

GALLUP NEWS SERVICE

**GALLUP POLL SOCIAL SERIES:
ECONOMY AND PERSONAL FINANCE**

-- FINAL TOPLINE --

Timberline: 937614
T: 438
Princeton Job #: 21-04-005

April 1-21, 2021

Results are based on telephone interviews conducted April 1-21, 2021 with a random sample of –961—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –491-- adults employed full- or part-time, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –623-- stock owners, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –331-- retirees, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –630-- non-retirees, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –671-- homeowners, the margin of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

On a different subject,

29. How familiar are you with ESG, or Environmental, Social and Governance criteria that some people take into account when making decisions about buying products and services or investing? ESG includes factors like the record of a business on human rights, the environment, diversity, or other social values. Are you very familiar, somewhat familiar, not too familiar, or not familiar at all with this practice?

	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not too familiar</u>	<u>Not familiar at all</u>	<u>No opinion</u>
2021 Apr 1-21	8	28	22	42	1

30. How much, if at all, do each of the following matter to you, personally, when deciding whether to buy products or services from a business – a great deal, a fair amount, not much or not at all? How about its’ – [RANDOM ORDER]?

<i>2021 Apr 1-21</i> <i>(sorted by “great deal”)</i>	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>Not at all</u>	<u>No opinion</u>
Efforts to promote the health, safety and wellbeing of its employees	50	34	8	7	*
Impact on the local community	49	32	10	8	*
Business ethics and transparency	47	32	11	9	1
Impact on the environment	43	32	14	10	*
Efforts to promote diversity and inclusion in its workforce and customer base	37	31	14	18	*

GALLUP POLL SOCIAL SURVEY
April 2021
Public Release Data

QN29: Familiarity with Environmental, Social and Governance Criteria BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender			Race I		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
Very familiar		77	40	37	59	16	24	19	33	40	25	11	16	32	28	18	29	28
		8%	8%	8%	9%	5%	9%	6%	8%	12%	9%	3%	6%	8%	9%	6%	8%	12%
Somewhat familiar		265	125	141	191	71	65	84	116	130	80	55	67	108	86	89	82	84
		28%	26%	29%	30%	23%	24%	29%	29%	38%	29%	16%	27%	28%	29%	28%	22%	36%
Not too familiar		211	116	95	157	52	54	66	86	67	61	83	68	80	60	86	73	47
		22%	24%	20%	24%	17%	20%	23%	22%	20%	22%	24%	27%	21%	20%	27%	20%	20%
Not familiar at all		403	196	207	230	169	122	122	156	103	109	187	99	163	125	123	182	75
		42%	41%	43%	36%	55%	46%	42%	40%	30%	40%	55%	39%	43%	41%	39%	50%	32%
(DK)/(Refused)		5	1	3	3	1	1	1	3	-	-	5	3	-	2	3	-	2
		1%	0%	1%	1%	0%	1%	0%	1%	-	-	1%	1%	-	1%	1%	-	1%

GALLUP POLL SOCIAL SURVEY

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Public Release Data

QN30A: Decision to Buy - Impact on Environment BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
A great deal		416	181	234	256	153	124	122	167	153	116	147	67	166	178	95	169	135
		43%	38%	49%	40%	50%	46%	42%	42%	45%	42%	43%	27%	43%	59%	30%	46%	57%
A fair amount		309	148	161	212	93	93	103	110	123	98	84	85	125	88	93	129	73
		32%	31%	33%	33%	30%	35%	35%	28%	36%	36%	24%	34%	33%	29%	29%	35%	31%
Not much		137	86	51	108	28	27	37	70	41	35	61	56	51	24	66	47	18
		14%	18%	11%	17%	9%	10%	13%	18%	12%	13%	18%	22%	13%	8%	21%	13%	8%
Not at all		99	63	37	64	35	23	29	47	24	26	50	44	40	11	64	21	10
		10%	13%	8%	10%	11%	9%	10%	12%	7%	9%	15%	17%	11%	4%	20%	6%	4%
(DK)/(Refused)		0	0	-	0	-	-	-	0	-	0	-	-	0	-	0	-	-
		0%	0%	-	0%	-	-	-	0%	-	0%	-	-	0%	-	0%	-	-

GALLUP POLL SOCIAL SURVEY

April 2021

Public Release Data

QN30B: Decision to Buy - Efforts to Promote Diversity and Inclusion BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender			Race I		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
A great deal		357	153	203	205	148	121	100	131	130	108	119	45	148	158	78	140	123
		37%	32%	42%	32%	48%	45%	34%	33%	38%	39%	35%	18%	39%	53%	24%	38%	52%
A fair amount		298	152	146	215	79	78	97	122	107	83	105	80	107	99	83	121	84
		31%	32%	30%	34%	26%	29%	33%	31%	31%	30%	31%	32%	28%	33%	26%	33%	36%
Not much		131	73	58	87	43	29	45	56	53	33	46	52	49	25	62	45	16
		14%	15%	12%	14%	14%	11%	16%	14%	15%	12%	13%	21%	13%	8%	19%	12%	7%
Not at all		171	98	73	129	39	38	49	81	51	51	68	74	77	18	95	60	12
		18%	20%	15%	20%	13%	14%	17%	20%	15%	18%	20%	29%	20%	6%	30%	17%	5%
(DK)/(Refused)		5	3	2	4	-	-	0	4	-	1	3	1	2	-	2	-	-
		0%	1%	0%	1%	-	-	0%	1%	-	1%	1%	0%	0%	-	1%	-	-

GALLUP POLL SOCIAL SURVEY

April 2021

Public Release Data

QN30C: Decision to Buy - Efforts to Promote Employee Wellbeing BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
A great deal		482	215	267	317	156	129	155	193	172	149	159	107	185	174	148	175	136
		50%	45%	55%	49%	50%	48%	53%	49%	50%	54%	47%	42%	48%	58%	46%	48%	58%
A fair amount		328	187	141	228	97	106	97	124	128	94	104	90	152	81	108	130	77
		34%	39%	29%	36%	32%	40%	33%	32%	38%	34%	30%	36%	40%	27%	34%	35%	33%
Not much		80	31	49	47	33	15	22	42	26	18	35	28	21	31	28	39	11
		8%	6%	10%	7%	11%	6%	8%	11%	8%	7%	10%	11%	5%	10%	9%	11%	5%
Not at all		70	46	24	47	23	16	17	34	15	14	41	28	24	13	35	22	11
		7%	10%	5%	7%	7%	6%	6%	9%	4%	5%	12%	11%	6%	4%	11%	6%	5%
(DK)/(Refused)		2	0	1	1	0	-	0	1	0	-	1	-	1	0	-	-	0
		0%	0%	0%	0%	0%	-	0%	0%	0%	-	0%	-	0%	0%	-	-	0%

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Public Release Data

QN30D: Decision to Buy - Business Ethics and Transparency BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender			Race I		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
A great deal		454	208	246	306	139	117	150	181	169	141	142	106	180	161	142	176	116
		47%	43%	51%	48%	45%	44%	51%	46%	50%	51%	42%	42%	47%	54%	45%	48%	49%
A fair amount		309	164	145	207	100	95	89	125	119	93	95	81	119	97	95	119	84
		32%	34%	30%	32%	32%	36%	30%	32%	35%	34%	28%	32%	31%	32%	30%	32%	36%
Not much		107	51	56	68	39	29	30	46	26	28	53	39	39	24	45	44	15
		11%	11%	12%	11%	12%	11%	10%	12%	8%	10%	16%	15%	10%	8%	14%	12%	7%
Not at all		84	53	31	54	30	26	20	38	24	13	47	23	42	18	34	27	20
		9%	11%	6%	8%	10%	10%	7%	10%	7%	5%	14%	9%	11%	6%	11%	7%	9%
(DK)/(Refused)		8	3	5	5	2	-	3	4	3	1	4	4	3	-	3	1	0
		1%	1%	1%	1%	1%	-	1%	1%	1%	0%	1%	1%	1%	-	1%	0%	0%

GALLUP POLL SOCIAL SURVEY

April 2021

Public Release Data

QN30E: Decision to Buy - Impact on the Local Community BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender			Race I		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
A great deal		470	215	255	312	151	132	148	185	184	136	148	102	190	169	133	184	130
		49%	45%	53%	49%	49%	50%	51%	47%	54%	49%	43%	40%	50%	56%	42%	50%	55%
A fair amount		311	169	142	230	77	85	94	130	119	97	94	98	128	78	115	119	67
		32%	35%	29%	36%	25%	32%	32%	33%	35%	35%	27%	39%	33%	26%	36%	33%	29%
Not much		97	49	48	56	40	29	31	36	27	30	40	26	31	37	30	42	23
		10%	10%	10%	9%	13%	11%	11%	9%	8%	11%	12%	10%	8%	12%	10%	11%	10%
Not at all		81	43	38	41	40	19	18	42	10	11	59	24	33	16	39	21	15
		8%	9%	8%	6%	13%	7%	6%	11%	3%	4%	17%	10%	9%	5%	12%	6%	6%
(DK)/(Refused)		2	2	0	1	1	1		1	0	2		2	0		2	0	
		0%	0%	0%	0%	0%	1%		0%	0%	1%		1%	0%		1%	0%	