



PUBLIC POLL FINDINGS AND METHODOLOGY

How appropriate is it for brands to speak out about societal events?

New Ipsos poll, on behalf of Golin, shows brand involvement in political, cultural events is a deeply partisan issue

Topline Findings

Washington, DC, January 15, 2021 -- Americans are generally split on the role of brands and CEOs to respond to societal events, such as the storming of the U.S. Capitol on Jan. 6, according to a new Ipsos poll for Golin. The mixed views overall are due to significant partisan disagreement on the role of businesses and whether they should take a stand, with Democrats significantly more likely than Republicans to believe this is the case. There are also differing views by age, with younger people more open to brands getting involved in the public discourse.

Detailed Findings

1. While a majority of Americans feel it's appropriate for companies and executives to comment on public events, most don't feel particularly strongly that brands should wade into the debate.
 - Overall, 57% feel it's appropriate for companies/brands and corporate executives to comment on events like the storming of the Capitol on Jan. 6. Though a majority agree, this is on the lower end of various groups, on par with professional athletes and celebrities.
 - Moreover, only one in five believe it is very appropriate for companies/brands (21%) or executives (19%) to comment.
 - The American public is roughly split into thirds on whether businesses should take a stance only on issues they can realistically affect (33%), on all important issues (31%), or to focus only on their business and not comment on societal events (36%).
2. Underneath the surface, significant partisan divisions show that not everyone supports brands speaking publicly. Democrats are much more favorable to the idea than Republicans. To a lesser extent, younger Americans say it is appropriate in larger numbers than older people.
 - A plurality of Democrats feel businesses have a responsibility to take a stand on all important issues (46%). There is a 31-point difference between Democrats and Republicans here. On the flip side, over half of Republicans (56%) do not want businesses to comment on any societal events.
 - Most Republicans (58%) agree that business leaders should not speak about political controversies in the U.S., while just 37% of Democrats agree.
 - Americans under 35 are more likely to want businesses to take a stand on issues they can realistically affect, while people over 55 say in larger numbers that businesses should not comment on societal events.
3. It's not about who is making the statement – people do not separate individual CEOs from brands/companies when it comes to making public statements and what's appropriate. Instead, the subject matter and issue impacts the public's perceptions.
 - People do not separate individual CEOs from brands when it comes to making public statements and what's appropriate.
 - Majorities agree businesses and CEOs can take a stand around non-political events, such as pandemics or natural disasters. Fewer than half agree it is appropriate for businesses or CEOs to make statements around disputed elections, impeachment processes, or arguing against conspiracy theories around the 2020 election.





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- When it comes to specific actions, Americans prefer statements of unity and action, rather than taking sides. For example, 77% feel a statement from a brand that makes a commitment to help solve the issue is appropriate (74% say the same for CEOs), and 78% agree a statement calling Americans to unite is appropriate (77% say the same for CEOs). Half believe taking a very strong, public position about an event is appropriate (52% for brands/companies, 51% for CEOs).
4. Ultimately, focusing on business foremost is something everyone agrees on.
- Sixty percent say a brand staying silent on the matter and focusing on business is appropriate. Majorities of people of all ages, both men and women, and Republicans and Democrats feel this is an appropriate reaction.
 - Two-thirds believe business leaders should focus on their employees and their business, not the political environment. While Republicans (78%) agree in much larger numbers, consistent with their views that brands should stay out of political issues, over half of Democrats agree as well (54%).

These are the findings of an Ipsos poll conducted between January 12-13, 2021 on behalf of Golin. For this survey, a sample of 2,010 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 2.5 percentage points for all respondents.

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



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Full Annotated Questionnaire

1. Please indicate how strongly you agree or disagree with the following statements.

Total Agree Summary

	Total (N=2,010)
Politics in the United States has become extremely divisive and polarized	92%
The election is over and has been certified, we must move onto the next chapter of U.S. politics	79%
The recent presidential election was free from any fraud.	58%
We cannot move on from the last election unless fraud issues are addressed	49%

- a. Politics in the United States has become extremely divisive and polarized

	Total
Strongly agree	62%
Somewhat agree	29%
Somewhat disagree	6%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>92%</i>
<i>Disagree (Net)</i>	<i>8%</i>

- b. We cannot move on from the last election unless fraud issues are addressed

	Total
Strongly agree	22%
Somewhat agree	27%
Somewhat disagree	24%
Strongly disagree	27%
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>51%</i>

- c. The recent presidential election was free from any fraud

	Total
Strongly agree	37%
Somewhat agree	21%
Somewhat disagree	18%
Strongly disagree	24%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>42%</i>



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- d. The election is over and has been certified, we must move onto the next chapter of U.S. politics

	Total
Strongly agree	54%
Somewhat agree	25%
Somewhat disagree	10%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>21%</i>

2. In the light of the event that occurred at the U.S. Capitol on January 6, 2021, many people in the public eye chose to make statements about the events and the response to it. How appropriate or inappropriate was it for the following types of individuals or entities to comment on those events?

Total Appropriate Summary

	Total
Politicians	73%
Business association leaders	61%
Employees of a company	61%
Religious leaders	61%
Media personalities	59%
Corporate executives	57%
Companies/brands	57%
Celebrities/musicians	56%
Athletes	54%
Sports leagues/professional sports organizations	53%

- a. Politicians

	Total
Very appropriate	37%
Somewhat appropriate	37%
Somewhat inappropriate	13%
Very inappropriate	13%
<i>Appropriate (Net)</i>	<i>73%</i>
<i>Inappropriate (Net)</i>	<i>27%</i>

- b. Celebrities/musicians

	Total
Very appropriate	20%
Somewhat appropriate	36%
Somewhat inappropriate	22%
Very inappropriate	22%
<i>Appropriate (Net)</i>	<i>56%</i>
<i>Inappropriate (Net)</i>	<i>44%</i>



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c. Athletes

	Total
Very appropriate	21%
Somewhat appropriate	33%
Somewhat inappropriate	25%
Very inappropriate	21%
<i>Appropriate (Net)</i>	<i>54%</i>
<i>Inappropriate (Net)</i>	<i>46%</i>

d. Corporate executives

	Total
Very appropriate	19%
Somewhat appropriate	37%
Somewhat inappropriate	25%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>57%</i>
<i>Inappropriate (Net)</i>	<i>43%</i>

e. Business association leaders

	Total
Very appropriate	21%
Somewhat appropriate	41%
Somewhat inappropriate	23%
Very inappropriate	16%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>

f. Employees of a company

	Total
Very appropriate	20%
Somewhat appropriate	41%
Somewhat inappropriate	25%
Very inappropriate	14%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>

g. Media personalities

	Total
Very appropriate	23%
Somewhat appropriate	36%
Somewhat inappropriate	22%
Very inappropriate	19%
<i>Appropriate (Net)</i>	<i>59%</i>
<i>Inappropriate (Net)</i>	<i>41%</i>



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h. Sports leagues/professional sports organizations

	Total
Very appropriate	20%
Somewhat appropriate	33%
Somewhat inappropriate	24%
Very inappropriate	23%
<i>Appropriate (Net)</i>	<i>53%</i>
<i>Inappropriate (Net)</i>	<i>47%</i>

i. Companies/brands

	Total
Very appropriate	21%
Somewhat appropriate	36%
Somewhat inappropriate	26%
Very inappropriate	17%
<i>Appropriate (Net)</i>	<i>57%</i>
<i>Inappropriate (Net)</i>	<i>43%</i>

j. Religious leaders

	Total
Very appropriate	23%
Somewhat appropriate	38%
Somewhat inappropriate	22%
Very inappropriate	17%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>

3. Please indicate how strongly you agree or disagree with the following statements.

Total Agree Summary

	Total
Business leaders should focus on their employees and their business, not the political environment in our country	66%
Business leaders should speak out about important issues and public controversies, whether their company is impacted or not	60%
Business leaders should only join political conversations that affect their business and/or industry	54%
Business leaders should not speak about political controversies in the U.S.	46%
Businesses should consider employee's political actions when considering hiring and employment measures	34%



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- a. Business leaders should not speak about political controversies in the U.S.

	Total
Strongly agree	16%
Somewhat agree	30%
Somewhat disagree	38%
Strongly disagree	16%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>54%</i>

- b. Business leaders should only join political conversations that affect their business and/or industry

	Total
Strongly agree	15%
Somewhat agree	40%
Somewhat disagree	32%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>46%</i>

- c. Business leaders should focus on their employees and their business, not the political environment in our country

	Total
Strongly agree	28%
Somewhat agree	38%
Somewhat disagree	26%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>34%</i>

- d. Business leaders should speak out about important issues and public controversies, whether their company is impacted or not

	Total
Strongly agree	18%
Somewhat agree	42%
Somewhat disagree	27%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>40%</i>

- e. Businesses should consider employee's political actions when considering hiring and employment measures

	Total
Strongly agree	10%
Somewhat agree	24%
Somewhat disagree	30%
Strongly disagree	36%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>66%</i>





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4. Which of the following statements best fits your belief about brands and their role in our society? Please select only one.

	Total
Businesses have a very specific role in our society and they should only focus on issues that affect their employees and ability to do business and not comment on societal or cultural events	36%
Businesses should take a stance only on issues that they can realistically affect (e.g. diversity and inclusion, climate change, minimum wage, etc.)	33%
Businesses have a responsibility to take a stand on all important issues regardless of if they can affect them or not	31%

5. How appropriate or inappropriate would it be for a brand or company to make a public statement about the following types of occurrences in the U.S.?

Total Appropriate Summary

	Total
A natural disaster	80%
A pandemic or health emergency	79%
A peaceful protest	64%
An act of international terrorism	62%
An act of domestic terrorism	61%
A mass shooting or other-large-scale loss of life	59%
A murder of a civilian by police	50%
A protest that leads to violence	49%
An impeachment process of a sitting or former president	43%
A disputed election, such as the 2020 presidential election	41%

- a. A disputed election, such as the 2020 presidential election

	Total
Very appropriate	15%
Somewhat appropriate	25%
Somewhat inappropriate	33%
Very inappropriate	26%
<i>Appropriate (Net)</i>	<i>41%</i>
<i>Inappropriate (Net)</i>	<i>59%</i>

- b. A peaceful protest

	Total
Very appropriate	25%
Somewhat appropriate	38%
Somewhat inappropriate	23%
Very inappropriate	13%
<i>Appropriate (Net)</i>	<i>64%</i>
<i>Inappropriate (Net)</i>	<i>36%</i>



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c. A protest that leads to violence

	Total
Very appropriate	20%
Somewhat appropriate	29%
Somewhat inappropriate	25%
Very inappropriate	25%
<i>Appropriate (Net)</i>	<i>49%</i>
<i>Inappropriate (Net)</i>	<i>51%</i>

d. An impeachment process of a sitting or former president

	Total
Very appropriate	18%
Somewhat appropriate	26%
Somewhat inappropriate	30%
Very inappropriate	26%
<i>Appropriate (Net)</i>	<i>43%</i>
<i>Inappropriate (Net)</i>	<i>57%</i>

e. Arguing against conspiracy theories around the 2020 election

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f. A mass shooting or other-large-scale loss of life

	Total
Very appropriate	25%
Somewhat appropriate	35%
Somewhat inappropriate	22%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>59%</i>
<i>Inappropriate (Net)</i>	<i>41%</i>

g. An act of international terrorism

	Total
Very appropriate	26%
Somewhat appropriate	36%
Somewhat inappropriate	21%
Very inappropriate	17%
<i>Appropriate (Net)</i>	<i>62%</i>
<i>Inappropriate (Net)</i>	<i>38%</i>



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h. An act of domestic terrorism

	Total
Very appropriate	26%
Somewhat appropriate	36%
Somewhat inappropriate	21%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>

i. A natural disaster

	Total
Very appropriate	36%
Somewhat appropriate	44%
Somewhat inappropriate	13%
Very inappropriate	7%
<i>Appropriate (Net)</i>	<i>80%</i>
<i>Inappropriate (Net)</i>	<i>20%</i>

j. A pandemic or health emergency

	Total
Very appropriate	37%
Somewhat appropriate	42%
Somewhat inappropriate	13%
Very inappropriate	8%
<i>Appropriate (Net)</i>	<i>79%</i>
<i>Inappropriate (Net)</i>	<i>21%</i>

k. A murder of a civilian by police

	Total
Very appropriate	21%
Somewhat appropriate	30%
Somewhat inappropriate	26%
Very inappropriate	23%
<i>Appropriate (Net)</i>	<i>50%</i>
<i>Inappropriate (Net)</i>	<i>50%</i>

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6. How appropriate or inappropriate would it be for an individual CEO to make a public statement about the following types of occurrences in the U.S.?

Total Appropriate Summary

	Total
A natural disaster	79%
A pandemic or health emergency	77%
A peaceful protest	62%
A mass shooting or other-large-scale loss of life	60%
An act of international terrorism	60%
An act of domestic terrorism	59%
A murder of a civilian by police	49%
A protest that leads to violence	48%
An impeachment process of a sitting or former president	43%
A disputed election, such as the 2020 presidential election	41%

- a. A disputed election, such as the 2020 presidential election

	Total
Very appropriate	15%
Somewhat appropriate	26%
Somewhat inappropriate	31%
Very inappropriate	28%
<i>Appropriate (Net)</i>	<i>41%</i>
<i>Inappropriate (Net)</i>	<i>59%</i>

- b. A peaceful protest

	Total
Very appropriate	23%
Somewhat appropriate	39%
Somewhat inappropriate	23%
Very inappropriate	15%
<i>Appropriate (Net)</i>	<i>62%</i>
<i>Inappropriate (Net)</i>	<i>38%</i>

- c. A protest that leads to violence

	Total
Very appropriate	18%
Somewhat appropriate	30%
Somewhat inappropriate	26%
Very inappropriate	25%
<i>Appropriate (Net)</i>	<i>48%</i>
<i>Inappropriate (Net)</i>	<i>52%</i>



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- d. An impeachment process of a sitting or former president

	Total
Very appropriate	17%
Somewhat appropriate	25%
Somewhat inappropriate	31%
Very inappropriate	26%
<i>Appropriate (Net)</i>	<i>43%</i>
<i>Inappropriate (Net)</i>	<i>57%</i>

- e. Arguing against conspiracy theories around the 2020 election

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- f. A mass shooting or other-large-scale loss of life

	Total
Very appropriate	24%
Somewhat appropriate	36%
Somewhat inappropriate	22%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>60%</i>
<i>Inappropriate (Net)</i>	<i>40%</i>

- g. An act of international terrorism

	Total
Very appropriate	23%
Somewhat appropriate	36%
Somewhat inappropriate	22%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>60%</i>
<i>Inappropriate (Net)</i>	<i>40%</i>

- h. An act of domestic terrorism

	Total
Very appropriate	24%
Somewhat appropriate	36%
Somewhat inappropriate	23%
Very inappropriate	18%
<i>Appropriate (Net)</i>	<i>59%</i>
<i>Inappropriate (Net)</i>	<i>41%</i>



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i. A natural disaster

	Total
Very appropriate	34%
Somewhat appropriate	45%
Somewhat inappropriate	12%
Very inappropriate	9%
<i>Appropriate (Net)</i>	<i>79%</i>
<i>Inappropriate (Net)</i>	<i>21%</i>

j. A pandemic or health emergency

	Total
Very appropriate	34%
Somewhat appropriate	42%
Somewhat inappropriate	14%
Very inappropriate	10%
<i>Appropriate (Net)</i>	<i>77%</i>
<i>Inappropriate (Net)</i>	<i>23%</i>

k. A murder of a civilian by police

	Total
Very appropriate	19%
Somewhat appropriate	30%
Somewhat inappropriate	28%
Very inappropriate	24%
<i>Appropriate (Net)</i>	<i>49%</i>
<i>Inappropriate (Net)</i>	<i>51%</i>

7. If a **brand or company** were to take action in response to events in the U.S., in your opinion, how appropriate or inappropriate would each of the following be?

Total Appropriate Summary

	Total
Call Americans to unite	78%
Make a commitment to help solve the issue	77%
Create a detailed plan on how they will help solve the issue	70%
Remind Americans about the core principles of democracy in the U.S.	70%
Make a statement about humanity and morality	70%
Help create a dialogue between those involved in the controversy	63%
Stay silent on the matter and focus on its business	61%
Take a very strong, public position about the event	52%
Publicly oppose or support specific politicians or government officials	40%



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- a. Take a very strong, public position about the event

	Total
Very appropriate	18%
Somewhat appropriate	33%
Somewhat inappropriate	29%
Very inappropriate	20%
<i>Appropriate (Net)</i>	<i>52%</i>
<i>Inappropriate (Net)</i>	<i>48%</i>

- b. Publicly oppose or support specific politicians or government officials

	Total
Very appropriate	13%
Somewhat appropriate	28%
Somewhat inappropriate	33%
Very inappropriate	26%
<i>Appropriate (Net)</i>	<i>40%</i>
<i>Inappropriate (Net)</i>	<i>60%</i>

- c. Make a commitment to help solve the issue

	Total
Very appropriate	31%
Somewhat appropriate	46%
Somewhat inappropriate	15%
Very inappropriate	8%
<i>Appropriate (Net)</i>	<i>77%</i>
<i>Inappropriate (Net)</i>	<i>23%</i>

- d. Create a detailed plan on how they will help solve the issue

	Total
Very appropriate	27%
Somewhat appropriate	43%
Somewhat inappropriate	19%
Very inappropriate	11%
<i>Appropriate (Net)</i>	<i>70%</i>
<i>Inappropriate (Net)</i>	<i>30%</i>

- e. Express their view without necessarily offering to take any actions

Data held for future release



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f. Remind Americans about the core principles of democracy in the U.S.

	Total
Very appropriate	29%
Somewhat appropriate	42%
Somewhat inappropriate	20%
Very inappropriate	10%
<i>Appropriate (Net)</i>	<i>70%</i>
<i>Inappropriate (Net)</i>	<i>30%</i>

g. Make a statement about humanity and morality

	Total
Very appropriate	27%
Somewhat appropriate	43%
Somewhat inappropriate	19%
Very inappropriate	11%
<i>Appropriate (Net)</i>	<i>70%</i>
<i>Inappropriate (Net)</i>	<i>30%</i>

h. Call Americans to unite

	Total
Very appropriate	34%
Somewhat appropriate	44%
Somewhat inappropriate	14%
Very inappropriate	8%
<i>Appropriate (Net)</i>	<i>78%</i>
<i>Inappropriate (Net)</i>	<i>22%</i>

i. Help create a dialogue between those involved in the controversy

	Total
Very appropriate	20%
Somewhat appropriate	43%
Somewhat inappropriate	24%
Very inappropriate	13%
<i>Appropriate (Net)</i>	<i>63%</i>
<i>Inappropriate (Net)</i>	<i>37%</i>

j. Stay silent on the matter and focus on its business

	Total
Very appropriate	22%
Somewhat appropriate	39%
Somewhat inappropriate	26%
Very inappropriate	13%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>





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8. If a **CEO** were to take action in response to events in the U.S., in your opinion, how appropriate or inappropriate would each of the following be?

Total Appropriate Summary

	Total
Call Americans to unite	77%
Make a commitment to help solve the issue	75%
Create a detailed plan on how they will help solve the issue	69%
Make a statement about humanity and morality	69%
Remind Americans about the core principles of democracy in the U.S.	68%
Write internal communications to employees describing their company's stance on the matter	63%
Help create a dialogue between the players in the controversy	61%
Stay silent on the matter and focus on its business	60%
Take a very strong, public position about the event	51%
Publicly oppose or support specific politicians or government officials	41%

- a. Take a very strong, public position about the event

	Total
Very appropriate	18%
Somewhat appropriate	32%
Somewhat inappropriate	30%
Very inappropriate	19%
<i>Appropriate (Net)</i>	<i>51%</i>
<i>Inappropriate (Net)</i>	<i>49%</i>

- b. Publicly oppose or support specific politicians or government officials

	Total
Very appropriate	14%
Somewhat appropriate	27%
Somewhat inappropriate	32%
Very inappropriate	27%
<i>Appropriate (Net)</i>	<i>41%</i>
<i>Inappropriate (Net)</i>	<i>59%</i>





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c. Make a commitment to help solve the issue

	Total
Very appropriate	30%
Somewhat appropriate	45%
Somewhat inappropriate	16%
Very inappropriate	9%
<i>Appropriate (Net)</i>	<i>75%</i>
<i>Inappropriate (Net)</i>	<i>25%</i>

d. Create a detailed plan on how they will help solve the issue

	Total
Very appropriate	24%
Somewhat appropriate	45%
Somewhat inappropriate	20%
Very inappropriate	11%
<i>Appropriate (Net)</i>	<i>69%</i>
<i>Inappropriate (Net)</i>	<i>31%</i>

e. Remind Americans about the core principles of democracy in the U.S.

	Total
Very appropriate	27%
Somewhat appropriate	41%
Somewhat inappropriate	21%
Very inappropriate	11%
<i>Appropriate (Net)</i>	<i>68%</i>
<i>Inappropriate (Net)</i>	<i>32%</i>

f. Make a statement about humanity and morality

	Total
Very appropriate	26%
Somewhat appropriate	44%
Somewhat inappropriate	19%
Very inappropriate	11%
<i>Appropriate (Net)</i>	<i>69%</i>
<i>Inappropriate (Net)</i>	<i>31%</i>

g. Call Americans to unite

	Total
Very appropriate	35%
Somewhat appropriate	41%
Somewhat inappropriate	15%
Very inappropriate	9%
<i>Appropriate (Net)</i>	<i>77%</i>
<i>Inappropriate (Net)</i>	<i>23%</i>





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h. Help create a dialogue between the players in the controversy

	Total
Very appropriate	21%
Somewhat appropriate	41%
Somewhat inappropriate	27%
Very inappropriate	12%
<i>Appropriate (Net)</i>	<i>61%</i>
<i>Inappropriate (Net)</i>	<i>39%</i>

i. Stay silent on the matter and focus on its business

	Total
Very appropriate	24%
Somewhat appropriate	36%
Somewhat inappropriate	26%
Very inappropriate	14%
<i>Appropriate (Net)</i>	<i>60%</i>
<i>Inappropriate (Net)</i>	<i>40%</i>

j. Write internal communications to employees describing their company's stance on the matter

	Total
Very appropriate	23%
Somewhat appropriate	40%
Somewhat inappropriate	22%
Very inappropriate	15%
<i>Appropriate (Net)</i>	<i>63%</i>
<i>Inappropriate (Net)</i>	<i>37%</i>

9. Thinking about the upcoming inauguration, on January 20th, how strongly do you agree or disagree with the following statement: "It is important for CEOs from corporate America to call for unity across the country to ensure that there is a peaceful transfer of power."

	Total
Strongly agree	35%
Somewhat agree	38%
Somewhat disagree	16%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>26%</i>





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10. If an individual **CEO** of a company were to express opinions about the political environment in the U.S., how positively or negatively would you feel towards their company in each of the following scenarios?

Total Positive Summary

	Total
A statement in support of a peaceful transfer of power	73%
A statement in support of challenging the President-elect's victory	29%

- a. A statement in support of a peaceful transfer of power

	Total
Very positive	41%
Somewhat positive	32%
Somewhat negative	10%
Very negative	5%
No impact	12%
<i>Positive (Net)</i>	<i>73%</i>
<i>Negative (Net)</i>	<i>15%</i>

- a. A statement in support of challenging the President-elect's victory

	Total
Very positive	11%
Somewhat positive	18%
Somewhat negative	22%
Very negative	37%
No impact	12%
<i>Positive (Net)</i>	<i>29%</i>
<i>Negative (Net)</i>	<i>60%</i>

11. How favorably or unfavorably would you feel towards a company if it were to do the following the events that occurred on the Capitol on January 6, 2021?

Total Favorable Summary

	Total
Stopping political donations to Senators and Representatives who opposed the Electoral College certification	44%
Review, but not commit yet to changing, political donations to Senators and Representatives who opposed the Electoral College certification	31%
Continuing, or starting, political donations to Senators and Representatives who opposed the Electoral College certification	22%



PUBLIC POLL FINDINGS AND METHODOLOGY

- a. Stopping political donations to Senators and Representatives who opposed the Electoral College certification

	Total
Very favorable	22%
Somewhat favorable	22%
Somewhat unfavorable	20%
Very unfavorable	21%
It would have no impact	15%
<i>Favorable (Net)</i>	<i>44%</i>
<i>Unfavorable (Net)</i>	<i>41%</i>

- b. Continuing, or starting, political donations to Senators and Representatives who opposed the Electoral College certification

	Total
Very favorable	8%
Somewhat favorable	14%
Somewhat unfavorable	21%
Very unfavorable	41%
It would have no impact	16%
<i>Favorable (Net)</i>	<i>22%</i>
<i>Unfavorable (Net)</i>	<i>62%</i>

- c. Review, but not commit yet to changing, political donations to Senators and Representatives who opposed the Electoral College certification

	Total
Very favorable	7%
Somewhat favorable	24%
Somewhat unfavorable	26%
Very unfavorable	24%
It would have no impact	19%
<i>Favorable (Net)</i>	<i>31%</i>
<i>Unfavorable (Net)</i>	<i>50%</i>



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12. If a CEO of a company were to become vocal about the political environment in the U.S., which of the following channels would you find it most appropriate to be vocal on? Please select all that apply.

	Total
Broadcast news	30%
In a letter to employees	26%
Online news	24%
Facebook	22%
Twitter	20%
YouTube	19%
Print	17%
Radio	16%
Instagram	15%
A podcast	12%
LinkedIn	7%
Other	1%
I do not think a CEO of a company should be vocal about the political environment in the U.S.	34%

13. Please indicate how strongly you agree or disagree with the following statement: “Social media companies and digital platforms deactivating President Trump’s accounts will reshape how we practice the First Amendment as a country.”

	Total
Strongly agree	27%
Somewhat agree	32%
Somewhat disagree	21%
Strongly disagree	20%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>42%</i>



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14. Who did you vote for in the presidential election last November?

	Total
Joe Biden, the Democrat	42%
Donald Trump, the Republican	29%
Jo Jorgensen, the Libertarian	2%
Howie Hawkins, Green Party	1%
Other	1%
I did not vote	18%
Prefer not to answer	7%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between January 12-13, 2021, on behalf of Golin. For this survey, a sample of 2,010 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) 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 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc 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 2.5 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=2,010, DEFF=1.5, adjusted Confidence Interval=+/- 4.0 percentage points).

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 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 is 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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