

NATIONAL SURVEY

Interview Schedule



PUBLIC OPINION
STRATEGIES

turning questions into answers

April 30 - May 2, 2024

Project #: 240157

N=1,000 Registered Voters

Credibility Interval: +3.53%

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1. Generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

21% Right Direction

70% Wrong Track

8% Not Sure

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2. Do you approve or disapprove of the job Joe Biden is doing as President?

15% Strongly Approve

25% Somewhat Approve

17% Somewhat Disapprove

41% Strongly Disapprove

2% No Opinion/Not Sure

40% TOTAL APPROVE

58% TOTAL DISAPPROVE

Now, thinking for a minute about your state government... As you may know, your state government contracts with private companies for many services and products, such as the purchase and servicing of cars and trucks, hiring construction companies to build and repair roads and bridges, managing investments, banking, insurance, and numerous other services.

When assessing whether to do business with specific companies, how important is it for your state government officials to consider each of the following...

	Extremely/ Very Important	Somewhat/ NOT Important	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important
<i>Ranked by % Extremely Important</i>							
3. The reliability of the company	91%	9%	61%	31%	7%	1%	*
6. The quality of the service or product it is selling	91%	9%	60%	31%	8%	*	*
5. The cost of the service or product it is selling	88%	12%	50%	37%	11%	1%	*
4. The reputation of the company and the service or product it is selling	84%	16%	42%	42%	14%	2%	*
7. Decisions the company takes on controversial political issues	37%	63%	17%	20%	30%	21%	11%

Now, please read each of the following actions that might be taken by state government officials when they are determining which companies their state government does business with. Please indicate whether you believe it is OK or NOT OK for state government to...

It is OK It is Not OK

Ranked by % It Is Not OK

- | | | | |
|-----|---|-----|-----|
| 10. | Refuse to do business with companies that support progressive policies on issues like climate change and diversity. | 36% | 64% |
| 8. | Refuse to do business with companies that invest in fossil fuels like coal and natural gas. | 38% | 62% |
| 9. | Refuse to do business with technology companies based in China. | 75% | 25% |

-
- | | | |
|-----|---|--|
| 11. | Generally speaking, which should be more important when state government officials are making decisions on which companies to do business with... | |
| | 92% | The quality, cost and reputation of the product and company they are contracting with ...or... |
| | 8% | The decisions that the company has made on current political issues |
-

And, do you agree or disagree with the following statements...

Total Total Strongly Somewhat Somewhat Strongly
Agree Disagree Agree Agree Disagree Disagree

Ranked by % Strongly Agree

- | | | | | | | | |
|-----|---|------------|------------|-----|-----|-----|----|
| 12. | State government officials shouldn't use taxpayers' dollars to push personal political agendas. | 92% | 8% | 73% | 18% | 3% | 5% |
| 14. | The government should award contracts based on the best price and quality of providers. | 94% | 6% | 63% | 31% | 5% | 1% |
| 13. | State government shouldn't punish companies for their private business decisions. | 75% | 25% | 32% | 43% | 19% | 6% |
-

15. Now, on a different topic... How familiar are you with ESG, or environmental, social and governance criteria, that some businesses consider when making decisions about their operations or strategy. ESG includes factors like the record of a business on human rights, the environment, diversity or other social values.

7% Very Familiar
29% Somewhat Familiar
33% Not too familiar
...or...
30% Not familiar at all

...with this ESG policy criteria?

37% TOTAL FAMILIAR
63% TOTAL NOT FAMILIAR

16. And, regardless of how familiar you are, do you have a favorable or unfavorable view of the effort to promote the adoption of environmental, social and governance, or ESG, policies in business and investing?

12% Very Favorable View
35% Somewhat Favorable View
13% Somewhat Unfavorable View
13% Very Unfavorable View

27% Not Sure

47% TOTAL FAVORABLE
26% TOTAL UNFAVORABLE

17. How much have you seen, read or heard specifically about elected officials passing laws in states that would prohibit companies with ESG policies from doing business with the state government...

4% A Lot
19% Some
35% Not Much
...or...
42% Nothing At All?

23% TOTAL A LOT/SOME
77% TOTAL NOT MUCH/NOTHING

18. And, do you believe that the state should prohibit companies with ESG policies from doing business with the state government?

6% Definitely Yes, Should Prohibit
24% Probably Yes, Should Prohibit
51% Probably No, Should Not Prohibit
18% Definitely No, Should Not Prohibit

31% TOTAL YES
69% TOTAL NO

Now, please read the following arguments: One from those who believe the state should prohibit companies with ESG policies from doing business with state government, and one from those who believe the state should not prohibit companies with ESG policies from doing business with the state government, and select which of the two arguments you agree with more, even if neither are exactly correct.

19. Please select which of the two arguments you agree with more, even if neither are exactly correct:

34% First, from those who believe the state should prohibit companies with ESG policies from doing business with the state government...

We cannot allow these ESG woke companies to impose their progressive ideologies on our state. These companies have declared war on energy, refusing to invest in oil and gas companies, and they have embraced the woke politics of diversity and inclusion. Our state should prohibit them from doing business with state government, even if it costs taxpayers more.

66% Next, from those who believe the state should not prohibit ESG companies from doing business with the state...

Prohibiting state government from doing business with these companies is simply bad policy as it stifles competition between companies and taxpayers end up paying more. When legislators did this in one state, it cost taxpayers as much as \$500 million in additional costs in the first year alone. If this becomes law in our state, voters will feel it in their wallets and pocketbooks. We simply can't afford this government overreach.

20. Now, after hearing from both sides of this issue, do you believe that the state should prohibit companies with ESG policies from doing business with the state?

<u>INIT</u>	<u>INF</u>	
6%	13%	Definitely Yes, Should Prohibit
24%	25%	Probably Yes, Should Prohibit
51%	38%	Probably No, Should Not Prohibit
18%	24%	Definitely No, Should Not Prohibit

31%	38%	TOTAL YES
69%	62%	TOTAL NO

21. Please select which of the two arguments you agree with more, even if neither are exactly correct:

31% First, from those who believe the state should prohibit companies with ESG policies from doing business with the state government...

We cannot allow these ESG woke companies to impose their progressive ideologies on our state. These companies have declared war on energy, refusing to invest in oil and gas companies, and they have embraced the woke politics of diversity and inclusion. Our state should prohibit them from doing business with state government, even if it costs taxpayers more.

69% Next, from those who believe the state should not prohibit ESG companies from doing business with the state...

This is government overreach taken to the extreme, choosing what companies the state can do business with based on ideology and politics rather than cost, quality, and reliability. State government should ensure a free and fair market instead of trying to pick winners and losers based on the prevailing political winds of the day.

22. Now, after hearing from both sides of this issue, do you believe that the state should prohibit companies with ESG policies from doing business with the state?

<u>INIT</u>	<u>INF</u>	
6%	12%	Definitely Yes, Should Prohibit
24%	23%	Probably Yes, Should Prohibit
51%	42%	Probably No, Should Not Prohibit
18%	23%	Definitely No, Should Not Prohibit

31%	35%	TOTAL YES
69%	65%	TOTAL NO

23. Now, regardless of how you feel about this issue... If your state passes legislation prohibiting companies with ESG policies from doing business with the state government...

Do you believe it will cost you money in terms of higher costs, fees, or taxes?

70%	Yes, it will cost me more
30%	No, it will not cost me more

24. Now, please read the following statements regarding this issue and indicate which you agree with more...

61% Our state's politicians SHOULD NOT punish businesses for taking positions on politically divisive issues. Many of these businesses are making these decisions simply to reduce legal and financial risk and optimize returns for shareholders and investors - even if those policies don't always align with the political winds of the day.

39% Our state's politicians SHOULD hold businesses accountable for adopting specific policies on politically divisive issues. They should not be allowed to do business in our state if their values do not match those of the voters, even if it comes at a cost to the taxpayer. Our politicians have the right NOT to work with companies when they play politics.

(ASKED OF SAMPLE A ONLY)

25. In a few words or a short phrase, in your own words, how would you describe these laws that would prohibit companies with ESG policies from doing business with the state government?

SEE VERBATIM RESPONSES

Now, just a few more questions for statistical purposes only...

D1. In what year were you born?

25%	18 - 34
16%	35 - 44
12%	45 - 54
22%	55 - 64
25%	65 AND ABOVE

D2B. Please record your gender.

48%	Male
52%	Female
*	Identify some other way

D3A. And, what is the last grade you completed in school?

*	Some Grade School (Grades 1-8)
1%	Some High School (Grades 9-11)
17%	Graduated High School (Grade 12)
8%	Technical/Vocational School
35%	Some College
28%	Graduated College (e.g. Bachelor of Arts, Bachelor of Science)
10%	Graduate/Professional School (e.g. PhD, MD, JD)
62%	LESS COLLEGE
38%	COLLEGE+

D6A. What is your main racial or ethnic heritage?

72%	Caucasian or White
12%	African American or Black
10%	Hispanic, Latino or some other Spanish speaking background
4%	Asian or Pacific Islander
1%	Native American or American Indian
*	Other/Mix

D4A. In politics today, do you consider yourself a...

20%	Strong Republican
13%	Not-so-strong Republican
9%	An Independent who leans towards the Republicans
15%	Something else/Independent
10%	An Independent who leans towards the Democrats
13%	Not-so-strong Democrat
21%	Strong Democrat
42%	TOTAL REPUBLICAN
43%	TOTAL DEMOCRAT

(ASKED IF REPUBLICAN IN D4A ONLY)

D8C. Do you consider yourself to be...

33%	More of a supporter of Donald Trump
	...or...
39%	More of a supporter of the Republican Party
21%	Both Equally
5%	Neither
1%	Not Sure

D5A. Generally speaking, do you consider yourself to be...

13%	Very Conservative
22%	Somewhat Conservative
37%	Moderate
18%	Somewhat Liberal
10%	Very Liberal
35%	TOTAL CONSERVATIVE
28%	TOTAL LIBERAL

D8A. Regardless of how you feel now, for whom did you vote in the 2020 Presidential election...

Total	Voted	
43%	47%	Donald Trump
47%	51%	Joe Biden
		...or...
2%	2%	Someone Else?
8%	—	Did Not Vote
1%	—	Don't Know/Don't Recall

GEO1. Geography from Zip Code

35%	URBAN
54%	SUBURBAN
11%	RURAL
