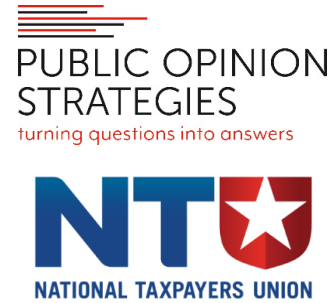


MEMORANDUM

TO: INTERESTED PARTIES
FROM: NEIL NEWHOUSE, JARRETT LEWIS & LUKE JACKSON
PUBLIC OPINION STRATEGIES
DATE: MAY 20, 2024
SUBJECT: KEY FINDINGS FROM A NATIONAL SURVEY



METHODOLOGY:

On behalf of the National Taxpayers Union, Public Opinion Strategies completed a national survey of N=1,000 registered voters between April 30 and May 2, 2024, which has a credibility interval of $\pm 3.53\%$ in 95 out of 100 cases. Interviews were conducted via online opt-in panels.

Quotas were set and minimal weighting applied to the following demographics to ensure a representative sample of voters were collected to match publicly available demographic data for the United States: gender, age, ethnicity, education level, and geography. The purpose of this memo is to review the key findings from the survey.

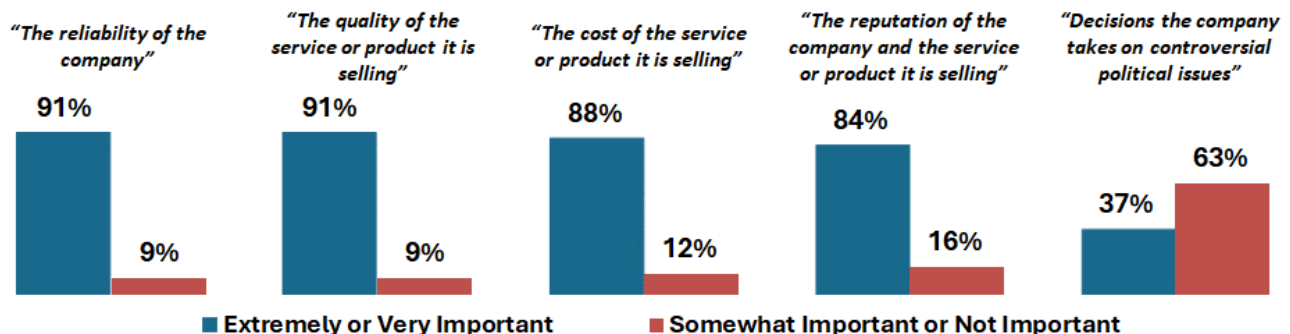
BOTTOM LINE

Voter attitudes are clear: It is not okay for state governments to make decisions on state contracts based on whether companies have ESG policies in place. Voters across the partisan board agree with that. They also strongly agree that when making contract decisions, government officials should consider the quality, reputation, cost and reliability of a company rather than decisions the company makes on issues that can often be politicized. Most telling, more than two-thirds of voters believe their state should NOT prohibit companies with ESG policies from doing business with the state (including more than 60% of Republicans).

POLL FINDINGS:

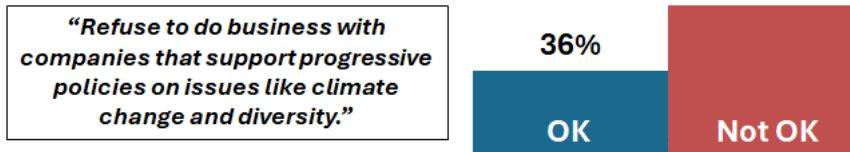
1. Voters overwhelmingly believe that state government officials should make decisions on whether to do business with private companies based on the reliability, cost, quality and reputation of the company or product, rather than decisions the company makes on issues that can be politicized.

"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..."



2. Nearly two-thirds of all voters (64%) and a majority of voters across party lines say it is “Not OK” for state government officials to refuse to do business with companies that support progressive policies on issues like climate change and diversity.

“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...”



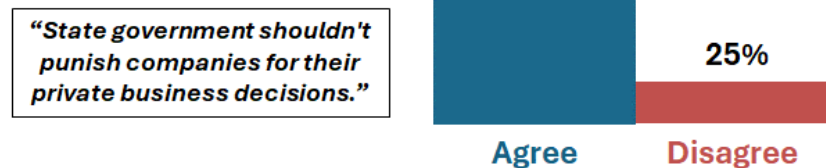
3. More than 90% of voters agree that state government officials shouldn’t use taxpayer dollars to push personal political agendas.

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

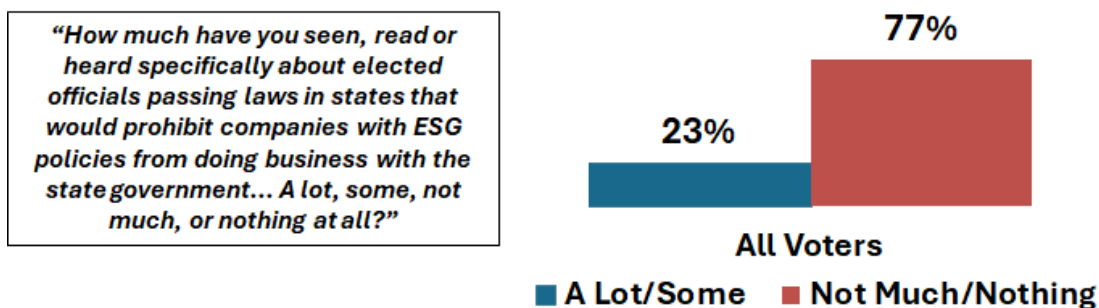


4. Fully 75% of voters believe that state government shouldn’t punish companies for their private business decisions.

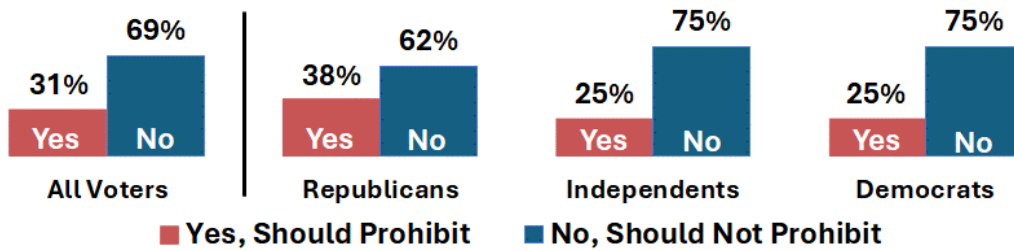
“And, do you agree or disagree with the following statements...”



5. While few voters have heard anything about state elected officials passing laws that would prohibit companies with ESG policies from doing business with state government, more than two-thirds of voters oppose it (including more than 60% of Republicans).

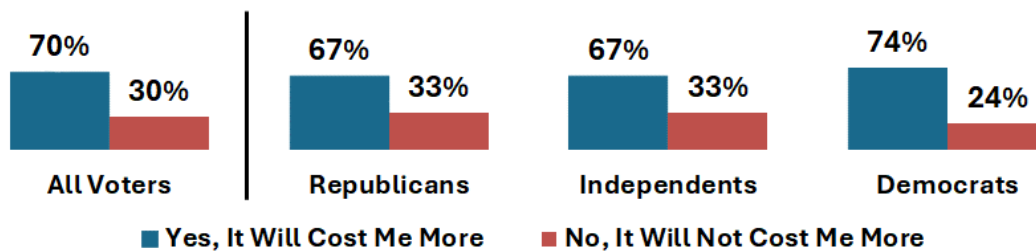


"And, do you believe that the state should prohibit companies with ESG policies from doing business with the state government?"



6. The vast majority of voters across the political spectrum believe that if their state passes legislation prohibiting companies with ESG policies from doing business with their state government, it will ultimately cost them more money out of their own pocket.

"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?"



7. **IN THEIR OWN WORDS:** When asked to describe *"laws that would prohibit companies with ESG policies from doing business with the state government,"* voters across party lines are clear in their opposition to these proposals.

"I think prohibiting companies from doing business because of their beliefs can be a dangerous game to play." – Republican; Michigan

"They are overreaching, would set a dangerous precedent for the future, and will be costly to taxpayers." – Independent; South Carolina

"I feel it is discrimination. It is none of the government's business who and what causes independently owned corporations support. It doesn't affect their quality work." – Independent, West Virginia

"Trying to prohibit companies with ESG policies makes me think of trying to revoke someone's civil rights just because they don't believe politically the same as you do. ESG policies should not determine whether or not a company is hired to do a job." – Republican; South Carolina

"It seems like politicians would just look for reasons not to do business with certain companies, and maybe pick other companies that they have friends or donors in key positions. It seems like it would be easier for corruption to get involved." – Democrat; Indiana

"The lack of fair bidding and competition for state projects leads to corruption, kickbacks, etc. and costs the taxpayers more money." – Independent; New York

"I believe the state government should choose companies based on their quality of work and not what their political views are." – Republican; Missouri