



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Purpose Survey

Topline Findings

New York, April 3, 2023 — *These are the findings of an Ipsos poll conducted between February 8 – 9, 2023, for the [What the Future: Purpose issue](#). For this survey, a sample of 1,118 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. When you decide which brands to purchase products from, which of the following factors are most important in your decision? Select up to three.

	Total (N=1,118)
If I trust the quality of this brand	50%
If it is a brand that I have already used in the past	39%
If there is a sale or promotion	38%
If it receives good product reviews	37%
If the brand is made in the U.S.	23%
If it is the cheapest or most affordable	22%
A recommendation from friends/family	21%
If it is sustainable or a better product for the environment	12%
If the brand is aligned with my values	11%
If the brand tries to make a positive impact on society	7%
If the brand is popular or "in fashion"	5%
None of the above	3%



PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues?

A great deal summary – The government

	Total
Treating women and men equally	89%
Treating people of different ethnic groups or backgrounds equally	88%
Poverty and social inequality	87%
Education inequality	85%
Protecting religious freedom	85%
Recycling and reducing waste	85%
Ensuring that products are environmentally sustainable	82%
Creating local jobs	82%
Climate change	80%
Treating LGBTQ people equally	79%

The government

- a. Poverty and social inequality

	Total
A great deal	53%
A fair amount	34%
Not very much	9%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>87%</i>
<i>Not very much/None at all (Net)</i>	<i>13%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

b. Climate change

	Total
A great deal	53%
A fair amount	28%
Not very much	11%
None at all	9%
<i>A great deal/A fair amount (Net)</i>	<i>80%</i>
<i>Not very much/None at all (Net)</i>	<i>20%</i>

c. Education inequality

	Total
A great deal	53%
A fair amount	32%
Not very much	10%
None at all	5%
<i>A great deal/A fair amount (Net)</i>	<i>85%</i>
<i>Not very much/None at all (Net)</i>	<i>15%</i>

d. Protecting religious freedom

	Total
A great deal	54%
A fair amount	31%
Not very much	9%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>85%</i>
<i>Not very much/None at all (Net)</i>	<i>15%</i>

e. Ensuring that products are environmentally sustainable

	Total
A great deal	44%
A fair amount	38%
Not very much	12%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>18%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

f. Creating local jobs

	Total
A great deal	42%
A fair amount	41%
Not very much	14%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>18%</i>

g. Recycling and reducing waste

	Total
A great deal	47%
A fair amount	39%
Not very much	11%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>85%</i>
<i>Not very much/None at all (Net)</i>	<i>15%</i>

h. Treating LGBTQ people equally

	Total
A great deal	47%
A fair amount	32%
Not very much	11%
None at all	10%
<i>A great deal/A fair amount (Net)</i>	<i>79%</i>
<i>Not very much/None at all (Net)</i>	<i>21%</i>

i. Treating women and men equally

	Total
A great deal	60%
A fair amount	28%
Not very much	7%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>89%</i>
<i>Not very much/None at all (Net)</i>	<i>11%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

j. Treating people of different ethnic groups or backgrounds equally

	Total
A great deal	57%
A fair amount	31%
Not very much	7%
None at all	5%
<i>A great deal/A fair amount (Net)</i>	<i>88%</i>
<i>Not very much/None at all (Net)</i>	<i>12%</i>

Companies and brands

A great deal summary – Companies and brands

	Total
Treating women and men equally	91%
Creating local jobs	90%
Recycling and reducing waste	89%
Treating people of different ethnic groups or backgrounds equally	89%
Ensuring that products are environmentally sustainable	85%
Treating LGBTQ people equally	78%
Climate change	77%
Poverty and social inequality	74%
Education inequality	66%
Protecting religious freedom	62%

a. Poverty and social inequality

	Total
A great deal	31%
A fair amount	43%
Not very much	19%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>74%</i>
<i>Not very much/None at all (Net)</i>	<i>26%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

b. Climate change

	Total
A great deal	38%
A fair amount	39%
Not very much	14%
None at all	9%
<i>A great deal/A fair amount (Net)</i>	<i>77%</i>
<i>Not very much/None at all (Net)</i>	<i>23%</i>

c. Education inequality

	Total
A great deal	26%
A fair amount	40%
Not very much	25%
None at all	9%
<i>A great deal/A fair amount (Net)</i>	<i>66%</i>
<i>Not very much/None at all (Net)</i>	<i>34%</i>

d. Protecting religious freedom

	Total
A great deal	28%
A fair amount	34%
Not very much	24%
None at all	14%
<i>A great deal/A fair amount (Net)</i>	<i>62%</i>
<i>Not very much/None at all (Net)</i>	<i>38%</i>

e. Ensuring that products are environmentally sustainable

	Total
A great deal	47%
A fair amount	38%
Not very much	10%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>85%</i>
<i>Not very much/None at all (Net)</i>	<i>15%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

f. Creating local jobs

	Total
A great deal	51%
A fair amount	39%
Not very much	7%
None at all	3%
<i>A great deal/A fair amount (Net)</i>	<i>90%</i>
<i>Not very much/None at all (Net)</i>	<i>10%</i>

g. Recycling and reducing waste

	Total
A great deal	52%
A fair amount	37%
Not very much	7%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>89%</i>
<i>Not very much/None at all (Net)</i>	<i>11%</i>

h. Treating LGBTQ people equally

	Total
A great deal	41%
A fair amount	36%
Not very much	11%
None at all	11%
<i>A great deal/A fair amount (Net)</i>	<i>78%</i>
<i>Not very much/None at all (Net)</i>	<i>22%</i>

i. Treating women and men equally

	Total
A great deal	56%
A fair amount	35%
Not very much	5%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>91%</i>
<i>Not very much/None at all (Net)</i>	<i>9%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

j. Treating people of different ethnic groups or backgrounds equally

	Total
A great deal	52%
A fair amount	37%
Not very much	7%
None at all	5%
<i>A great deal/A fair amount (Net)</i>	<i>89%</i>
<i>Not very much/None at all (Net)</i>	<i>11%</i>

Individuals/the general public

A great deal summary – Individuals/the general public

	Total
Treating women and men equally	93%
Recycling and reducing waste	91%
Treating people of different ethnic groups or backgrounds equally	91%
Treating LGBTQ people equally	83%
Poverty and social inequality	82%
Protecting religious freedom	82%
Education inequality	81%
Creating local jobs	78%
Climate change	77%
Ensuring that products are environmentally sustainable	76%

a. Poverty and social inequality

	Total
A great deal	37%
A fair amount	45%
Not very much	14%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>18%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

b. Climate change

	Total
A great deal	41%
A fair amount	36%
Not very much	15%
None at all	8%
<i>A great deal/A fair amount (Net)</i>	<i>77%</i>
<i>Not very much/None at all (Net)</i>	<i>23%</i>

c. Education inequality

	Total
A great deal	39%
A fair amount	42%
Not very much	14%
None at all	5%
<i>A great deal/A fair amount (Net)</i>	<i>81%</i>
<i>Not very much/None at all (Net)</i>	<i>19%</i>

d. Protecting religious freedom

	Total
A great deal	41%
A fair amount	41%
Not very much	12%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>18%</i>

e. Ensuring that products are environmentally sustainable

	Total
A great deal	31%
A fair amount	45%
Not very much	18%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>76%</i>
<i>Not very much/None at all (Net)</i>	<i>24%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? (*Continued*)

f. Creating local jobs

	Total
A great deal	34%
A fair amount	44%
Not very much	18%
None at all	4%
<i>A great deal/A fair amount (Net)</i>	<i>78%</i>
<i>Not very much/None at all (Net)</i>	<i>22%</i>

g. Recycling and reducing waste

	Total
A great deal	51%
A fair amount	39%
Not very much	7%
None at all	2%
<i>A great deal/A fair amount (Net)</i>	<i>91%</i>
<i>Not very much/None at all (Net)</i>	<i>9%</i>

h. Treating LGBTQ people equally

	Total
A great deal	48%
A fair amount	35%
Not very much	9%
None at all	8%
<i>A great deal/A fair amount (Net)</i>	<i>83%</i>
<i>Not very much/None at all (Net)</i>	<i>17%</i>

i. Treating women and men equally

	Total
A great deal	61%
A fair amount	32%
Not very much	5%
None at all	2%
<i>A great deal/A fair amount (Net)</i>	<i>93%</i>
<i>Not very much/None at all (Net)</i>	<i>7%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues? *(Continued)*

j. Treating people of different ethnic groups or backgrounds equally

	Total
A great deal	58%
A fair amount	33%
Not very much	5%
None at all	3%
<i>A great deal/A fair amount (Net)</i>	<i>91%</i>
<i>Not very much/None at all (Net)</i>	<i>9%</i>

3. How much of a role, if any, should global or national brands play in the following?

Total Play a role Summary

	Total
Solving global problems (war, inequality, climate change, environmental pollution)	85%
Achieving personal goals (e.g., sustainability, financial health, physical and mental health, social connections)	83%
Solving problems in your community (crime, poverty, inequality, housing, education)	83%
Solving individual problems (e.g., housing, income, hunger, inequality, relationships)	82%

a. Solving individual problems (e.g., housing, income, hunger, inequality, relationships)

	Total
A major or direct role	33%
A minor or indirect role	49%
No role at all	18%
<i>Play a role (Net)</i>	<i>82%</i>

b. Achieving personal goals (e.g., sustainability, financial health, physical and mental health, social connections)

	Total
A major or direct role	33%
A minor or indirect role	51%
No role at all	17%
<i>Play a role (Net)</i>	<i>83%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much of a role, if any, should global or national brands play in the following? *(Continued)*

c. Solving global problems (war, inequality, climate change, environmental pollution)

	Total
A major or direct role	49%
A minor or indirect role	36%
No role at all	15%
<i>Play a role (Net)</i>	<i>85%</i>

d. Solving problems in your community (crime, poverty, inequality, housing, education)

	Total
A major or direct role	32%
A minor or indirect role	51%
No role at all	17%
<i>Play a role (Net)</i>	<i>83%</i>

4. How much do you agree or disagree with the following?

Total Agree Summary

	Total
Purchasing sustainable brands or products makes a difference for our environment	67%
I buy from brands that I feel do more good than harm to society	58%
I tend to buy from brands that are committed to having a positive impact on society	55%
I tend to buy from brands that are committed to limiting their impact on the environment	51%
I have avoided brands because I disagreed with their purpose practices	50%
I have purchased brands or products specifically because of their purpose practices	44%
If a brand supports a cause I believe in, I can overlook some of the things I like less about that brand	37%
I tend to buy from brands that I align with politically	33%

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How much do you agree or disagree with the following? *(Continued)*

a. I buy from brands that I feel do more good than harm to society

	Total
Strongly agree	18%
Somewhat agree	40%
Neither agree nor disagree	31%
Somewhat disagree	5%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>11%</i>

b. If a brand supports a cause I believe in, I can overlook some of the things I like less about that brand

	Total
Strongly agree	9%
Somewhat agree	28%
Neither agree nor disagree	42%
Somewhat disagree	14%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>21%</i>

c. I tend to buy from brands that are committed to limiting their impact on the environment

	Total
Strongly agree	16%
Somewhat agree	35%
Neither agree nor disagree	33%
Somewhat disagree	8%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>16%</i>

d. I tend to buy from brands that are committed to having a positive impact on society

	Total
Strongly agree	18%
Somewhat agree	37%
Neither agree nor disagree	31%
Somewhat disagree	7%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>14%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How much do you agree or disagree with the following? (Continued)

e. I tend to buy from brands that I align with politically

	Total
Strongly agree	11%
Somewhat agree	21%
Neither agree nor disagree	40%
Somewhat disagree	14%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>27%</i>

f. I have purchased brands or products specifically because of their purpose practices

	Total
Strongly agree	13%
Somewhat agree	31%
Neither agree nor disagree	33%
Somewhat disagree	13%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>23%</i>

g. I have avoided brands because I disagreed with their purpose practices

	Total
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	25%
Somewhat disagree	15%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>25%</i>

h. Purchasing sustainable brands or products makes a difference for our environment

	Total
Strongly agree	27%
Somewhat agree	40%
Neither agree nor disagree	21%
Somewhat disagree	6%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>12%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

5. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact?

Total More Likely Summary

	Total
Local charitable donations and giving back to the community	63%
Business practices that protect the environment	58%
Support of diversity and inclusion initiatives	49%
Taking a stance on political issues that I agree with	41%
Taking a stance on political issues that I do not agree with	17%

- a. Business practices that protect the environment

	Total
More likely	58%
Less likely	7%
No impact	30%
Don't know	4%

- b. Support of diversity and inclusion initiatives

	Total
More likely	49%
Less likely	11%
No impact	35%
Don't know	5%

- c. Local charitable donations and giving back to the community

	Total
More likely	63%
Less likely	5%
No impact	27%
Don't know	5%

- d. Taking a stance on political issues that I agree with

	Total
More likely	41%
Less likely	10%
No impact	42%
Don't know	8%

PUBLIC POLL FINDINGS AND METHODOLOGY

5. If a brand did any of the following, would it make you more likely or less likely to purchase something from them, or would it have no impact? (*Continued*)

- e. Taking a stance on political issues that I do not agree with

	Total
More likely	17%
Less likely	40%
No impact	33%
Don't know	9%

6. Assuming attributes between brands are equal (e.g., price, value, convenience, quality, etc.), how likely or unlikely are you to pick a certain brand specifically because of its purpose attributes (e.g., their support for sustainability, equality, human rights, etc.)?

	Total
Very likely	28%
Somewhat likely	42%
Somewhat unlikely	11%
Very unlikely	6%
Don't know	12%
<i>Likely (Net)</i>	<i>70%</i>
<i>Unlikely (Net)</i>	<i>17%</i>

7. In the wake of ongoing protests around racial injustice, which of the following would be most effective for companies to do? Select all that apply.

	Total
Commit themselves to equality in hiring and pay	54%
Invest in communities that are currently underserved	42%
Donate funds to organizations supporting racial justice	33%
Make a statement of support for racial justice	28%
None of these, companies should stay out of this issue	19%
Don't know	9%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. How likely, if at all, are you to purchase items made in the following manner, even if it costs more money?

Total Very/Somewhat Likely Summary

	Total
Items made with fair labor practices	79%
Items made from recycled or upcycled materials	76%
Items made from fair trade practices	76%
Small batch items instead of mass-produced items	71%
Items made from alternative fibers and materials	68%
Used products instead of new products	53%

- a. Items made from alternative fibers and materials

	Total
Very likely	16%
Somewhat likely	52%
Not so likely	25%
Not likely at all	7%
<i>Very/Somewhat Likely (Net)</i>	<i>68%</i>
<i>Not so/Not likely at all (Net)</i>	<i>32%</i>

- b. Items made from recycled or upcycled materials

	Total
Very likely	23%
Somewhat likely	52%
Not so likely	18%
Not likely at all	7%
<i>Very/Somewhat Likely (Net)</i>	<i>76%</i>
<i>Not so/Not likely at all (Net)</i>	<i>24%</i>

- c. Used products instead of new products

	Total
Very likely	16%
Somewhat likely	37%
Not so likely	32%
Not likely at all	15%
<i>Very/Somewhat Likely (Net)</i>	<i>53%</i>
<i>Not so/Not likely at all (Net)</i>	<i>47%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. How likely, if at all, are you to purchase items made in the following manner, even if it costs more money? *(Continued)*

d. Small batch items instead of mass-produced items

	Total
Very likely	16%
Somewhat likely	56%
Not so likely	22%
Not likely at all	7%
<i>Very/Somewhat Likely (Net)</i>	<i>71%</i>
<i>Not so/Not likely at all (Net)</i>	<i>29%</i>

e. Items made from fair trade practices

	Total
Very likely	22%
Somewhat likely	54%
Not so likely	17%
Not likely at all	7%
<i>Very/Somewhat Likely (Net)</i>	<i>76%</i>
<i>Not so/Not likely at all (Net)</i>	<i>24%</i>

f. Items made with fair labor practices

	Total
Very likely	28%
Somewhat likely	51%
Not so likely	14%
Not likely at all	6%
<i>Very/Somewhat Likely (Net)</i>	<i>79%</i>
<i>Not so/Not likely at all (Net)</i>	<i>21%</i>

9. How much do you agree or disagree with the following statement: New technologies will help solve environmental challenges like pollution, waste and climate change.

	Total
Strongly agree	25%
Somewhat agree	47%
Somewhat disagree	11%
Strongly disagree	4%
Don't know	13%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>15%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements?

Total Very/Somewhat Likely Summary

	Total
Too many businesses use the language of social purpose without committing to real change	66%
[SPLIT B: N = 560] I think companies should remain neutral on political issues	56%
[SPLIT A: N = 558] I think companies should remain neutral on social issues	51%
It is appropriate for any brand to take a stance on racial justice	51%
If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services	51%
If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services	49%
I am more likely to purchase something from a company that has taken a public stand against racism	46%
More companies have spoken out about racism than I expected	37%
Companies participating on activism on social media is the right thing to do	33%

- a. I am more likely to purchase something from a company that has taken a public stand against racism

	Total
Strongly agree	18%
Somewhat agree	29%
Neither agree nor disagree	35%
Somewhat disagree	10%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>18%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements? (*Continued*)

b. More companies have spoken out about racism than I expected

	Total
Strongly agree	9%
Somewhat agree	28%
Neither agree nor disagree	43%
Somewhat disagree	15%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>20%</i>

c. **[SPLIT A]** I think companies should remain neutral on social issues

	Total (N=558)
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	23%
Somewhat disagree	16%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>26%</i>

d. **[SPLIT B]** I think companies should remain neutral on political issues

	Total (N=560)
Strongly agree	24%
Somewhat agree	31%
Neither agree nor disagree	27%
Somewhat disagree	13%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>17%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements? *(Continued)*

e. It is appropriate for any brand to take a stance on racial justice

	Total
Strongly agree	23%
Somewhat agree	27%
Neither agree nor disagree	30%
Somewhat disagree	10%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>19%</i>

f. Too many businesses use the language of social purpose without committing to real change

	Total
Strongly agree	26%
Somewhat agree	40%
Neither agree nor disagree	30%
Somewhat disagree	3%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>4%</i>

g. Companies participating on activism on social media is the right thing to do

	Total
Strongly agree	12%
Somewhat agree	21%
Neither agree nor disagree	37%
Somewhat disagree	17%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>31%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements? (*Continued*)

- h. If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services

	Total
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	34%
Somewhat disagree	11%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>15%</i>

- i. If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services

	Total
Strongly agree	20%
Somewhat agree	29%
Neither agree nor disagree	37%
Somewhat disagree	9%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>14%</i>

11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
I expect global brands to take my local area's environmental or social issues into account	54%
Global brands shouldn't have to consider every city's or area's environmental or social issues	46%

	Total
Brands should remain neutral on social issues	60%
I expect brands to take a stand on social issues	40%



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11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
I am willing to pay more for products that cut waste from the manufacturing process to make their products sustainably	54%
I am not willing to pay more for products that cut waste from the manufacturing process to make their products sustainably	46%

	Total
I prioritize buying things that will have a lasting impact for me	70%
I prioritize buying things that give me joy in the moment	30%

	Total
I usually choose whether or not to buy from brands based on the price of their product(s)	76%
I usually choose whether or not to buy from brands based on their impact on the world	24%

	Total
I make a difference in the world based on the things I buy or eat	62%
Individuals can't make a difference in the world just based on what they buy or eat	38%





PUBLIC POLL FINDINGS AND METHODOLOGY

The next two questions are the findings of an Ipsos poll conducted between February 16 – 17, 2023, for the What the Future: Purpose issue. <LINK>. For this survey, a sample of 1,117 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.

12. For each of the following future scenarios, select the one that you MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total (N=1,117)
A world where companies make products without waste	88%
A world where companies make products, but generate waste in the process	12%

	Total
A world where companies try to solve local and global problems	83%
A world where companies focus on profit	17%

	Total
A world where brands focus on sustainable products that last a long time	71%
A world where brands focus on products that are affordable and can change with the fashions	29%

	Total
A world where I take a brand's mission and values into account when I purchase products	70%
A world where I don't take a brand's mission and values into account when I purchase products	30%

	Total
A world where my neighbors take a brand's mission and values into account when they purchase products	72%
A world where my neighbors don't take a brand's mission and values into account when they purchase products	28%



PUBLIC POLL FINDINGS AND METHODOLOGY

12. For each of the following future scenarios, select the one that you MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right. (Continued)

	Total
A world where everyone takes a brand's mission and values into account when they purchase products	71%
A world where everyone doesn't take a brand's mission and values into account when they purchase products	29%

13. For each of the following future scenarios, select the one that seems MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where companies make products without waste	51%
A world where companies make products, but generate waste in the process	49%

	Total
A world where companies try to solve local and global problems	50%
A world where companies focus on profit	50%

	Total
A world where brands focus on sustainable products that last a long time	46%
A world where brands focus on products that are affordable and can change with the fashions	54%

	Total
A world where I take a brand's mission and values into account when I purchase products	61%
A world where I don't take a brand's mission and values into account when I purchase products	39%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between February 8 – 9, 2023. For this survey, a sample of 1,118 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,118, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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