

**GALLUP NEWS SERVICE**

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

-- FINAL TOPLINE --

Timberline: 937614  
T: 535  
Princeton Job #: 23-04-004

April 3-25, 2023

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Results are based on telephone interviews conducted April 3-25, 2023, with a random sample of –1,013—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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –500—national adults in Form A and the sample of –513- national adults in Form B, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –528-- adults employed full- or part-time, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –349-- retirees, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –664-- non-retirees, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –698-- homeowners, the margin of sampling error is  $\pm 4$  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 75% cell phone respondents and 25% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 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](mailto:galluphelp@gallup.com).

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On a different subject,

30. 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>
2023 Apr 3-25	11	26	22	40	*
2021 Apr 1-21	8	28	22	42	1

31. What is your overall view of the movement to promote the use of environmental, social and governance, or ESG factors in business and investing – is it positive, negative or are you unsure?

	<u>Positive</u>	<u>Negative</u>	<u>Unsure</u>	<u>No answer</u>
2023 Apr 3-25	22	19	58	1

32. Next, we have a question about retirement fund managers -- people that make decisions about what stocks and bonds to include in funds that people invest in for their retirement.

When making decisions about potential investments, should retirement fund managers – [Only take into account financial factors including historical investment returns (or should they) Take into account ESG factors in addition to financial factors like historical investment returns]?

	<u>Only financial factors</u>	<u>ESG factors and financial factors</u>	<u>No opinion</u>
2023 Apr 3-25	48	41	11

**GALLUP POLL SOCIAL SURVEY**

**April 2023**

**Public Release Data**

**QN30: ESG Familiarity 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	1013	551	457	747	249	189	262	539	463	299	243	329	402	253	431	311	232
	Weighted n	1013	498	506	665	337	260	319	411	362	277	369	303	415	269	415	329	230
Very familiar		114	73	38	87	27	22	34	52	63	31	19	35	46	29	58	27	26
		11%	15%	7%	13%	8%	9%	11%	13%	18%	11%	5%	12%	11%	11%	14%	8%	11%
Somewhat familiar		267	137	126	191	72	67	89	103	126	73	67	82	114	67	102	85	77
		26%	27%	25%	29%	21%	26%	28%	25%	35%	26%	18%	27%	27%	25%	25%	26%	33%
Not too familiar		224	98	125	149	73	43	82	96	68	66	87	58	96	65	95	80	45
		22%	20%	25%	22%	22%	17%	26%	23%	19%	24%	24%	19%	23%	24%	23%	24%	19%
Not familiar at all		406	188	216	237	163	126	114	159	104	107	193	127	159	107	160	138	82
		40%	38%	43%	36%	48%	48%	36%	39%	29%	38%	52%	42%	38%	40%	38%	42%	36%
(DK)/(Refused)		2	2	-	-	2	2	-	-	-	-	2	-	-	-	-	-	-
		0%	0%	-	-	1%	1%	-	-	-	-	1%	-	-	-	-	-	-

**GALLUP POLL SOCIAL SURVEY**

**April 2023**

**Public Release Data**

**QN31: ESG View 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	1013	551	457	747	249	189	262	539	463	299	243	329	402	253	431	311	232
	Weighted n	1013	498	506	665	337	260	319	411	362	277	369	303	415	269	415	329	230
Positive		221	104	117	145	74	73	69	77	127	44	49	14	84	121	22	86	109
		22%	21%	23%	22%	22%	28%	22%	19%	35%	16%	13%	5%	20%	45%	5%	26%	48%
Negative		196	129	64	152	43	35	58	93	75	57	64	97	88	5	145	42	4
		19%	26%	13%	23%	13%	14%	18%	23%	21%	21%	17%	32%	21%	2%	35%	13%	2%
Unsure		590	262	322	364	218	150	192	237	160	175	250	190	241	143	246	201	117
		58%	53%	64%	55%	65%	58%	60%	58%	44%	63%	68%	63%	58%	53%	59%	61%	51%
(Refused)		6	4	3	4	2	2	-	4	0	0	6	2	2	-	2	0	-
		1%	1%	1%	1%	1%	1%	-	1%	0%	0%	2%	1%	0%	-	1%	0%	-

**GALLUP POLL SOCIAL SURVEY**  
**April 2023**  
**Public Release Data**

**QN32: Retirement Fund Managers 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	1013	551	457	747	249	189	262	539	463	299	243	329	402	253	431	311	232
	Weighted n	1013	498	506	665	337	260	319	411	362	277	369	303	415	269	415	329	230
Only take into account financial factors including historical investment returns		485	263	219	330	149	103	156	212	166	137	180	193	205	76	269	151	55
		48%	53%	43%	50%	44%	39%	49%	52%	46%	49%	49%	64%	49%	28%	65%	46%	24%
Take into account ESG factors in addition to financial factors like historical investment returns		413	174	236	259	153	138	129	139	170	104	138	73	172	157	99	151	151
		41%	35%	47%	39%	45%	53%	41%	34%	47%	37%	37%	24%	41%	59%	24%	46%	65%
(DK)/(Refused)		115	61	51	76	36	20	34	59	26	37	51	38	38	36	47	27	25
		11%	12%	10%	11%	11%	8%	11%	14%	7%	13%	14%	12%	9%	13%	11%	8%	11%