

DATA FOR **PROGRESS**

From January 19 to 22, 2024, Data for Progress conducted a survey of 1,214 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,214 unless otherwise specified.

[1] Do you have a favorable or unfavorable opinion about the following concepts?

— Environmental, Social, and Governance (ESG) investing

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very favorable	21	31	18	12	19	23	24	19	20	22	25	18	31
Somewhat favorable	29	33	30	25	27	31	33	27	29	29	42	26	30
Somewhat unfavorable	10	7	8	14	9	11	10	10	10	9	10	10	9
Very unfavorable	11	4	10	18	6	16	5	14	10	12	5	12	6
Haven't heard enough to say	30	25	34	31	39	19	28	31	31	27	18	33	25
FAVORABLE (TOTAL)	50	64	48	37	46	54	57	46	49	51	67	44	61
UNFAVORABLE (TOTAL)	21	11	18	32	15	27	15	24	20	21	15	22	15
FAVORABLE (NET)	+29	+53	+30	+5	+31	+27	+42	+22	+29	+30	+52	+22	+46
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[2] Do you have a favorable or unfavorable opinion about the following concepts?

— Freedom to invest

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very favorable	42	41	37	45	37	47	40	42	40	45	41	41	46
Somewhat favorable	34	34	35	34	34	34	31	36	36	31	32	34	35
Somewhat unfavorable	5	5	6	5	4	7	9	3	5	5	11	4	4
Very unfavorable	2	2	1	2	1	2	3	1	2	2	5	2	2
Haven't heard enough to say	17	18	21	14	24	10	17	18	17	17	11	19	14
FAVORABLE (TOTAL)	76	75	72	79	71	81	71	78	76	76	73	75	81
UNFAVORABLE (TOTAL)	7	7	7	7	5	9	12	4	7	7	16	6	6
FAVORABLE (NET)	+69	+68	+65	+72	+66	+72	+59	+74	+69	+69	+57	+69	+75
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[3] Do you have a favorable or unfavorable opinion about the following concepts?

— Responsible investing

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very favorable	37	41	33	38	34	41	35	39	36	40	39	36	40
Somewhat favorable	38	35	42	38	38	38	37	38	39	36	28	39	41
Somewhat unfavorable	4	5	3	4	3	5	5	3	4	3	9	3	3
Very unfavorable	2	2	0	2	1	3	3	1	2	2	4	1	1
Haven't heard enough to say	19	18	22	18	24	13	20	18	19	18	19	20	15
FAVORABLE (TOTAL)	75	76	75	76	72	79	72	77	75	76	67	75	81
UNFAVORABLE (TOTAL)	6	7	3	6	4	8	8	4	6	5	13	4	4
FAVORABLE (NET)	+69	+69	+72	+70	+68	+71	+64	+73	+69	+71	+54	+71	+77
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[4] Do you have a favorable or unfavorable opinion about the following concepts?

— Responsible companies

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very favorable	41	48	39	36	41	40	39	42	40	43	37	41	45
Somewhat favorable	37	33	39	39	35	40	36	37	36	38	34	37	34
Somewhat unfavorable	5	5	4	5	3	7	8	3	6	4	11	4	9
Very unfavorable	2	2	1	3	1	3	4	1	2	2	6	2	1
Haven't heard enough to say	15	11	17	17	19	10	13	16	17	12	13	17	11
FAVORABLE (TOTAL)	78	81	78	75	76	80	75	79	76	81	71	78	79
UNFAVORABLE (TOTAL)	7	7	5	8	4	10	12	4	8	6	17	6	10
FAVORABLE (NET)	+71	+74	+73	+67	+72	+70	+63	+75	+68	+75	+54	+72	+69
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[5] Do you have a favorable or unfavorable opinion about the following concepts?

— Environmentally sustainable investing

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very favorable	27	43	23	14	27	27	35	22	24	32	32	25	37
Somewhat favorable	34	32	39	34	35	34	35	34	35	33	34	34	36
Somewhat unfavorable	9	6	9	12	7	11	7	10	8	10	8	9	5
Very unfavorable	9	5	5	17	6	13	5	12	9	9	7	10	4
Haven't heard enough to say	20	15	24	23	24	16	17	22	23	15	19	22	17
FAVORABLE (TOTAL)	61	75	62	48	62	61	70	56	59	65	66	59	73
UNFAVORABLE (TOTAL)	18	11	14	29	13	24	12	22	17	19	15	19	9
FAVORABLE (NET)	+43	+64	+48	+19	+49	+37	+58	+34	+42	+46	+51	+40	+64
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[6] How much have you read or heard about responsible investing, if at all?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
A lot	5	6	2	5	3	7	7	4	3	7	5	5	6
A little	47	48	46	48	42	53	53	44	47	48	52	44	56
Nothing at all	48	46	52	47	55	40	40	52	50	44	43	51	38
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[7] Responsible investing involves considering environmental, social, and governance issues when making investment decisions.

Investors and people saving for retirement can practice responsible investing by choosing to invest in companies which consider these factors. Business owners and decision makers like CEOs can also practice responsible investment by ensuring their company considers these factors when making business decisions.

Do you support or oppose responsible investing?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	24	36	20	15	26	21	27	22	21	30	29	23	30
Somewhat support	47	44	49	49	48	45	48	47	50	41	41	48	47
Somewhat oppose	11	9	11	12	8	14	11	11	10	12	11	11	10
Strongly oppose	7	1	6	13	3	11	4	8	5	9	5	7	2
Don't know	12	9	15	11	15	8	10	12	14	7	13	12	11
SUPPORT (TOTAL)	71	80	69	64	74	66	75	69	71	71	70	71	77
OPPOSE (TOTAL)	18	10	17	25	11	25	15	19	15	21	16	18	12
SUPPORT (NET)	+53	+70	+52	+39	+63	+41	+60	+50	+56	+50	+54	+53	+65
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[8] Has what you have read or heard about Environmental, Social, and Governance (ESG) investing been mostly positive, mostly negative, or neutral? If positive or negative, in a few words please indicate what you have heard about ESG that is positive or negative.

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Mostly positive	10	17	7	6	8	11	13	8	8	13	21	8	11
Mostly negative	9	3	10	13	5	13	5	11	7	12	2	10	5
I have not read or heard about ESG investing	41	40	44	39	46	36	35	45	42	39	28	45	33
Neutral	40	40	39	41	41	39	47	36	42	36	49	37	51
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[9] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Reduce its impact on the environment and climate

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	28	42	22	19	31	25	32	26	26	32	22	27	41
Somewhat confident	36	30	41	38	36	36	34	37	36	35	41	37	25
Not very confident	16	11	16	19	13	18	15	16	16	16	17	15	16
Not confident at all	7	5	7	9	5	9	7	7	6	8	5	7	3
Haven't heard enough to say	14	12	14	15	15	12	12	15	16	9	15	14	15
CONFIDENT (TOTAL)	64	72	63	57	67	61	66	63	62	67	63	64	66
NOT CONFIDENT (TOTAL)	23	16	23	28	18	27	22	23	22	24	22	22	19
CONFIDENT (NET)	+41	+56	+40	+29	+49	+34	+44	+40	+40	+43	+41	+42	+47
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[10] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Considers climate risks like extreme weather, fires, and flooding

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	25	39	22	15	26	24	27	24	24	28	28	25	30
Somewhat confident	35	32	38	37	37	33	36	35	33	39	34	37	29
Not very confident	16	12	17	20	14	19	14	18	18	14	13	16	17
Not confident at all	10	7	9	13	7	12	10	10	10	10	11	9	8
Haven't heard enough to say	13	10	14	15	15	12	13	13	15	9	14	13	15
CONFIDENT (TOTAL)	60	71	60	52	63	57	63	59	57	67	62	62	59
NOT CONFIDENT (TOTAL)	26	19	26	33	21	31	24	28	28	24	24	25	25
CONFIDENT (NET)	+34	+52	+34	+19	+42	+26	+39	+31	+29	+43	+38	+37	+34
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[11] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Tie executive pay to corporate performance

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	24	25	24	24	23	26	23	25	23	27	20	24	35
Somewhat confident	34	33	31	36	32	35	33	34	34	34	32	36	25
Not very confident	15	16	16	12	16	13	13	15	14	15	19	14	11
Not confident at all	8	7	7	9	6	9	10	7	8	7	10	7	6
Haven't heard enough to say	20	19	21	19	23	16	20	19	21	17	20	19	23
CONFIDENT (TOTAL)	58	58	55	60	55	61	56	59	57	61	52	60	60
NOT CONFIDENT (TOTAL)	23	23	23	21	22	22	23	22	22	22	29	21	17
CONFIDENT (NET)	+35	+35	+32	+39	+33	+39	+33	+37	+35	+39	+23	+39	+43
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[12] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Protect public health and safety

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	36	46	35	29	38	35	35	37	34	41	26	37	42
Somewhat confident	36	30	36	41	35	36	34	36	35	37	34	37	27
Not very confident	11	8	12	13	10	12	9	12	11	10	12	10	10
Not confident at all	6	7	4	6	4	8	9	4	6	5	13	5	7
Haven't heard enough to say	11	9	14	11	13	9	13	10	14	7	14	11	15
CONFIDENT (TOTAL)	72	76	71	70	73	71	69	73	69	78	60	74	69
NOT CONFIDENT (TOTAL)	17	15	16	19	14	20	18	16	17	15	25	15	17
CONFIDENT (NET)	+55	+61	+55	+51	+59	+51	+51	+57	+52	+63	+35	+59	+52
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[13] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Evaluate environmental protections in its business operations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	24	37	19	16	28	20	29	21	22	28	26	22	34
Somewhat confident	39	35	42	41	38	40	38	39	38	41	38	42	33
Not very confident	16	12	16	19	13	19	14	17	16	15	15	15	16
Not confident at all	6	4	7	8	5	7	5	6	7	5	7	6	6
Haven't heard enough to say	15	13	17	16	17	13	14	16	17	10	15	15	11
CONFIDENT (TOTAL)	63	72	61	57	66	60	67	60	60	69	64	64	67
NOT CONFIDENT (TOTAL)	22	16	23	27	18	26	19	23	23	20	22	21	22
CONFIDENT (NET)	+41	+56	+38	+30	+48	+34	+48	+37	+37	+49	+42	+43	+45
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[14] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Prevent products it makes from being manufactured by forced labor overseas

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	34	39	26	34	34	33	30	36	33	35	26	35	38
Somewhat confident	32	29	37	31	31	33	34	31	29	38	34	33	26
Not very confident	14	14	15	13	12	16	15	13	15	12	18	13	13
Not confident at all	6	4	5	8	5	7	7	6	6	6	5	6	5
Haven't heard enough to say	14	14	16	13	17	11	14	14	17	9	17	13	18
CONFIDENT (TOTAL)	66	68	63	65	65	66	64	67	62	73	60	68	64
NOT CONFIDENT (TOTAL)	20	18	20	21	17	23	22	19	21	18	23	19	18
CONFIDENT (NET)	+46	+50	+43	+44	+48	+43	+42	+48	+41	+55	+37	+49	+46
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[15] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Strengthen labor and safety protections for its employees

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	35	41	33	32	37	33	32	37	33	41	26	35	41
Somewhat confident	39	37	39	41	38	40	39	39	41	36	44	40	34
Not very confident	10	8	10	10	8	12	12	8	9	11	13	9	10
Not confident at all	4	4	4	5	4	5	5	4	4	5	5	4	3
Haven't heard enough to say	12	10	14	11	14	9	12	12	14	7	12	12	13
CONFIDENT (TOTAL)	74	78	72	73	75	73	71	76	74	77	70	75	75
NOT CONFIDENT (TOTAL)	14	12	14	15	12	17	17	12	13	16	18	13	13
CONFIDENT (NET)	+60	+66	+58	+58	+63	+56	+54	+64	+61	+61	+52	+62	+62
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[16] For each of the following, please indicate how confident or not confident you would feel about the financial future of a company who planned to take that action:

— Promote diversity in its hiring, operations, and marketing

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very confident	28	40	23	20	32	23	32	26	25	32	31	26	35
Somewhat confident	35	33	36	37	35	36	34	36	36	34	38	37	30
Not very confident	14	11	14	18	12	17	15	14	14	14	16	13	18
Not confident at all	10	5	13	13	7	14	9	11	10	11	5	11	5
Haven't heard enough to say	12	10	14	13	15	9	10	13	14	8	11	13	13
CONFIDENT (TOTAL)	63	73	59	57	67	59	66	62	61	66	69	63	65
NOT CONFIDENT (TOTAL)	24	16	27	31	19	31	24	25	24	25	21	24	23
CONFIDENT (NET)	+39	+57	+32	+26	+48	+28	+42	+37	+37	+41	+48	+39	+42
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[17] The federal Securities and Exchange Commission (SEC) recently proposed a rule requiring some businesses to include information about potential climate-related financial risks in their financial reporting statements. These statements are used by investors and potential investors to understand risks to the company's financial health.

When announcing this proposal, the Chair of the SEC stated that the intent of the rule was: "to provide investors with consistent, comparable, and decision-useful information for making their investment decisions."

Do you support or oppose the proposed SEC rule requiring some businesses to include information about potential climate-related financial risks in their financial reporting statements?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	24	37	20	15	26	22	26	23	22	28	23	25	29
Somewhat support	42	43	45	40	42	42	41	43	42	42	42	41	42
Somewhat oppose	12	7	10	17	11	12	16	9	13	10	14	12	7
Strongly oppose	9	3	8	16	5	15	5	12	9	11	6	10	6
Don't know	13	10	18	12	16	10	12	13	15	10	15	13	16
SUPPORT (TOTAL)	66	80	65	55	68	64	67	66	64	70	65	66	71
OPPOSE (TOTAL)	21	10	18	33	16	27	21	21	22	21	20	22	13
SUPPORT (NET)	+45	+70	+47	+22	+52	+37	+46	+45	+42	+49	+45	+44	+58
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[18] Shown to respondents if three_split_alpha = A

The federal Securities and Exchange Commission (SEC) recently proposed a rule requiring some businesses to include information about potential climate-related financial risks in their financial reporting statements.

Which of these statements best describes your view, even if neither is exactly right? (N=406)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	White
Having more information about climate-related financial risks means making more informed investment decisions, whether you're a business owner, investor, or just planning for retirement.	58	80	53	42	60	55	64	54	52	69	57
A requirement to release information about climate-related financial risks is an overreach that will impose costs on businesses across the economy and result in a flood of useless information.	29	11	26	46	23	36	23	32	33	23	28
Don't know	13	8	21	12	17	9	12	13	15	8	15
Weighted N	406	135	102	169	213	193	134	272	268	138	290

[19] Shown to respondents if three_split_alpha = B

The federal Securities and Exchange Commission (SEC) recently proposed a rule requiring some businesses to include information about potential climate-related financial risks in their financial reporting statements.

Which of these statements best describes your view, even if neither is exactly right? (N=409)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	White
Big Oil is fighting against this rule because they know that having to be more transparent about climate impacts on their long-term revenues would show how risky of an investment their industry really is.	46	58	52	26	48	43	47	45	43	51	46
A requirement to release information about climate-related financial risks is an overreach that will impose costs on businesses across the economy and result in a flood of useless information.	37	26	26	60	32	43	39	36	39	35	40
Don't know	17	15	22	14	19	14	14	18	18	15	14
Weighted N	409	154	119	136	219	190	144	265	257	152	305

[20] Shown to respondents if three_split_alpha = C

The federal Securities and Exchange Commission (SEC) recently proposed a rule requiring some businesses to include information about potential climate-related financial risks in their financial reporting statements.

Which of these statements best describes your view, even if neither is exactly right? (N=399)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	White
This is a standard transparency requirement that is no different than businesses having to share information about other kinds of financial risks in their annual reports.	56	69	57	40	57	54	58	54	53	59	56
A requirement to release information about climate-related financial risks is an overreach that will impose costs on businesses across the economy and result in a flood of useless information.	32	23	27	45	28	37	29	34	31	34	31
Don't know	12	8	16	14	15	9	13	12	16	7	13
Weighted N	399	147	109	143	217	182	144	255	254	145	286

[21] How much responsibility, if any, do you think companies have to consider potential impacts of their actions on the climate, their community, and their workforce?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
A great deal of responsibility	50	66	50	36	53	47	47	52	49	52	54	50	55
Some responsibility	31	22	31	39	31	32	34	29	31	31	28	32	26
Only a little responsibility	9	5	9	13	7	12	8	10	9	10	8	9	9
No responsibility at all	3	2	3	5	3	4	3	3	4	3	2	3	2
Don't know	6	5	7	7	7	5	7	5	7	4	8	6	8
Weighted N	1,214	427	339	448	650	564	424	790	778	436	133	882	160

[22] Shown to respondents if two_split_alpha = A

Which of the following do you think is a bigger motivation for corporations today, even if neither is exactly right?
(N=615)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Pushing a woke political agenda	22	14	16	33	21	22	25	20	23	19	21	22	21
Trying to maximize their corporation's profits	69	78	70	59	67	71	68	69	64	77	67	68	73
Don't know	10	8	14	8	12	6	7	11	13	3	13	10	6
Weighted N	615	202	184	229	343	272	205	410	400	215	58	463	82

[23] Shown to respondents if two_split_alpha = B

Which of the following do you think is a bigger motivation for corporate CEOs and executives today, even if neither is exactly right? (N=599)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Pushing a woke political agenda	19	15	15	26	17	21	22	17	22	14	19	18	24
Trying to maximize their corporation's profits	72	77	71	68	70	74	68	74	67	80	67	73	71
Don't know	9	8	14	7	13	5	10	9	11	6	14	9	6
Weighted N	599	220	158	221	307	292	219	380	378	221	75	419	77