and companies. For each, please indicate if you have a favorable or unfavorable view of that person, organization, or company. If you haven't heard of them or are unfamiliar with them, please indicate that.

	Total Fav	Total Unfav	Very fav	Smwht fav	Smwht unfav	Very unfav	Heard of, no opinion	Have not heard of
The mainstream news media ^F								
Total	37%	40%	9%	29%	20%	20%	12%	10%
Entertainment companies ^G								
Total	54%	24%	15%	38%	15%	8%	14%	8%
Technology companies ^H								
Total	55%	23%	15%	41%	17%	5%	14%	8%
Energy companies ^I								
Total	48%	28%	15%	33%	18%	11%	15%	9%
Small businesses ^F								
Total	77%	6%	39%	38%	4%	2%	7%	10%
The NRA, or the National Rifle Association ^H								
Total	41%	34%	21%	20%	12%	23%	14%	10%
Black Lives Matter ^I								
Total	46%	37%	27%	19%	7%	31%	12%	5%
Labor unions ^E								
Total	49%	27%	16%	32%	13%	13%	17%	8%
Disney								
Total	64%	23%	32%	32%	10%	13%	8%	5%
Nike ^G								



	Total Fav	Total Unfav	Very fav	Smwht fav	Smwht unfav	Very unfav	Heard of, no opinion	Have not heard of
Total	68%	18%	39%	29%	7%	11%	10%	4%
Ben and Jerry's^I								
Total	62%	18%	30%	31%	6%	12%	9%	11%

FAVBAT

2. Now you'll see the same list of organizations, people, and companies. For each, please indicate whether you think their values are in line with the values of people like you, or out of touch with the values of people like you?

	In line with the values of people like you	Out of touch with the values of people like you
The mainstream news media^F		
Total	42%	58%
Entertainment companies^G		
Total	51%	49%
Technology companies^H		
Total	64%	36%
Energy companies^I		
Total	53%	47%
Small businesses^F		
Total	87%	13%
The NRA, or the National Rifle Association^H		
Total	50%	50%
Black Lives Matter^I		
Total	50%	50%
Labor unions^E		



	In line with the values of people like you	Out of touch with the values of people like you
Total	58%	42%
Disney		
Total	61%	39%
Nike[®]		
Total	67%	33%
Ben and Jerry's[®]		
Total	69%	31%

INLINEBAT



CORPORATE ACTIVISM INTRO

3. Which of the following comes closer to your view?

n=1,624	Total
The country is changing too quickly, and we'd have fewer problems if things slowed down	41%
The country isn't changing quickly enough, and we should be doing more to solve the big problems we face	59%

CHANGE

4. In general, which do you think would be best for the country: for large companies to have more influence, less influence, or about the same amount of influence on the country as they do today?

n=1,624	Total
More influence	25%
Less influence	45%
About the same amount of influence	31%

INFLUENCE

5. Which of the following do you think would do more to ensure companies have a positive impact on the country and communities they serve? ^c

n=543	Total
Strong regulation and oversight from the government and outside groups	40%
Having a CEO who works to align their business strategy with the broader public interest	60%

POSIMPC



6. Which of the following do you think would do more to ensure companies have a positive impact on the country and communities they serve? ^D

n=541	Total
Strong regulation and oversight from the government and outside groups	59%
Having a CEO whose politics are similar to your own	41%

POSIMPD

7. Which of the following do you think would do more to ensure companies have a positive impact on the country and communities they serve? ^E

n=540	Total
Strong regulation and oversight from the government and outside groups	46%
Having a CEO whose values are similar to your own	54%

POSIMPE

8. Which of the following comes closer to your view?

n=1,624	Total
When I decide what products or services to buy, I mostly just decide on price and quality	67%
When I decide what products or services to buy, I take into account a company's values and positions on key issues	33%

VALUES



ACTIVISM DEEP DIVE

9. Next, you'll see a list of ways different kinds of companies can engage on public issues. After each one, please indicate if you think it is appropriate or inappropriate for a company of that description to engage on that public issue.

	Appropriate	Inappropriate	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate
A national retailer on how guns should be regulated ^C						
Total	56%	44%	19%	38%	23%	21%
A national retailer on how companies can be more responsible when selling guns ^D						
Total	71%	29%	28%	43%	16%	13%
A national retailer on how companies and communities can work together to limit the spread of illegal guns ^E						
Total	68%	32%	30%	39%	18%	14%

ACTBATDD

10. Below is a list of actions a company could take. If a company were to do this, would that make you feel better or worse about supporting that company?

	Total Better	Total Worse	Feel much better about supporting that company	Feel somewhat better	Feel somewhat worse	Feel much worse about supporting that company	Make no difference
A large national employer opposed a new state law that it said would have a disproportionate impact on communities of color and make it harder for many to vote. ^F							
Total	41%	38%	23%	18%	17%	21%	21%
A large employer with a long history of commitment to civil rights and diversity opposed a new state law that it said would have a disproportionate impact on communities of color and make it harder for many to vote. ^H							
Total	48%	30%	23%	25%	14%	16%	22%

ACTIONBAT



- 11. Critics say: Large companies are going woke and spending big money on climate change initiatives and ad campaigns talking about climate change, because they care more about looking good to woke politicians than doing what's best for their business.

Companies say: Any successful business needs to think and plan for the long term. We are taking action on climate change because reducing waste and pollution strengthens our business, is better for profits in the long-run, and is better for the communities we serve and depend on.

With which statement do you agree more? ^A

n=812	Total
Critics of companies	44%
Companies	56%

ESGCLIMAT



SCREENERS

12. In which year were you born? [YEAR CODED INTO CATEGORIES]

n=1,624	Total
18-34	29%
35-49	24%
50-64	27%
65+	21%

AGE_col4

13. Do you describe yourself as a...?

n=1,624	Total
Man	47%
Woman	53%
In some other way	0%

GENDER

14. What state do you live in? [CODED INTO REGION]

n=1,624	Total
Northeast	18%
Midwest	21%
South	39%
West	23%

DQREGION



15. Which race or ethnicity best describes you?

n=1,624	Total
White	66%
Black	13%
Hispanic	12%
Asian	5%
Native American	2%
Other	2%

RACE

16. [IF NOT HISPANIC IN RACE] Are you of Hispanic, Latino, or Spanish origin or descent?

n=1,467	Total
Yes	6%
No	93%
Not sure	1%

HISRACE



17. Which of the following categories best represents your total household income for 2021?

n=1,624	Total
Less than \$20,000	22%
\$20,000 - less than \$40,000	23%
\$40,000 - less than \$60,000	18%
\$60,000 - less than \$80,000	12%
\$80,000 - less than \$100,000	8%
\$100,000 - less than \$150,000	9%
\$150,000 - less than \$200,000	4%
\$200,000 or more	4%

INCOME

18. What is the last grade or level of school you have completed?

n=1,624	Total
High school diploma or less	39%
Some college/Associate's degree/Technical degree	32%
College graduate	19%
Postgraduate education	10%

EDU



19. How closely would you say you follow national political and business news?

n=1,624	Total
Extremely closely	21%
Very closely	26%
Somewhat closely	32%
Not very closely	14%
Not closely at all	8%

NEWS

20. Now you are going to see a list of activities a person might do to get involved in community or political issues. Please indicate whether you have done any of the following activities within the past two years or not.

n=1,624	Total
Donated money to a political group, non-profit, or charity	26%
Volunteered time or participated in non-profit groups/charities	21%
Contacted an elected official about a particular issue	17%
Posted online about a political or advocacy cause	22%
Volunteered for a political candidate or cause, non-profit, or charity	10%
Regularly contributed time or money to political or advocacy causes	9%
Served in a leadership position in a local organization or club	7%
Written something that has been published publicly	7%
Have not taken any of the above actions	46%

POL



21. Regardless of how you are registered, do you consider yourself a strong Democrat, a weak Democrat, a strong Republican, a weak Republican, or an Independent?

n=1,624	Total
Strong Democrat	25%
Weak Democrat	12%
Strong Republican	24%
Weak Republican	11%
Independent	28%

PTYID

22. [IF INDEPENDENT] Which of the following best describes you?

n=414	Total
You almost always vote for Democratic candidates	12%
You vote for Democrats more often than you vote for Republicans	15%
You vote equally for Democrats and Republicans	50%
You vote for Republicans more often than you vote for Democrats	13%
You almost always vote for Republican candidates	10%

PTYIDFOL



DEMOGRAPHICS QUESTIONS

23. Many people were not able to vote in the 2020 election for President. What about you – were you able to vote, or were you not able to vote in the 2020 presidential election?

n=1,624	Total
Voted	76%
Did not vote	19%
Ineligible	3%
Not sure/can't remember	3%

VOTED20

24. [IF VOTED IN VOTED20] Who did you vote for in the 2020 presidential election?

n=1,315	Total
Joe Biden	52%
Donald Trump	46%
Jo Jorgensen	1%
Howie Hawkins	0%
Someone else	1%
Do not remember	1%

VOTE20



25. What is your current employment status?

n=1,624	Total
Employed full time, or work more than 35 hours a week	39%
Employed part time, or work less than 35 hours a week	12%
Not employed, but looking for work	9%
Retired	24%
Student	3%
Homemaker	8%
Something else	6%

EMPLOY

26. Do you have any children under the age of 18 in your household?

n=1,624	Total
Yes	29%
No	71%

KIDS

27. Are you...?

n=1,624	Total
Married	46%
Living with a partner	10%
Single	27%
Separated/divorced	11%
Widowed	4%
Prefer not to say	1%

MARSTA



28. Do you live in a city, a suburb just outside a city, or a more rural area that is not near a city?

n=1,624	Total
City	33%
Suburb	46%
More rural, less developed area	21%

AREA

Splits:

A and B: half samples

A = 604 interviews (812 unweighted)

B = 603 interviews (812 unweighted)

C and D and E: thirds samples

C = 402 interviews (543 unweighted)

D = 402 interviews (541 unweighted)

E = 402 interviews (540 unweighted)

F and G and H and I: quarters samples

F = 301 interviews (404 unweighted)

G = 302 interviews (408 weighted)

H = 302 interviews (408 unweighted)

I = 302 interviews (404 unweighted)