

Global @dvisor: Sustainability – COP 27
Q1. [SUMMARY - TOP2BOX (SUPPORT)] - Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	500	501	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	501	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Government spending on subsidies to make environmentally friendly technologies cheaper (e.g. solar panels, electric vehicles)		11496 68%	374 75%	344 69%	322 64%	305 61%	276 55%	403 81%	389 78%	406 81%	244 49%	334 67%	298 60%	324 65%	392 78%	362 74%	315 63%	372 75%	362 72%	341 68%	229 46%	332 66%	325 80%	328 65%	338 66%	392 78%	319 64%	368 74%	307 61%	307 61%	337 67%	345 69%	257 79%	310 51%	377 75%	
			BCDEUJLORS TVWYabcfg	DEIKOSabfg	EISf	EISf	IS	ABCDEUJLNO PQRSTVWYZa bcdfgh	BCDEUJLQOR STVWYabcfg	ABCDEUJLNO PQRSTVWYZa bcdfgh		DEIKSbf	ISf	EIKSf	BCDEUJLQOR STVWYabcfg	CDEUJLORST VWYabcfg	EISf	BCDEUJLORS TVWYabcfg	CDEUJLSTOV WYabfg	DEIKSAbfg		EIKSf	BCDEUJLNOQ RSTVWYZabc dfg	EIKSf	EIKSf	BCDEUJLQOR STVWYabcfg	EISf	CDEUJLORST VWYabcfg	ISf	EISf	DEIKSf	DEIKSAbf	BCDEUJLQOR STVWYabcdfg	S	EISf	BCDEUJLORS TVWYabcdfg
Changing product pricing to make environmentally friendly products cheaper and environmentally damaging products more expensive		9993 59%	342 68%	278 56%	255 51%	264 53%	252 51%	355 71%	336 67%	357 71%	221 44%	287 57%	294 59%	290 58%	267 53%	368 74%	271 54%	287 57%	318 64%	302 61%	153 31%	287 57%	360 72%	309 62%	278 56%	339 68%	291 58%	316 63%	295 59%	237 47%	289 58%	316 63%	305 61%	234 47%	321 64%	323 65%
			BCDEUJLMOP RSTVWYabcef	EISbf	IS	ISf	IS	BCDEUJLMOP QIRSTVWYZab cdefgh	BCDEUJLMOP RSTVWYabcef	BCDEUJLMOP QIRSTVWYZab cdefgh		S	CEISbf	CDEISbf	CEISbf	ISf	BCDEUJLMOP TWbf	BCDEIMOSbf		EISbf	BCDEUJLMOP QIRSTVWYZab cdefgh	BCDEIMOSWb f	ISbf	BCDEUJLMOP RSTVWYabcef	CEISbf	BCDEUJLMOP RSTVWYabcef	CEISbf	BCDEUJLMOSW bf	CEISbf	S	CEISbf	BCDEIMOSWb f	BCDEIMOSbf	S	BCDEUJLMOST Wbf	BCDEUJLMOP STWYbcf
Incentives for investing in green financial products and services (e.g. pensions)		9956 59%	292 58%	305 61%	223 45%	295 59%	242 48%	338 68%	368 74%	348 70%	204 41%	280 56%	234 47%	286 57%	292 58%	332 66%	286 57%	317 63%	347 69%	285 57%	154 31%	279 56%	361 72%	298 60%	285 57%	338 68%	270 54%	299 60%	266 53%	204 41%	325 65%	333 67%	371 74%	238 48%	300 60%	360 72%
			CEIKSbf	CEIKSYabf	S	CEIKSbf	ISb	ABCDEUJLMO RSTVWYZabfg	ABCDUJLKM NOPRSTVWXY	ABCDEUJLMO PRSTVWYZabf g		S	CEIKSbf	ISb	CEIKSbf	ACDEUJLMOR STVWYZabf	CEIKSbf	CEIJKLORSTW Yabf	PRSTVWYZabf g		CEIKSbf	ABCDEUJLMO PRSTVWYZabc defgh	CEIKSbf	CEIKSbf	ABCDEUJLMO RSTVWYZabfg	CIKSbf	CEIKSbf	CIKSb	CEIKSbf	S	ACDEUJLMOR STWYabf	ACDEUJLMOR STVWYZabf	ABCDUJLKM NOPRSTVWXY	ISb	CEIKSbf	ABCDEUJLMO PRSTVWYZabc defgh
Giving more road space to pedestrians and cyclists at the expense of motorists		8320 49%	280 56%	162 32%	227 45%	251 50%	168 34%	319 64%	258 52%	306 61%	187 37%	203 41%	222 44%	186 37%	184 37%	376 75%	196 39%	187 38%	322 64%	287 57%	141 28%	188 38%	347 70%	250 50%	237 47%	355 71%	208 42%	292 58%	266 53%	187 37%	243 49%	335 67%	274 55%	168 34%	272 55%	235 47%
			BCEUJLMOPS TWYbch		BEILMPSTbf	BEUJLMOPST Ybf	S	ABCDEGIJLKM OPRSTVWYab celgh	BCEUJLMOPS TYbf	BCDEGIJLKM OPSTVWYabc efh		BS	BESf	BEILMPSTbf	BS	S	BESf	S	ABCDEGIJLKM OPRSTVWYab celgh	BCDEGIJLKM OPSTVWYbcb h		BS	ABCDEGHIUKL MOPRSTVWY Zabcelgh	BEUJLMOPST Ybf	BEUJLMOPSTb f	ABCDEFGHIUKL MOPRQSTV WYZabcelgh	BESf	BCDEGIJLKM OPSTVWYbcb h	BCEUJLMOPS TYbf	S	BEUJLMOPSTY bf	ABCDEGIJLKM OPRSTVWYZa bcelgh	BCEUJLMOPS TWYbfh	S	BCEUJLMOPS TWYbfh	BEUJLMOPSTb f
Increasing taxes on more environmentally damaging travel (e.g. flights, diesel vehicles)		6643 39%	153 31%	170 34%	189 38%	139 28%	158 32%	191 38%	291 58%	231 46%	180 36%	187 37%	186 37%	208 42%	176 35%	221 44%	168 34%	154 31%	291 58%	215 43%	132 27%	256 51%	194 39%	191 38%	260 52%	230 46%	195 39%	173 35%	215 43%	160 32%	199 40%	191 38%	203 41%	140 28%	203 41%	194 39%
				DSf	ADEPSf		S	ADEPSbf	ABCDEFHIUKL MNOPRSTUV WXYZabcelgh	ABCDEFUJKMO PSUVYZbdfh		DSf	ADEPSbf	ADEPSf	ABDEIMOPSZ bf	DSf	ABDEUJLMOPS Zbf	DSf		ABCDEFHIUKL MNOPRSTUV WXYZabcelgh	ABDEUJLMOPS Zbf		ABCDEFUJKL MNOPRSUVYZa bcdefgh	ADEPSbf	ADEPSbf	ABCDEFUJKL MNOPRSUVYZa bcdefgh	ADEPSbf	DSf	ABDEIKMOPS Zbf	S	ABDEOPSbf	ADEPSf	ABDEOPSbf		ABDEOPSbf	ADEPSbf
Require all food outlets to provide vegan options		6272 37%	240 48%	146 29%	121 24%	201 40%	111 22%	217 43%	179 36%	228 46%	134 27%	184 37%	135 27%	176 35%	141 28%	204 41%	204 41%	230 46%	281 56%	195 39%	66 13%	147 29%	217 44%	218 44%	165 33%	224 45%	137 28%	163 33%	248 50%	153 31%	176 35%	245 49%	183 37%	126 25%	223 45%	254 51%
			BCDEGIJLKMN ORSTWYZbcef	ES	S	BCEIKLMSTW YZbf	S	BCEGIJLMST WYZbcef	BCEIKMSTYbf	BCEGIJLMRS TWYZbcef		ES	BCEIKMSTYbf	ES	BCEIKMSTYf	ES	BCEIKMSTWY Zbf	BCEIKLMSTW YZbf	BCEGIJLMRS TWYZbcef	BCEIKMSTWY Zbf		ES	BCEGIJLMST WYZbcef	BCEGIJLMST WYZbcef	CEIKSf	BCEGIJLMST WYZbcef	ES	CEIKSf	BCDEGIJLKMN ORSTWYZbcef	CEISf	BCEIKMSTYf	BCDEGIJLKMN ORSTWYZbcef	BCEIKMSTYbf	S	BCEGIJLMST WYZbcef	BCDEGIJLKM NORSTUVWY zbcef
Banning petrol/ gas and diesel powered vehicles from the central areas in cities and towns to create vehicle free zones		6264 37%	170 34%	163 33%	124 25%	168 34%	134 27%	169 34%	217 43%	201 40%	132 26%	165 33%	146 29%	187 37%	153 31%	225 45%	170 34%	189 38%	285 57%	232 46%	107 21%	216 43%	202 41%	169 34%	173 35%	220 44%	205 41%	246 49%	234 47%	142 28%	200 40%	167 34%	247 49%	120 24%	235 47%	152 30%
			CEISf	CEISf		CEISf	S	CEISf	ABCDEFUJLKM OPSVWbdfh	BCDEFUJKMOS Vbfh		S	Sf	BCEIKMSbfh	Sf	ABCDEFUJLKM OPSVWbdfh	CEISf	BCEIKMSbfh	ABCDEFGHIUKL LMNOPRSTUV WXYZabcelgh	ABCDEFHIUKL MOPSVUVYb cdfh		ABCDEFUJLKM OSVWbdfh	ABCDEFUJKMO SVbdfh	CEISf	CEIKSbf	ABCDEFUJLKM OSVWbdfh	ABCDEFUJKMO SVWbdfh	ABCDEFGHIUKL LMOPSVUVWY Ybdfh	S	BCDEFUJKMSV bfh	CEISf	ABCDEFGHIUKL LMOPSTUVW Ybdfh		ABCDEFHIUKL LMOPSTUVW Ybdfh	Sf	
Higher taxes on red meat and dairy products that have a bigger carbon footprint		4842 29%	107 21%	126 25%	103 21%	111 22%	103 21%	154 31%	241 48%	147 29%	146 29%	135 27%	117 23%	150 30%	77 15%	159 32%	125 25%	92 18%	283 57%	163 33%	86 17%	187 38%	132 26%	151 30%	176 35%	155 31%	132 26%	96 19%	174 35%	118 24%	161 32%	170 34%	143 29%	97 20%	184 37%	142 28%
			M	EMPSZf		MS	M	ABCDEKMPSZ bf	ABCDEFHIUKL MNOPRSTUV WXYZabcelgh	ACDEKMPSZb f		ACDEKMPSZb f	ACDEMPSZf	MPSf	ABCDEKMPSZ bf	ABCDEKMOPS Zbf	MPSZf		ABCDEFHIUKL LMNOPRSTUV WXYZabcelgh	ABCDEJKMOP SUYZbf		ABCDEFHIUKL MOPSVUYXZb efh	CEMPSZf	ABCDEKMPSZ bf	ABCDEUJKMO PSUYZbafh	ABCDEKMPSZ bf	CEMPSZf		ABCDEJKMOP SUYZbfh	MPS	ABCDEJKMOP SZbf	ABCDEJKMOP SUYZbf	ACDEKMPSZf		ABCDEFHIUKL MOPSVUYZbafh	ACDEKMPSZf
Higher taxes on non-renewable energy sources such as gas and oil for heating and cooking to make them more expensive		4837 29%	121 CMSZ	150 30%	88 18%	136 27%	119 24%	146 29%	251 50%	157 32%	113 23%	132 26%	108 22%	146 29%	58 12%	176 35%	123 25%	130 26%	250 50%	129 26%	77 15%	197 39%	139 28%	160 32%	157 31%	141 28%	121 24%	92 18%	186 37%	159 32%	191 38%	140 28%	139 28%	104 21%	166 33%	135 27%
			CMSZ	ACEIKMORSY Zf	M	CKMSZf	CMSZ	CEIKMSZf	ABCDEFHIUKL MNOPRSTUV WXYZabcelgh	ACEUJKMORSY Zf		CMSZf	MS	CEIKMSYzf		ACDEUJLMOP RSUYZdehf	CMSZ	CMSZf	ABCDEFHIUKL MNOPRSTUV WXYZabcelgh	CKMSZf		ABCDEFHIUKL MOPRSUVWX Yzbdfh	CKMSZf	ACEUJKMOPRS Yzf	ACEUJKMORSY Zf	CKMSZf	CMSZ	M	ABCDEFHIUKL OPRSUYZdef h	ACEUJKMOPRS Yzf	ABCDEFHIUKL MOPRSUVWX Yzbdfh	CKMSZf	CKMSZf	MS	ACDEUJKMOP RSYzf	CKMSZf

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Minimum Base: 30 (*), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Higher taxes on non-renewable energy sources such as gas and oil for heating and cooking to make them more expensive		7184 42%	244 49%	208 42%	299 60%	213 43%	232 46%	211 42%	100 20%	195 39%	245 49%	229 46%	245 49%	219 44%	299 60%	137 27%	252 50%	263 53%	28%	142 49%	245 49%	137 27%	226 45%	151 30%	205 41%	224 43%	214 43%	249 50%	136 27%	200 40%	138 28%	188 38%	248 50%	255 51%	152 30%	237 47%
			BDFGHNQTV Wabcdg	GNQTVacg	ABDEFGHIJKL NOPQRSTUV WXYZabcdeg h	GNQTVacg	BGHNQTVabc dg	GNQTVacg		GNQTVacg	BDFGHLNQTV WYabcdg	GHNQTVabcd g	BDFGHLNQTV WYabcdg	GNQTVacg	ABDEFGHIJKL NOPQRSTUV WXYZabcdeg h	G	BDFGHLNQTV WYabcdg	BDEFGHJLNQ TUVWXYZabcd g	G	BDFGHLNQTV WYabcdg	BDFGHLNQTV WYabcdg	G	GNQTVacdg	G	GNQTVacg	GNQTVacg	GNQTVacg	GNQTVacg	BDFGHLNQTV WYabcdg	G	GNQTVacg	G	BDFGHLNQTV WYabcdg	BDFGHJLNQT UVWXYZabcg	G	BGHNQTVWva bcdg
Higher taxes on red meat and dairy products that have a bigger carbon footprint		6786 40%	224 45%	238 48%	274 55%	211 42%	259 52%	198 40%	84 17%	205 41%	220 44%	220 44%	245 49%	224 45%	257 51%	125 25%	250 50%	299 60%	105 21%	180 36%	212 43%	130 26%	200 40%	131 26%	199 40%	175 35%	200 40%	215 43%	139 28%	256 51%	134 27%	145 29%	223 45%	259 52%	138 28%	211 42%
			GNQRTVxacd g	DFGHNQRTSU VWXYZacd	ABDFGHJLNQ RSTUVWXYZa cdeg	GNQRTVxacd g	ADFGHJLMNQR STUVWXYZac degh	GNQTVacdg		GNQTVacdg	GNQRTVxacd g	GNQRTVxacd g	DFGHJLNQRST UVWXYZacd h	GNQRTVxacd g	DFGHJLNQRS TUVWXYZacd h	G	DFGHJLNQRST UVWXYZacd h	ABDEFGHIJKL MNOQRSTUV WXYZabcdeg h	G	GNQTVacdg	GNQRTVxacd g	G	GNQTVacdg	G	GNQTVacg	GNQTVacg	GNQTVacg	GNQTVacg	GNQRTVxacd g	GQ	ADFGHJLNQR STUVWXYZac degh	GQ	GNQRTVxacd g	ADFGHJLNQR STUVWXYZac degh	GQ	GNQRTVxacd g
Banning petrol/ gas and diesel powered vehicles from the central areas in cities and towns to create vehicle free zones		5189 31%	126 25%	187 37%	262 53%	126 25%	201 40%	162 32%	122 24%	129 26%	221 44%	174 35%	206 41%	180 36%	170 34%	79 16%	204 41%	182 37%	92 19%	121 24%	171 34%	109 22%	133 27%	106 21%	191 38%	106 21%	157 31%	97 19%	91 18%	102 20%	123 25%	102 20%	225 45%	92 18%	200 40%	
			NQZag	ADGHNQRTU VXYZacdeg	ABDEFGHIJKL MNOPQRSTU VWXYZacdeg h	NQZag	ADFGHJLMNQ RSTUVXYZac deg	ADGHNQRTU VXZacdeg	NQZag	NQZacg	ABDFGHJLMN PQRSTUVWXY Zacdeg	ADGHNQRTU VXZacdeg	ADFGHJLMNQ RSTUVXYZacd eg	ADGHNQRTU VXZacdeg	ADGHNQRTU VXZacdeg		ADFGHJLMN RSTUVXYZacd eg	ADGHNQRTU VXZacdeg		NQZag	ADGHNQRTU VXZacdeg	N	NQZacg	N	ADGHNQRTU VXYZacdeg	ADGHNQRTVXZ acdeg			18%		NQag	ABDFGHJLMN PQRSTUVWXY Zacdeg		ADFGHNQRST UVXYZacdeg		
Increasing taxes on more environmentally damaging travel (e.g. flights, diesel vehicles)		5022 30%	164 33%	189 38%	178 36%	181 36%	181 36%	138 28%	70 14%	126 25%	155 31%	168 34%	161 32%	153 31%	123 25%	105 21%	201 40%	236 47%	105 21%	137 27%	151 30%	105 21%	125 25%	119 24%	112 22%	114 23%	139 28%	168 34%	118 24%	215 42%	112 22%	121 24%	163 33%	202 40%	119 24%	166 33%
			GHHMNQRTUV WXacd	FGHIJLMNQ STUVWXYZacd eg	FGHHMNQRTU VWXYZacd	FGHJLMNQRTST UVWXYZacd	FGHJLMNQRS TUVWXYZacd	GNQT		G	GHHMNQTUV WXacd	FGHHMNQRTU VWXYZacd	GHHMNQRTUV WXacd	GHHMNQTUV WXacd	G	G	ADFGHJLMN QRSTUVWXYZ acdeg	ABCDQFGHIJK LMNOQRSTU WXYZacdeg h	G	GNQTVwc	GMMNQTVWXa cdg	G	G	G	G	GNQTVw	FGHHMNQRTU VWXYZacd	G	ACDEFQGHJL KLMNQRTSTUV WXYZacdeg h	G			GHHMNQRTUV WXacd	AFGHJLMN QRSTUVWXYZ acdeg	G	GHHMNQRTUV WXacd
Require all food outlets to provide vegan options		4039 24%	51 10%	147 29%	175 35%	106 21%	153 31%	79 16%	150 30%	72 14%	185 37%	126 25%	170 34%	141 28%	101 20%	65 13%	117 23%	118 24%	89 18%	121 24%	167 33%	148 30%	74 15%	70 14%	157 31%	68 14%	152 30%	109 22%	79 16%	211 42%	121 24%	70 14%	122 24%	157 31%	92 18%	78 16%
				ADFGHJMNOP QRUVXZacdeg h	ABDFHJLMNO PQRUVXZacde gh	AFHNQVXadh g	ADFGHJMNOP QRUVXZacdeg h	A	ADFGHJMNOP QRUVXZacdeg h		ABDEFGHJLMN NOPQRTUVVW XYZacdeg	AFGHMNQVUX adgh	ABDFHJLMNO PQRUVXZacde gh	ADFGHJMNQVU XZadgh	AHNUVXd		AFHNQVUXad h	AFHNQVUXad h	AN	AFHNQVUXad gh	ADFGHJLMNOP QRUVXZacdeg h	ADFGHJMNOPQ RUVXZadgh	A		ADFGHJMNOP QRUVXZacdeg h		ADFGHJMNOP QRUVXZacdeg h	AFHNQVXadh g	A	ABCDQFGHIJK LMNOPQRSTU VWXYZacdeg h	AFHNQVUXad gh		AFHNQVUXad gh	ADFGHJMNOP QRUVXZacdeg h	AN	A
Giving more road space to pedestrians and cyclists at the expense of motorists		3701 22%	65 13%	187 38%	129 26%	88 18%	153 31%	59 12%	86 17%	85 17%	160 32%	125 25%	121 24%	176 35%	117 24%	21 4%	168 34%	212 43%	78 16%	82 16%	117 23%	124 25%	56 11%	88 18%	107 21%	55 11%	123 25%	62 13%	58 12%	169 34%	73 15%	43 9%	134 27%	166 33%	85 17%	127 26%
			N	ACDEFQGHJUK MNQRTSTUVW XYZacdeg	ADFGHJLNQRU VXZacdeg	AFNUXZad	ADFGHJLMN QRSTUVWXYZ acd	N	AFNUXZad	FNUXad	ACDFGHJLMN QRSTUVWXYZ acd	ADFGHJLNQRU VXZacdeg	ADFGHJLNQRU VXZacdeg	ACDFGHJLMN QRSTUVWXYZ acd	ADFGHJLNQRU VXZacdeg		ACDFGHJLMN QRSTUVWXYZ acd	ACDEFQGHJUK LMNOQRSTUV WXYZabcdeg h	NUd	FNUXZad	ADFGHJLNQRU VXZacdeg	ADFGHJLNQRU VXZacdeg	N	AFNUXZad	AFNQURUXZac d	N	ADFGHJLNQRU VXZacdeg	N	N	ACDFGHJLMN QRSTUVWXYZ acd	Nd	N	ADFGHJLNQRU VXZacdeg	ACDFGHJLMN QRSTUVWXYZ acd	FNUXad	ADFGHJLNQRU VXZacdeg
Changing product pricing to make environmentally friendly products cheaper and environmentally damaging products more expensive		2585 15%	50 10%	85 17%	101 20%	95 19%	104 21%	49 10%	44 9%	52 10%	120 24%	85 17%	75 15%	92 18%	77 15%	24 5%	85 17%	115 23%	72 15%	68 14%	115 23%	83 17%	49 10%	69 14%	91 18%	42 8%	74 15%	59 12%	63 13%	129 26%	63 13%	65 13%	69 14%	114 23%	47 9%	64 13%
			N	AFGHJNRUXZa cgh	AFGHJLNQRU VXYZacdeg	AFGHJLNQRU VXZacdeg	ABFGHJLMNQ RUVXYZacdeg h	N	N	N	ABDFGHJLMN NOQRTUVVWX YZacdeg	AFGHJNRUXZa cgh	AFGHJNRUXg	AFGHJNRUXZ acd	AFGHJNRUXg		AFGHJNRUXZg	ABFGHJLMN OQRTUVVWXY Zacdeg	AFGHJNRUXZ e	FGNUXg	ABFGHJLMN OQRTUVVWXY Zacdeg	AFGHJNRUXZg	N	GNX	AFGHJNRUXZa cdgh	N	AFGHJNRUXg	N	GN	ABCDQFGHIJK LMNOQRTUV WXYZacdeg h	GN	GN	GNX	ABFGHJLMN OQRTUVVXYZa cdeg	N	GNX
Government spending on subsidies to make environmentally friendly technologies cheaper (e.g. solar panels, electric vehicles)		1773 10%	33 7%	59 12%	54 11%	63 13%	78 16%	19 4%	34 7%	27 5%	93 19%	61 12%	70 14%	64 13%	12 3%	23 5%	79 16%	47 9%	61 12%	53 11%	72 14%	51 10%	29 6%	53 11%	54 11%	28 6%	60 12%	31 6%	47 9%	88 16%	43 9%	53 11%	39 8%	101 20%	45 9%	60 12%
			M	AFGHMNUXZ e	AFGHMNUXZ	AFGHMNUXZc e	ABCFGHJMNMP RTUVWXYZacd eg		FM	M	ABCFGHJLMN MNPQRSTUV WXYZacdeg	AFGHMNUXZc e	AFGHMNPRT UXZacg	AFGHMNUXZc e			ABCFGHMNP RTUVWXYZacd eg	FHMNUX	AFGHMNUXZ e	AFGHMNUXZ	AFGHMNPRT UVXZacg	AFGHMNUXZ	M	AFGHMNUXZ	AFGHMNUXZ	M	AFGHMNUXZ e	M	FHMNX	ABCFGHMNP RTUVWXYZacd eg	FMN	AFGHMNUXZ	FMN	ABCDQFGHIJK LMNOPQRSTU VWXYZabcde gh	FMN	AFGHMNUXZ e
Incentives for investing in green financial products and services (e.g. pensions)		1769 10%	42 8%	62 12%	72 14%	57 12%	67 13%	34 7%	36 7%	46 9%	92 18%	59 12%	71 14%	64 13%	37 7%	16 3%	66 13%	47 9%	62 12%	60 12%	71 14%	49 10%	38 8%	51 10%	49 10%	21 4%	57 11%	35 7%	44 9%	88 18%	34 7%	47 9%	35 7%	83 17%	37 8%	40 8%
			NX	AFGMNUXZce gh	AFGHMNP TUVWXYZacdeg h	FGMNUXZceg	AFGHMNP UXZacg	N	NX	NX	ABDEFGHIJKL MNOPQRSTU VWXYZacdeg h	AFGMNUXZce gh	AFGHMNP TUVWXYZacdeg h	AFGMNUXZac egh	N		AFGHMNUXZ acegh	NX	FGMNUXZceg h	AFGMNUXZce gh	AFGHMNP TUVWXYZacdeg h	NX		FGNX	NX		FGMNUXZce	N	NX	ABDEFGHIJKL MNOPQRSTU VWXYZacdeg h	NX	N	ABDFGHJLMN NPQRTUVVWX YZacdeg	N	NX	

Global @dvisor: Sustainability – COP 27
Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Changing product pricing to make environmentally friendly products cheaper and environmentally damaging products more expensive

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h			
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501				
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500				
	4796	201	123	90	147	111	219	126	216	95	111	132	144	99	214	128	111	187	138	35	85	206	149	132	193	125	137	158	101	114	132	176	101	161	197			
	28%	40%	25%	18%	30%	22%	44%	25%	43%	19%	22%	27%	29%	20%	43%	26%	22%	37%	28%	7%	17%	41%	30%	27%	39%	25%	27%	32%	20%	23%	26%	35%	20%	32%	39%			
Strongly support		BCDEGIJ KLM OPRSTVWYZa bcd fg	CIMSTf	S	BCEIMPSTbcf	ST	BCDEGIJ KLM OPQRSTVWYZ abcde fg	CIMSTbf	BCDEGIJ KLM OPRSTVWYZa bcd fg	S	ST	CEIUMSTbf	CEIUMSTbcf	S	BCDEGIJ KLM OPRSTVWYZa bcd fg	CIMSTbf	ST	BCDEGIJ KLM OPRSTVWYZb cdf	CEIUMSTbf		S	BCDEGIJ KLM OPRSTVWYZa bcd fg	BCEIUMPTbcf	CIMSTbf	BCDEGIJ KLM OPRSTVWYZa bcd fg	CISTf	CEIUMSTbf	BCEGIUMPTSY bcf	S	ST	CIMSTbf	BCDEGIJ KLM OPRSTVWYZbc df	S	BCEGIJ KMOPS TYbcf	BCDEGIJ KLM OPRSTVWYZa bcd fg			
	5197	141	155	166	116	141	135	210	141	126	175	161	145	168	154	143	176	131	165	118	202	154	159	145	146	166	179	137	135	175	184	128	133	160	126			
	31%	28%	31%	33%	23%	28%	27%	42%	28%	25%	35%	32%	29%	34%	31%	29%	35%	26%	33%	24%	40%	31%	32%	29%	29%	33%	36%	27%	27%	35%	37%	26%	27%	32%	25%			
			DISe fh	DIQSbe fh		DS		ABCDEFHIJ KL MNOPQRSUV WXYZabcde fh			ADEFHILOQS WXabe fh	DFIQSbe fh	DS	DFIQSbe fh	DIS	DS	ADEFHILOQS Wabe fh		DEFIQSabe fh		ABCDEFHIJ KL MNOQRSUV WXYZabe fh g	DIS	DIQSbe fh	DS	DS	DFIQSbe fh	ADEFHILOQS WXabe fh			ADEFHILOQS Wabe fh			ADEFHILOQS WXabe fh					
Neither support nor oppose	3327	67	109	119	97	94	61	108	77	101	101	83	91	113	101	127	65	96	102	164	111	75	96	101	89	91	106	98	95	118	88	94	103	92	94			
	20%	13%		AFHKPU	AFHKLPUXYd	AFP	AFP		AFHKPU	AFHPU	AFHKPU	F	AFP	AFHKPU	AFPU	ADEFHIJ KL PQ RUVWXYabde fgh		AFP	AFHKPU	ABCDEFHIJ KL LMNOPQRSTU VWXYZabcde f gh	AFHKPU		AFP	AFPU	F	AFP	AFHKPU	AFP	AFP	AEFHKLPUXYd	F	AFP	AFHKPU	FP	AFP			
	1363	20	40	55	43	46	26	32	30	57	42	34	48	47	15	44	66	32	37	79	60	21	46	55	21	42	31	31	56	51	33	26	41	21	34			
	8%	4%		ANUXeg	AFGHKNQRUX Zade gh	AFNUXeg	AFGHNUXZeg		N	N	ABFGHJKNQR UXZade fh	AFNUXeg	AN	AFGHKNQUXZ aeg	AFHNUXeg		AFNUXeg	ABDEFHJKN OQRUVXYZad efgh	N	ANUXg	ABCDEFHJKN LMNOPQRSTU WXYZabcde fg h	ABFGHJKNQR UXZade fh g		AFNUXeg	AFGHKNQRUX Zade gh		ANUXg	N	N	AFGHKNQRUX Zade gh	AFGHKNQUXZ aeg		AFNUXeg		N			
Strongly oppose	1223	31	45	46	52	58	23	12	22	62	43	41	43	30	8	41	48	41	30	36	23	28	23	37	21	32	28	32	73	12	32	43	73	26	30			
	7%		GNc	FGHMNRTUV XZc gh	FGHNRTUVXZ cg	AFGHJKNMNO QRSTUVVWXYZ acd gh	GN		GN	ABFGHJ KLMN OQRSTUVVWX YZacde gh	FGHNRTUVXZ cg	FGHNTVxc	FGHNTVxc	GNc	FGHNTVxc	FGHNTVxc	GNc	GNc	GNc	GNc	GN	GNc	GN	GNc	N	GNc	GNc	GNc	ABCDFGHJ KL MNOPQRSTU VWXYZacde gh h	GNc	FGHNTVxc	ABCDFGHJ KL MNOPQRSTU VWXYZacde gh h	GNc	GNc				
Don't know	837	29	25	12	29	42	18	12	10	42	23	36	22	33	5	14	26	10	21	58	16	14	23	25	17	39	13	30	34	23	22	27	42	30	15			
	5%		CGHNOQUZh	CGHNOQZ		CGHNOQTUZ h	N			BCFGHJLNOP QRTUVWXZcd eh	CGHNQ	BCFGHJLNOPQ RTUVXZch	GHNQ	CFGHNOQTU XZh		CGHNOQZ		2%	GHNQ	ABCDEFHJKN LMNOPQRSTU VWXYZabcde f gh	12%	3%	5%	5%	3%	8%	3%	6%	7%	5%	4%	5%	CGHNOQTUZ h	CFGHNOQTU XZh	CGHNOQUZh h	BCFGHJLNOP QRTUVWXZcd eh	CGHNOQUZh	N
	258	12	4	13	16	8	16	*	3	16	5	13	6	10	2	4	7	4	7	10	4	2	4	6	13	4	6	14	5	7	9	5	8	11	4			
	2%		BGHNOU	G	BGHJNOQTUV h	BGHJNOQRT UVWYZbe fh	GN			BEGHJLNOPQ RTUVWYZbe f h	G	BGHJNOQTU VYbh	G	GNU			G		G	BGNU				G	BGHNOU	G	G	BGHJNOQTUV Yh	G	G	G	G	GN	GNU				
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Summary																																						
Top2Box (Support)	9993	342	278	255	264	252	355	336	357	221	287	294	290	267	368	271	287	318	302	153	287	360	309	278	339	291	316	295	237	289	316	305	234	321	323			
	59%	68%	56%	51%	53%	51%	71%	67%	71%	44%	57%	59%	58%	53%	74%	54%	57%	64%	61%	31%	57%	72%	62%	56%	68%	58%	63%	59%	47%	58%	63%	61%	47%	64%	65%			
		BCDEIJK LMOP RSTVWYabce f	EISbf	IS	ISf	IS	BCDEIJK LMOP QRSTVWYZab cde fh	BCDEIJK LMOP RSTVWYabce f	BCDEIJK LMOP QRSTVWYZab cde fh	S	CEISbf	CDEISbf	CEISbf	ISf	BCDEGIJ KLM OPRSTVWYZ abcde fh	ISbf	EISbf	BCDEIJK LMOPS TWbf	BCDEIMOSbf		EISbf	BCDEIJK LMOP QRSTVWYZab cde fh	BCDEIMOSWb f	ISbf	BCDEIJK LMOP RSTVWYabce f	CEISbf	BCDEIMOSW bf	CEISbf	S	CEISbf	BCDEIMOSWb f	S	BCDEIJK LMOP RSTVWYabce f	BCDEIMOST Wbf	BCDEIJK LMOP STWYbce f			
Bottom2Box (Oppose)	2585	50	85	101	95	104	49	44	52	120	85	75	92	77	24	85	115	72	68	115	83	69	91	42	74	59	63	129	63	65	69	114	47	64				
	15%	10%	17%	20%	19%	21%	10%	9%	10%	24%	17%	15%	18%	15%	5%	17%	23%	15%	14%	23%	17%	10%	14%	18%	8%	15%	12%	13%	13%	14%	23%	9%	13%					
		N	AFGHNRUXZa c gh	AFGHZacde gh	AFGHKNQRU VXZacde gh	ABFGHJKNMQ RUVXYZacde gh	N	N	N	ABDFGHJ KLMN NOORTUVVWX YZacde gh	AFGHNRUXZa c gh	AFGHNUXg	AFGHNRUVXZ acde gh	AFGHNUXg		AFGHNUXZg	ABFGHJKNMNO OORTUVVXZad egh	AFGNUMXg	FGNUMXg		ABFGHJ KLMN OORTUVVWX YZacde gh	AFGHNUXZg	GNX	AFGHNRUXZa cd gh	N	AFGHNUXg	N	GN	ABCDEFHJ KL MNOORTUV WXYZacde gh	GN	GNX	ABFGHJ KLMN OORTUVVXZa cde gh	N	GNX				

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Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Increasing taxes on more environmentally damaging travel (e.g. flights, diesel vehicles)

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501		
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	Strongly support	2692	69	57	79	66	69	76	95	101	89	64	76	75	57	88	62	50	166	90	30	60	82	80	136	106	70	66	111	65	72	66	97	50	81	89
		16%	14%	11%	16%	13%	14%	15%	19%	20%	18%	13%	15%	15%	12%	18%	13%	10%	33%	18%	6%	12%	16%	16%	27%	21%	14%	13%	22%	13%	14%	13%	20%	10%	16%	18%
			Sf	S	BPSf	S	PSf	BPSf	ABDEIKLMOP STYZbcd	ABDEFJKLMO PSTYZbcd	BDEIJMOPSTZ bf	S	BPSf	BPSf	S	BIMOPSTf	S	S	ABCDEFGHIJKL LMNOPRSTUV WXYZabcde	ABDEIJMOPST YZbcd		S	BMPSTf	BMPSTf	ABCDDEFGHIJK LMNOPRSTUV XYZZbcdefgh	ABDEFJKLMO PSTYZbcd	Sf	S	ABDEIJKLM OPSTUVYZbcd fg	S	PSf	S	ABDEIKLMOP STYZbcd	S	BPSf	BDMOPSTZbf
Tend to support		3951	84	114	110	72	88	115	195	129	91	123	110	133	119	133	105	104	126	125	103	196	112	111	124	124	125	107	104	95	127	125	106	90	122	
		23%	17%	23%	22%	15%	18%	23%	39%	26%	18%	25%	22%	27%	24%	27%	21%	21%	25%	25%	21%	39%	22%	22%	25%	25%	25%	21%	21%	19%	26%	25%	21%	25%	21%	
				ADEIf	D			ADEF	ABCDEFHIJKL MNOPQRSUV WXYZabcde	ADEISbf		ADEISbf	ADEF	ADEIKOPSZab efh	ADEIf	ADEIOPSGb	D	D	ADEIfb	ADEISbf	D	ABCDDEFGHIJKL MNOPQRSUV WXYZabcde	AD	ADE	ADEIfb	ADEIfb	ADEIfb	D	D	ADEISbf	ADEIfb	D		ADEIf	D	
Neither support nor oppose		4118	126	110	106	122	112	124	125	108	105	114	108	106	153	165	112	78	88	118	157	120	149	152	96	119	120	137	119	91	160	151	104	117	128	
		24%	25%	22%	21%	24%	22%	25%	25%	22%	21%	23%	22%	21%	31%	33%	22%	16%	18%	24%	31%	39%	30%	30%	19%	24%	24%	27%	24%	18%	32%	30%	21%	24%	26%	
			PQWb	PQ	P	PQWb	PQ	PQWb	PQWb	P	P	PQb	P	P	BCDEFDEFGHIJKL OPQRTWXYab efh	ABCDDEFGHIJK LOPQRTWXYa befgh	P		PQb	ABCDDEFGHIJK LOPQRTWXYa befgh	ABCDDEFGHIJK LOPQRTWXYa befgh	BCDEHIJKLOP QRTWYbfe	BCDEFGHIJKL OPQRTWXYab efh		PQb	PQb	BCEHIKLQW be	PQb		ABCDDEFGHIJK LOPQRTWXYa befgh	QRTWYbfe	PQb	PQWb	PQ		
Tend to oppose		2514	66	88	88	76	74	63	57	60	70	84	77	78	70	74	90	129	51	78	194	77	50	69	64	54	70	94	55	90	68	68	79	71	54	
		15%	13%	18%	18%	15%	15%	13%	11%	12%	14%	17%	15%	16%	14%	15%	18%	26%	10%	16%	19%	15%	10%	14%	13%	11%	14%	19%	11%	18%	14%	14%	16%	14%	11%	
				AFGHQJWXXa cfg	FGHQXag	GQUX	GQU			QU	FGHQJWXXag	GQUXag	GQUXag		QU	AFGHQJWXXa g	ABCDDEFGHIJK LMNOQRSTU VWXYZabcde		GQUXag	AEFGHIKMQU VWXYacdfg	GQUX						AFGHIMQJUV WXYacfg		AFGHQJWXXa g			GQUXag	QU			
Strongly oppose		2508	98	100	90	105	108	76	13	66	85	85	85	75	53	31	111	106	54	59	57	28	76	50	48	61	70	75	63	44	53	83	131	64	82	
		15%	20%	20%	18%	21%	22%	15%	3%	13%	17%	17%	17%	15%	11%	6%	22%	21%	11%	12%	11%	6%	15%	10%	10%	12%	14%	15%	13%	9%	11%	17%	26%	13%	16%	
			GHMNQRTSTV WXYacdg	FGHLMNQRTST UVWXYZacdg	GMNQRTSTVW Xacd	FGHIJKLMNQR STUVWXYZac dgh	FGHIJKLMNQ RSTUVWXYZa cdegh	GMNQRTVWc		GNTc	GMNQRTSTVW Xcd	GMNQRTSTVW Xacd	GMNQRTSTVW Xacd	GMNQRTSTVW cd	GNT	G	FGHIJKLMNQ RSTUVWXYZa cdegh	FGHIJKLMNQR STUVWXYZac dgh	GNT	GNT	GNT	G	GMNQRTVWc	GNT	GT	GNT	GNTwc	GNQTVWc	GNT	ABCFGHIJKLM NQRSTUVVWX YZacdegh	G	GNT	GMNQRTSTVW cd	ABCDDEFGHIJK LMNPQRSTUV WXYZacdegh	GNT	GMNQRTSTVW cd
Don't know		932	44	27	16	45	43	34	10	29	45	28	36	25	38	3	13	24	9	24	46	13	25	28	28	23	38	18	28	27	26	25	24	33		
		6%	9%	5%	3%	9%	9%	7%	2%	6%	9%	6%	7%	5%	8%	1%	3%	5%	2%	5%	9%	3%	5%	6%	6%	5%	8%	4%	6%	5%	5%	5%	7%	4%		
			BCGILNOPQR TUXZbcdeh	GNOQT	N	BCGHIJNOPQ RTUVWXZabc deh	BCGHIJNOPQR TUVWXZbcde h	CGNOQTZ	N	GNOQT	BCGHIJNOPQ RTUVWXZabc deh	GNOQT	CGNOQRTZh	GNOQT	CGNOQRTZh	N	GNQ			GNOQT	BCGHIJNOPQ RTUVWXZabc deh	GNOQT	GNQ	GNOQT	GNOQT	GNQ	CGNOQRTZh	N	GNOQT	GNOQT	GNOQT	GNQ	GNQ	CGNOQTZ	CGNOQTZ	GNQ
Prefer not to say		284	13	4	11	14	6	12	3	6	14	2	8	7	10	7	7	9	7	6	14	6	6	9	3	14	8	3	19	7	3	13	6	8	15	
		2%	3%	1%	2%	3%	1%	3%	1%	1%	3%	1%	2%	2%	2%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	3%	2%	1%	4%	2%	1%	3%	1%	2%	3%	
			BGJWZch		BGJWZh	BEGJRWZch		BGJWZch			BEGJRWZceh		GJ	J	J			J			BEGJRWZceh			J		BGJWZch	J		BEGHKLNOQ RTUWZbcefh			BGJWZch		J	BGJWZch	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Summary																																			
Top2Box (Support)		6643	153	170	189	139	158	191	291	231	180	187	186	208	176	221	168	154	291	215	132	256	194	191	260	230	195	173	215	160	199	191	203	140	203	
		39%	31%	34%	38%	28%	32%	38%	58%	46%	36%	37%	37%	42%	35%	44%	34%	31%	58%	43%	27%	51%	39%	38%	52%	46%	39%	35%	43%	32%	40%	38%	41%	28%	41%	
				Dsf	ADEPSf	S		ADEPSbf	ABCDDEFGHIJKL MNOPRSTUV WXYZabcde	ABCDDEFGHIJKMO PSUVYZbdfh	Dsf	ADEPSbf	ADEPSf	ABDEIMOPSZ bf	Dsf	ABDEIJKMOPS Zbf	Dsf		ABCDDEFGHIJKL MNOPRSTUV WXYZabcde	ABDEIJKMOPS Zbf		ABCDDEFGHIJKL NOPRSUVYZa bcde	ADEPSbf	ADEPSbf	ABCDDEFGHIJKL NOPRSUVYZa bcde	ABCDDEFGHIJKMO PSUVYZbdfh	ADEPSbf	Dsf	ABDEIJKMOPS Zbf	S	ABDEOPSbf	ADEPSf	ABDEOPSbf		ADEPSbf	
Bottom2Box (Oppose)		5022	164	189	178	181	181	138	70	126	155	168	161	153	123	105	201	236	105	137	151	125	119	112	114	139	168	118	215	112	121	163	202	119		
		30%	33%	38%	36%	36%	36%	28%	14%	25%	31%	34%	32%	31%	25%	21%	40%	47%	21%	27%	30%	21%	25%	24%	23%	28%	34%	24%	43%	22%	24%	33%	40%	24%	33%	
			GHMNQRTUV WXacdg	FGHIKLMNQR STUVWXacde g	FGHLMNQRTU VWXYacdg	FGHLMNQRTST UVVWXacdg	FGHILMNQRS TUVVXYacdg	GNQT		G	GHMNQRTUV WXacdg	FGHMNQRTU VWXYacdg	GHMNQRTUV WXacdg	GHMNQRTUV WXacdg	G	G	AFGHIKLMN QRSTUVVXYZ acdegh	ABCDDEFGHIJK LMNOQRSTU VWXYZacde	G	GNQRTWc	GMNQRTVWXa cdg	G	G	G	G	G	GNQRTW	FGHMNQRTU VWXYacdg	G	ACDEFGHIJKL MNQRSTUVV XYZacdegh	G	G	GHMNQRTUV WXacdg	AFGHIKLMN QRSTUVVXYZ acdegh	G	GHMNQRTUV WXacdg

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Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Require all food outlets to provide vegan options

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	2648	125	61	40	105	48	115	62	90	57	86	55	72	47	92	87	89	148	82	16	35	66	89	70	111	44	55	134	70	66	86	72	51	92	130	
Strongly support	16%	25%	12%	8%	21%	10%	23%	12%	18%	12%	17%	11%	14%	9%	18%	17%	18%	30%	16%	3%	7%	13%	18%	14%	22%	9%	11%	27%	14%	13%	17%	14%	10%	18%	26%	
		BCEGHIJLMN OPRSTUVWYZ bcdefg	CST	S	BCEGIKLMRST UWVYZbcef	S	BCEGIJLMRST UWVYZbcef	CSTY	BCEGIJLMSTU YZcf	ST	BCEGIKMSTYZ cf	ST	CEKMSTYf	S	BCEGIKMSTU YZcf	BCEGIKMSTYZ f	BCEGIKMSTYZ cf	BCDEFGHIJL MNOPRSTUV WXYZbcdefg	BCEGIKMSTYZ f		S	CSTY	BCEGIKMSTYZ cf	CEMSTYf	BCEGIJLMRS TUVWYZbcef	S	ST	BCDEGHIJLMN OPRSTUVW YZbcdefg	CEMSTYf	CSTY	BCEGIKMSTYZ f	CEMSTYf	ST	BCEGIKMSTU YZcf	BCEGHIJLMN OPRSTUVWYZ bcdefg	
	Tend to support	3624	115	85	80	96	63	102	118	138	77	98	80	104	94	111	117	141	133	114	50	112	151	129	95	112	93	109	114	83	110	159	111	76	131	124
	21%	23%	17%	16%	19%	13%	21%	24%	28%	15%	20%	16%	21%	19%	22%	23%	28%	27%	23%	10%	22%	30%	26%	19%	22%	19%	22%	23%	17%	22%	32%	22%	15%	26%	25%	
		BCEIKSbf	ES	S	ESf		EIKSf	BCDEIJKMSW Ybf	BCDEFIJLMR SWYZbf	S	EIKSf	ES	CEIKSf	ES	BCEIKSbf	BCEIKSbf	BCDEFIJLMN RSTWYZbcef	BCDEFIJLMS WYbf	BCEIKSbf		BCEIKSbf	ABCEFGHIJL MNORSTWXY Zabcef	BCDEIJLMS WYbf	ES	BCEIKSbf	ES	BCEIKSbf	BCEIKSbf	S	BCEIKSbf	ABCEFGHIJL MNORSTWXY Zabcef	BCEIKSbf	S	BCDEIJKMSW Ybf	BCDEIJKMSW Ybf	
Neither support nor oppose	5319	159	171	175	139	179	156	152	165	126	158	139	144	200	225	154	116	101	144	176	176	186	168	146	174	150	203	117	100	181	142	162	167	126	140	
	31%	32%	34%	35%	28%	36%	31%	31%	33%	25%	32%	28%	29%	40%	45%	31%	23%	20%	29%	35%	35%	37%	34%	29%	35%	30%	41%	23%	20%	36%	28%	33%	25%	28%		
		IPQabg	DIKLPRabgh	DIKLPRabgh	Qb	DGIKLPQRWY abdg	IPQab	IPQab	IKPQabg	Qb	IPQabg	Qb	PQab	ABDFGHIJKLO PQRVWYabde fgh	ABCEFGHIJK LOPQRSTUV WXYZbcdefgh	IPQab			PQab	DGIKLPQRWY abdg	DIKLPRWab dgh	DFGIKLOPQR WYabdg	DIKPQabg	PQb	DIKPQRabgh	PQab	ABDFGHIJKLO PQRSVWYabd efgh		DGIKLPRWY abdg	Qb	IPQabg	DIKPQRabgh				
Tend to oppose	2020	16	68	58	52	68	43	104	36	75	64	75	72	51	50	70	63	46	61	90	93	33	44	62	43	70	59	49	73	71	50	58	61	53	39	
	12%	3%	14%	12%	11%	14%	9%	21%	7%	15%	13%	15%	14%	10%	10%	14%	13%	9%	12%	18%	19%	7%	9%	12%	9%	14%	12%	10%	15%	14%	10%	12%	12%	11%	8%	
			AFHQUVXh	AHU	AU	AFHQUVXh	A	ABCEFGHIJL MNOPQRUV WXYZabcedfg h	A	ADFHMNQUV Xadh	AFHQUVXh	ADFHMNQUV Xadh	ADFHMNQUV Xadh	A	A	AFHQUVXh	AFHUh	A	AFHUvh	ABCEFGHIJMN PQRUVWXYZad efgh	ABCEFGHIJMN PQRUVWXYZad efgh	ABCEFGHIJMN PQRUVWXYZad efgh	A	A	AHUh	A	AFHQUVXh	AHUh	A	ADFHMNQUV Xadh	AFHQUVXh	A	AHUh	AFHUh	AU	A
Strongly oppose	2019	36	79	117	53	85	36	46	36	109	62	95	69	50	14	46	55	44	61	77	55	41	26	94	25	82	51	29	138	50	21	64	96	38	40	
	12%	7%	16%	23%	11%	17%	7%	22%	7%	22%	12%	19%	14%	10%	3%	9%	11%	9%	12%	15%	11%	8%	5%	19%	5%	16%	10%	6%	28%	10%	4%	13%	19%	8%	8%	
		N	ADFGHJMNO PQRTUVXZacd gh	ABDEFGHJLM NOPQRSTUVX YZacdeg	AFHNVXad	ADFGHJMNO PQRTUVXZacd egh	N	NVXad	N	ABDEFGHJLM NOPQRSTUVX YZacdeg	AFGHMNQUVXa dgh	ADFGHJLMNO PQRSTUVXZac deg	AFGHMNQUV XZacdgh	NVXad		NVXd	AFHNVXad	NVXd	AFGHMNQUVXa dgh	ADFGHJMNO PQRSTUVXZacd gh	AFHNVXad	Nd		ADFGHJLMNO PQRTUVXZacd egh		ADFGHJMNO PQRTUVXZacd gh	NVXad	N	ABDEFGHIJL MNOPQRSTU VWXYZacdefg h	NVXad	AFGHMNQUVXa dgh	ADFGHJLMNO PQRSTUVXZac deg	N	Nd		
Don't know	1057	33	28	24	40	48	31	11	33	41	24	41	29	41	5	21	30	18	32	79	25	16	32	26	25	58	19	39	27	19	22	28	43	45	23	
	6%	7%	6%	5%	8%	10%	6%	2%	7%	8%	5%	8%	6%	8%	1%	4%	6%	4%	6%	16%	5%	3%	7%	5%	5%	12%	4%	8%	5%	4%	5%	6%	9%	5%	5%	
		GNQU	GNU	GN	CGJNQITUzc dh	BCFGHJLMNOP QRTUVWXYZbc deh	GNU		GNQU	BCGJNQQTU WXZbcdh	GN	BCGJNQQTU WXZbcdh	GNU	CGJNQITUZc dh		GN	GNU	N	GNQUZc	ABCEFGHIJK LMNOPQRTU VWXYZabcedf gh	ABCEFGHIJKL MNOPQRTUV WXYZbcdeh	GN	GNQU	GN	GN	ABCEFGHIJKL NOPQRTUVW XZbcdeh		GJNQQUZch	GN	N	GN	BCGJLNQQTU WXZbcdeh	BCGJNQQTU WXZbcdh	GN		
Prefer not to say	312	17	8	5	14	8	18	6	3	14	8	15	10	16	2	5	6	11	7	12	5	5	12	7	9	4	5	18	9	2	21	5	7	14	5	
	2%	3%	2%	1%	3%	2%	4%	1%	1%	3%	2%	3%	2%	3%	0%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	0%	4%	1%	1%	3%	1%	
		CGHJNOPRTU WYZcefh	HNc		CGHNOTYZce h	Nc	BCEGHJNOPR TUVWYZcefh		CGHNOTUYZc eh	Nc	CGHJNOPRTU WYZcefh	HNc	CGHJNOPRTUY Zcefh					HNc	N	HNOYc			HNyc		N		CGHJNOPRTU WYZcefh	Nc		BCEGHJNOPR TUVWYZcefh				HNyc		
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)	6272	240	146	121	201	111	217	179	228	134	184	135	176	141	204	204	230	281	195	66	147	217	218	165	224	137	163	248	153	176	245	183	126	223	254	
	37%	48%	29%	24%	40%	22%	43%	36%	46%	27%	37%	27%	35%	28%	41%	41%	46%	56%	39%	13%	29%	44%	44%	33%	45%	28%	33%	50%	31%	35%	49%	37%	25%	45%	51%	
		BCDEGIJLMN ORSTWYZbcef	ES	S	BCEIKLMSTW YZbf	S	BCEGIJLMST WYZbcef	BCEIKMSTYbf	BCEGIJLMRS TWYZbcef	ES	BCEIKMSTYbf	ES	BCEIKMSTYf	ES	BCEIKMSTWY Zbf	BCEIKLMSTW YZbf	BCEGIJLMRS TWYZbcef	ABCEFGHIJK LMNOPRSTUV WXYZbcdefg	BCEIKMSTWY Zbf		ES	BCEGIJLMST WYZbcef	BCEGIJLMST WYZbcef	CEIKSf	BCEGIJLMST WYZbcef	ES	CEIKSf	BCDEGIJLMN ORSTWYZbcef	CESf	BCEIKMSTYf	BCDEGIJLMN ORSTWYZbcef	BCEIKMSTYbf	S	BCEGIJLMST WYZbcef	BCDEGIJLMN NORSTUVWY Zbcef	
Bottom2Box (Oppose)	4039	51	147	175	106	153	79	150	72	185	126	170	141	101	65	117	118	89	121	167	148	74	70	157	68	152	109	79	211	121	70	122	157	92	78	
	24%	10%	29%	35%	21%	31%	16%	30%	14%	37%	25%	34%	28%	20%	13%	23%	24%	18%	24%	33%	30%	15%	14%	31%	14%	30%	22%	16%	42%	24%	14%	24%	31%	18%	16%	
		ADFGHJMNO QRUVXZacdeg h	ABDFHJLMNO PQRUVXZacde gh	AFHNUVXadh	ADFGHJMNO QRUVXZacdeg h	A	ADFGHJMNO QRUVXZacdeg h	ABDFHJLMNO PQRUVXZacde gh	ABDFHJLMNO PQRUVXZacde gh	AFHNMNQUVX adgh	ABDFHJLMNO PQRUVXZacde gh	ADFGHJLMNO PQRUVXZacde gh	ADFGHJLMNO PQRUVXZacde gh	AHNUVXd		AFHNQUVXad h	AFHNQUVXad h	AN	AFHNQUVXad gh	ADFGHJLMNO QRUVXZacdeg h	ADFGHJLMNO PQRUVXZacdeg h	A		ADFGHJLMNO QRUVXZacdeg h		ADFGHJLMNO QRUVXZacdeg h	AFHNUVXadh	A	ABCEFGHIJKL MNOPQRSTU VWXYZacdefg h	AFHNQUVXad gh	AFHNQUVXad gh	ADFGHJLMNO PQRUVXZacdeg h	AN	A		

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Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Higher taxes on red meat and dairy products that have a bigger carbon footprint

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501		
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	Strongly support	1840	37	48	26	45	44	63	69	57	58	44	44	60	26	57	55	38	154	61	18	46	53	55	65	67	48	28	76	52	53	61	34	78	69	
		11%	7%	10%	5%	9%	9%	13%	14%	11%	12%	9%	9%	12%	5%	11%	11%	8%	31%	12%	4%	9%	11%	11%	13%	13%	10%	6%	15%	11%	11%	12%	7%	16%	14%	
			S	CMSZf		CMSZ	CMSZ	ACDEJKMPSZf	ABCDEJKMPS TYZf	ACMPSZf	ACMPSZf	CMSZ	CMSZ	ACEJKMPSZf		ACMPSZf	ACMSZf	S	ABCDEFGHIJK LMNOPRSTUV WXYZabcdefg h	ACDEJKMPSZf		CMSZ	CMSZf	CMSZf	ABCDEJKMPS Zf	ABCDEJKMPS Zf	CMSZ		ABCDEJKMPS TUYZbcf	CMSZf	CMSZf	CMSZf	ACJKMPSZf	S	ABCDEJKMPS TUYZbcf	ABCDEJKMPS TZf
Tend to support		3002	70	79	76	66	60	90	172	90	88	91	72	90	51	102	70	54	129	101	68	141	79	96	110	88	84	68	98	65	108	117	82	64	107	73
	18%	14%	16%	15%	13%	12%		DEMPSbf	ABCDEFGHIJKL MNOPQRSTU VWXYZabcdef gh	DEMPSbf	DEMPSbf	ADEKMOPSZb f	MP	DEMPSZbf	10%	20%	14%	11%	26%	20%	14%	28%	16%	19%	22%	18%	17%	14%	20%	13%	22%	24%	17%	13%	21%	15%
				EMP	MP				ABCDEFGHIJKL MNOPQRSTU VWXYZabcdef gh				ADEKMOPSZb f			ABDEKMOPSZ bfh			ABCDEFGHIJKL MOPRSUVXYZ abefh	ABCEKMOP UZbfh		ABCDEFGHIJKL MNOPRSUVW XYZabcdefgh	MP	ADEKMOPSZb f	ABCEKMOP UYZbefh	EMPf	EMP		ADEKMOPSZb f	ABCEJUKLMO PSUYZbefh	ABCEJUKLMO PSUYZbefh	EMP		ABCEKMOP UZbfh	M	
Neither support nor oppose		4065	115	101	101	116	95	109	154	121	80	113	90	95	112	203	104	74	93	125	134	154	131	167	93	120	111	158	126	95	180	141	100	102	131	118
	24%	23%	20%	20%	23%	19%	22%	IP	31%	24%	16%	23%	18%	19%	22%	41%	21%	15%	19%	25%	27%	31%	26%	33%	19%	24%	22%	32%	25%	19%	36%	28%	20%	20%	26%	24%
		IKP	IP	P	IKP			IP	ABCDEFGHIJKL MOPQRWXYa befh	EIKLPQWb		IKP			IP	ABCDEFGHIJKL MOPQRSTUV WXYZabcdefgh				BCEIKLPQWb ef	BCEFGUKLOPQ Wbef	ABCEFGHIJKL MOPQRWXYb efh	BCEIKLPQWb ef	ABCEFGHIJKL MOPQRWUX Yabefgh		IKP	IP	ABCEFGHIJKL MOPQRWXYa befh		BEIKLPQWb	ABCEFGHIJKL MOPQRWUX Yabdefgh	P	IP	BEIKLPQWbef	EIKP	
Tend to oppose		3125	74	97	112	64	102	78	67	92	94	110	111	112	117	88	112	126	60	93	130	83	84	82	81	82	106	112	61	83	90	90	83	60	100	
	18%	15%	19%	22%	13%	20%	16%	14%	18%	19%	22%	22%	22%	24%	18%	22%	25%	12%	19%	26%	17%	17%	16%	16%	16%	21%	22%	17%	18%	18%	17%	12%	17%	20%		
				ADGQag	ADFGQTUVW Xabfg		ADFGQag			DGQag	DGQag	ADFGQTUVW Xabfg	ADFGNQRTUV WXabfg	ADFGNQRTUV WXabfg	ADFGNQRTUV WXabcefg	DGQag	ADFGQTUVW Xabfg	ABDFGHINQR TUVWXYabcde fgh		DGQag	ABDEFGHIJNQ RTUVWXYabc defgh	Q	Q			ADFGQVWwafg	ADFGQTUVW Xabfg		Q	DGQag	DGQag	DGQag	Og		ADGQag	
Strongly oppose		3661	150	141	162	147	157	120	16	114	127	111	134	112	139	37	138	173	46	87	177	82	47	117	49	118	94	94	103	78	173	44	133	176	111	
	22%	30%	28%	32%	29%	31%	24%	3%	23%	25%	22%	27%	22%	28%	7%	28%	35%	9%	17%	16%	9%	23%	10%	24%	19%	19%	21%	16%	35%	16%	27%	35%	16%	22%		
		FGHILNQRST UVWXYZacd h	GHILNQRSTU VXYZacdgh	FGHIJLKNQRS TUVWXYZacd gh	FGHILNQRST UVWXYZacd h	FGHIJLKNQRS TUVWXYZacd gh	GNQRSTVacd g		GNQRSTVacd g	GNQRSTVXYa cdg	GNQRSTVacd g	GILNQRSTVXY Zacdgh	GNQRSTVacd g	GILNQRSTVXY Zacdgh	G	GNQRSTVXY Zacdgh	BFGHIJLKN OQRSTUVWX YZacddeg	G	GNQTVcd	GNQTVcd	G	GNQRSTVacd g	G	GNQRSTVacd g	GNQTVcd	GNQTVcd	GNQTVcd	GNQTVc	GNQTVc	BFGHIJLKN OQRSTUVWX YZacddeg	G	G	GNQRSTVXYZ acdgh	BDGHIJLKN NOQRSTUVW XYZacddeg	GNQTVc	GNQRSTVacd g
Don't know		1013	39	29	16	43	33	24	18	20	45	28	40	24	44	10	12	31	14	24	57	23	27	41	26	34	50	28	38	25	18	31	28	35	34	24
	6%	8%	6%	3%	9%	7%	5%	4%	4%	9%	6%	8%	5%	9%	2%	2%	3%	6%	5%	12%	5%	5%	8%	7%	10%	6%	8%	5%	4%	6%	6%	6%	7%	7%	5%	
		CFGHILNOQRT ch	CGNOQ		BCFGHILNOQ RTUWZbch	CGNOQc	NO			BCFGHILNOQ RTUWZbceh	CGNOQ	CFGHILNOQRT bch	NO	CFGHILNOQR TUVwbch			CGNOQ	3%	NO	ABCEFGHIJLKN OPORTUWXZ abcdefgh	N	NOQ	CFGHILNOQRT bch	NOQ	CGNOQc	BCCEFGHILNOP QRTUWZbcde h	NOQ	CGHNOQc	NO		NOQ	CGHNOQc	CGHNOQc	CGNOQc	NO	
Prefer not to say		294	15	5	7	18	11	16	3	6	9	3	9	7	10	3	9	5	4	8	11	6	10	10	6	16	3	7	22	6	7	13	5	8	13	5
	2%	3%	1%	1%	4%	2%	3%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	3%	1%	1%	5%	1%	2%	3%	1%	2%	3%	1%	
			BGINPQZeh			BCGHIJLKNOP QRTWYZbcef h	GINZ	BGHIJLNPQRT WZbeh			GJ		GIN		GIN					G	GINQZ		GJ	GIN		BGINPQWZeh			BCCEFGHIJLKN OPQRSTUWYZ bcefh			GINZ			GINQZ	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Summary																																			
Top2Box (Support)		4842	107	126	103	111	103	154	241	147	146	135	117	150	77	159	125	92	283	163	86	187	132	151	176	155	132	96	174	118	161	170	143	97	184	142
	29%	21%	25%	21%	22%	21%	31%	48%	29%	29%	27%	23%	30%	15%	32%	25%	18%	57%	33%	17%	38%	26%	30%	35%	31%	26%	19%	35%	24%	32%	34%	29%	20%	37%	28%	
		M	EMPSZf		MS	M	ABCEKMPSZ bf	ABCDEFGHIJKL MNOPRSTUV WXYZabcdefg h	ACDEKMPSZb f	ACDEKMPSZb f	ACDEMPStf	MPSf	ABCEKMPSZ bf		ABCEJMKOP SUZYbf				ABCDEFGHIJKL LMNOPRSTUV WXYZabcdefg h	ABCEJMKOP SUZYbf		ABCDEFGHIJKL MOPRSUVXYZb efh	CEMPSZf	ABCEKMOP SUZYbfeh	ABCEKMPSZ bf	ABCEJMKO PSUYZbfeh	ABCEKMPSZ bf	CEMPSZf		ABCEJMKOP SUZYbfh	ABCEJMKOP SUZYbzf	ABCEJMKOP SUZYbzf	ACDEKMPSZf		ABCEJMKOP OPSUYZbfeh	ACDEKMPSZf
Bottom2Box (Oppose)		6786	224	238	274	211	259	198	84	205	220	220	245	224	257	125	250	299	105	180	212	130	200	131	199	175	200	215	139	256	134	145	223	259	138	211
	40%	45%	48%	55%	42%	52%	40%	17%	41%	44%	44%	49%	45%	51%	25%	50%	60%	21%	36%	43%	26%	40%	26%	40%	35%	40%	43%	28%	51%	27%	29%	45%	52%	28%	42%	
			GNQRTVxacd g	DFGHNQRSTU VWXYacdgh	ABDFGHIJLNQ RSTUVWXYZa cdegh	GNQRTVxacd g	ADFGHIJLNQR STUVWXYZac degh	GNQTVacdgh		GNQTVacdgh	GNQRTVxacd g	GNQRTVxacd g	DFGHIJLNQRST UVWXYZacdgh	GNQRTVxacd g	DFGHIJLNQRST UVWXYZacd egh	G	DFGHIJLNQRST UVWXYZacdgh	MNOQRSTUV WXYZabcdefg h	G	GNQTVacdgh	GNQRTVxacd g	G	GNQTVacdgh	G	GNQTVacdgh	GNQTVacg	GNQTVacdgh	GNQRTVxacd g	GQ	ADFGHIJLNQR STUVWXYZac degh	GQ	GQ	GNQRTVxacd g	ADFGHIJLNQR STUVWXYZac degh	GQ	GNQRTVxacd g

Global @divsor: Sustainability – COP 27
Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Incentives for investing in green financial products and services (e.g. pensions)

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501		
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	4407	136	138	78	170	104	157	139	186	73	106	90	124	118	153	124	133	218	120	32	73	184	135	134	156	97	118	145	79	111	133	213	106	134	191	
Strongly support	26%	27%	28%	16%	34%	21%	31%	28%	37%	15%	21%	18%	25%	24%	31%	25%	27%	44%	24%	6%	15%	37%	27%	27%	31%	20%	24%	29%	16%	22%	27%	43%	21%	27%	38%	
		CEUKSTYbfbf	CEUKSTYbcbf	S	ABCEGIJLKLMOPRSTVWVYZbcdg	CISTb	CEUJLKMORSTYZbcf	CEUJLKMSTYbcbf	ABCEGIJLKLMNOPRSTVWVYZabcdfg	S	CISTb	S	CIKSTYb	CIKSTb	CEUJLKMSTYZbcf	CIKSTYb	CEUKSTYbfbf	ABCEGIJLKLMNOPRSTUVWXYZabcdg	CIKSTYb		S	ABCEGIJLKLMOPRSTVWVYZabcdg	CEUKSTYbfbf	CEUKSTYbfbf	CEUJLKMORSTYZbcf	IST	CIKSTb	CEUKSTYbcbf	S	CISTb	CEUJLKMSTYbfbf	ABCEFGIJKLMNOPRSTVWXYZabcdg	CISTb	CEUKSTYbfbf	ABCEFGIJKLMNOPRSTVWXYZabcdg	
Tend to support	5549	156	167	145	126	137	181	229	162	130	174	145	162	174	179	162	184	129	165	122	206	177	163	150	183	173	181	121	125	215	200	158	132	166	169	
	33%	31%	34%	29%	25%	28%	36%	46%	32%	26%	35%	29%	32%	35%	36%	32%	37%	26%	33%	24%	41%	36%	33%	30%	37%	35%	36%	24%	25%	43%	40%	32%	26%	33%	34%	
		Dsab	DEIKQSabfbf				CDEIKQSWabfbf	ABCEFGHIJLKL MNOPQRSUVWXYZabefgh	DIQSabfbf		CDEIKQSabfbf	S	DEIKQSabfbf	DEIKQSabfbf	CDEIKQSabfbf	DIQSabfbf	CDEIKQSWabfbf		DEIKQSabfbf		DEIKQSabfbf	ABCEFGHIJLKL MNOPQRSUVWXYZabefgh	CDEIKQSabfbf	DIQSabfbf	S	CDEIKQSWabfbf	DEIKQSabfbf	CDEIKQSWabfbf			ABCEFGHIJLKL MNOPQRSUVWXYZabefgh	ABCEFGHIJLKL MNOPQRSUVWXYZabefgh	DIQSabfbf		DIQSabfbf	DEIKQSabfbf
Neither support nor oppose	3735	106	98	154	98	125	77	83	78	120	115	128	104	111	142	119	100	77	117	178	137	74	111	116	106	110	134	130	113	115	90	65	118	114	73	
	22%	21%	20%	31%	20%	25%	15%	17%	16%	24%	23%	26%	21%	22%	28%	24%	20%	15%	23%	36%	27%	15%	22%	23%	21%	22%	27%	26%	23%	23%	18%	13%	24%	23%	15%	
		FGHQUeh	FQUeh	ABCEFGHIJLKL MNOPQRSUVWXYZabcdg	Ueh	BDFGHPQUdeh					BFGHQUdeh	FGHQUdeh	BDFGHPQUdeh	FGHQUeh	FGHQUeh	ABCEFGHIJLKL MNOPQRSTUVWXYZabcdg	FGHQUdeh	Ueh		FGHQUdeh	ABCEFGHIJLKL MNOPQRSTUVWXYZabcdg	ABDFGHPQUXdeh		FGHQUeh	FGHQUeh	FHQUeh	FGHQUeh	ABDFGHPQLQUdeh	BDFGHPQUdeh	FGHQUeh	FGHQUeh		BFGHQUdeh	FGHQUeh		
Tend to oppose	991	20	29	42	36	31	18	27	26	42	33	37	28	23	8	38	25	34	39	43	31	24	33	28	10	35	21	28	39	24	32	21	33	26	26	
	6%	4%	6%	7%	7%	6%	4%	5%	5%	9%	7%	7%	6%	5%	2%	8%	5%	7%	8%	9%	6%	5%	7%	6%	2%	7%	4%	6%	8%	5%	7%	4%	7%	5%	5%	
		N	NX	AFGMNPUXZce	AFNXZe	FNX		NX	NX	ABFGHLMNP UXZcegh	FNX	AFMNXZe	NX	NX		AFNXZe	NX	FNX	AFGMNPUXZce	ABFGHLMNP UXWZcegh	NX	NX	FNX	NX		FNX	N	NX	AFMNXZe	NX	NX	N	FNX	NX	NX	
Strongly oppose	778	22	33	30	21	35	15	9	20	50	27	34	35	14	8	28	22	28	22	28	18	14	18	21	12	22	14	16	49	10	15	14	50	12	14	
	5%	4%	7%	6%	4%	7%	3%	2%	4%	10%	5%	7%	7%	3%	2%	6%	4%	6%	4%	6%	4%	3%	4%	4%	2%	4%	3%	3%	10%	2%	3%	3%	10%	2%	3%	
		GNc	DFGHMNRТУ VXZacdeg	FGMNUXZcdegh	GNc	DFGHMNRТУ VWXYZacdeg			GN	ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg	FGMNUXZcdegh	DFGHMNRТУ VWXZacdeg	DFGHMNRТУ VWXYZacdeg			FGMNUXZcdegh	GNc	GMNUXZcegh	GNc	FGMNUXZcdegh	GN		GN	GNc		GNc			ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg				ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg			
Don't know	1226	54	30	41	38	57	33	10	24	68	39	54	37	41	8	20	29	10	31	86	30	17	32	39	24	51	27	46	88	22	16	22	51	31	20	
	7%	11%	6%	8%	8%	12%	7%	2%	5%	14%	8%	11%	8%	8%	2%	4%	6%	2%	6%	17%	6%	4%	6%	8%	5%	10%	5%	9%	18%	4%	3%	4%	10%	6%	4%	
		BFGHNOPQRT UVXZcdeg	GNQUd	GHNOQUcdeh	GNQUcdeh	BDFGHILNOP QRTUVWXZcd	GNQUd		GNQ	BCDFGHILMN OPQRTUVWXZacdeg	GHNOQUXcd	BDFGHILNOP QRTUVWXZcd	GNQUcdeh	GHNOQUcdeh		GN	GNQ		GNQUd	ABCEFGHIJLKL MNOPQRTUV WXYZacdeg	GNQ		GNQUd	GNQUcdeh	GNQ	BFGHNOPQRT UVXZcdeg	GNQ	BGHNOQUXZcdeh	ABCEFGHIJLKL MNOPQRTUV WXYZacdeg	GNQ		GNQ	BFGHNOPQRT UVXZcdeg	GNQ	GN	
Prefer not to say	315	7	5	10	12	10	18	3	4	17	7	12	9	18	2	9	6	5	6	12	5	9	8	11	10	12	6	14	7	4	14	8	10	18	6	
	2%	1%	1%	2%	2%	2%	4%	1%	1%	3%	1%	2%	2%	4%	0%	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%	1%	3%	2%	2%	4%	1%	
				GN	BGNc	GN	ABGHILNPQR TVZbceh			ABGHILNPQR TVZbceh		BGHNC	GN	ABGHILNPQR TVZbceh		N			BGHNC			BGHNC	N	GN	GN	GN		BGHNQTC			BGHNC		GN	ABGHILNPQR TVZbceh		
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)	9956	292	305	223	295	242	338	368	348	204	280	234	286	292	332	286	317	347	285	154	279	361	298	285	338	270	299	266	204	325	333	371	238	300	360	
	59%	58%	61%	45%	59%	48%	68%	74%	70%	41%	56%	47%	57%	58%	66%	57%	63%	69%	57%	31%	56%	72%	60%	57%	68%	54%	60%	53%	41%	65%	67%	74%	48%	60%	72%	
		CEIKSbf	CEUKSYabfbf	S	CEIKSbf	ISb	ABCEIUKLMORSTVWVYZabfg	ABCEIUKLMNOPRSTVWVYZabfg	ABCEIUKLMORSTVWVYZabfg	S	CEIKSbf	ISb	CEIKSbf	CEIKSbf	ACDEIUKLMORSTVWVYZabfg	CEIKSbf	CEIUKLORSTVYabfbf	ABCEIUKLMORSTVWVYZabfg	CEIKSbf		CEIKSbf	ABCEIUKLMORSTVWVYZabfg	CEIKSbf	CEIKSbf	ABCEIUKLMORSTVWVYZabfg	CIKSbf	CEIKSbf	CIKSb	S	ACDEIUKLMORSTVYabfbf	ACDEIUKLMORSTVWVYZabfg	ABCEIUKLMNOPRSTVWVYZabfg	ISb	CEIKSbf	ABCEIUKLMORSTVWVYZabfg	
Bottom2Box (Oppose)	1769	42	62	72	57	67	34	36	46	92	59	71	64	37	16	66	47	62	60	71	49	51	49	21	57	35	44	88	34	47	35	47	83	37	40	
	10%	8%	12%	14%	12%	13%	7%	7%	9%	18%	12%	14%	13%	7%	3%	13%	9%	12%	12%	14%	10%	8%	10%	10%	4%	11%	7%	9%	18%	N	NX	N	7%	17%	8%	8%
		NX	AFGMNUXZcegh	AFGHMNPТУ WXZacdeg	FGMNUXZceg	AFGHMNPТУ Zacegh	N	NX	NX	ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg	AFGMNUXZcegh	AFGHMNPТУ VWXZacdeg	AFGMNUXZcegh	N		AFGHMNUXZacegh	NX	FGMNUXZcegh	AFGMNUXZcegh	AFGHMNPТУ VWXYZacdeg			FGNX	NX		FGMNUXZce	N	NX	ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg			N	NX	ABCEFGHIJLKL MNOPQRSTU VWXYZacdeg		NX

Global @divisor: Sustainability – COP 27
Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Banning petrol/ gas and diesel powered vehicles from the central areas in cities and towns to create vehicle free zones

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	500	501	501	501	501	501	501	501	501	501	1001	501	501	501	
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	Strongly support	2421	61	62	43	72	54	62	75	87	55	62	56	66	57	94	68	63	149	92	25	54	80	58	71	66	107	100	53	51	51	123	55	101	67	
	14%	12%	13%	9%	14%	11%	12%	15%	17%	11%	12%	11%	13%	11%	19%	14%	13%	30%	18%	5%	11%	16%	12%	14%	16%	13%	21%	20%	11%	10%	10%	25%	11%	20%	13%	
		S	CS	S	CESc	S	S	CEIKSTbcbf	ABCEFIUKMPS TVbcbf	S	CS	S	CS	S	ABCEFIUKLMO PSTVYbcbdf	CS	S	ABCEDEFGHIUK LMNOPRSTUV WXYZabcbdfgh	ABCEDEFGIUKL MOPSTVWYyb cdfh		S	CEIKMSTVbcd f	S	CS	CEIKMSTVbcd f	CS	ABCEDEFGIUKL MOPSTUVWY bcbdf	ABCEDEFGIUKL MOPSTVWYyb cdfh	S	S	S	ABCEDEFGHIUK LMNOPRSTUV WXYZbcbdfh	S	ABCEDEFGIUKL MOPSTVWYyb cdfh	CS	
Tend to support		3842	109	100	81	96	80	107	142	113	76	103	90	120	97	131	102	127	136	140	82	162	122	110	102	138	139	139	134	89	149	117	124	64	134	85
	23%	22%	20%	16%	19%	16%	21%	29%	23%	15%	21%	18%	24%	19%	26%	20%	25%	27%	28%	16%	32%	24%	22%	21%	28%	28%	28%	27%	18%	30%	23%	25%	13%	27%	17%	
		CEISf	EISf		f		CEISf	ABCEDEFGHIUKL MOSVWbdfh	CEIKSfh		EISf	f	CDEIKSbfh	f	BCDEIUKMOS Wbfh	If	BCDEIUKMSbf h	BCDEFIUKMOS Wbfh	ABCEDEFIUKM OSVWbdfh	f	ABCEDEFGHIUKL MNOPSUVWb defh	CDEIKSbfh	CEISfh	If	BCDEFIUKMOS Wbfh	ABCEDEFIUKMO SVWbdfh	ABCEDEFIUKMO SVWbdfh	BCDEIUKMOS Wbfh	f	ABCEDEFGHIUKL MOSVWbdfh	CEIKSfh	BCDEIKMSbfh		BCDEIUKMOS Wbfh	f	
Neither support nor oppose		4307	144	114	87	144	106	126	143	145	91	130	99	100	133	186	105	95	111	123	154	151	177	111	143	99	132	131	82	176	176	112	105	124	120	
	25%	29%	23%	18%	29%	21%	25%	29%	29%	18%	26%	20%	20%	27%	37%	21%	19%	22%	25%	31%	30%	35%	22%	29%	20%	26%	26%	16%	35%	35%	23%	21%	25%	24%		
		BCEIKLOPQW Ybef	Cib		BCEIKLOPQW Ybef	b	CIKLPYb	BCEIKLOPQR WYbef	BCEIKLOPQW Ybef		CEIKLOPybf			CEIKLOPybf	ABCEDEFGHIUK LMOPQRSTU WXYZabefgh			b	CIKLPYb	BCEFIUKLOPQ RWYbefgh	BCEIKLOPQR WYbefh	CEIKLOPybf	ABCEDEFGHIUK LMOPQRUWUX YZabefgh		BCEIKLOPQW Ybef		CEIKLOPybf	CIKLPYb		ABCEDEFGHIUK LMOPQRUWUX YZabefgh	OPQRUWYZa befgh	b	CIPb	Cib		
Tend to oppose		2540	50	76	113	55	79	66	92	65	87	87	99	88	77	54	92	119	42	69	109	78	63	66	92	44	83	51	52	92	64	78	54	68	50	88
	15%	10%	15%	23%	11%	16%	13%	18%	13%	17%	17%	20%	18%	15%	11%	18%	24%	8%	14%	22%	16%	13%	13%	18%	9%	17%	10%	11%	18%	13%	16%	14%	14%	10%	18%	
			ADNQXZaeg	ABDEFGHIJLMN QRTUVXYZacd efg		ADNQXZaeg	QX	ADFHNQURUVX Zacefg	QX	ADFHNQURUXZ acefg	ADFHNQURUVX Zacefg	ADQXZaeg		ADFHNQURUVX Zacefg	ADQXZaeg		ADFHNQURUVX Zacefg	ABDEFGHIJLM NOQRTUVVWX YZabcbefgh		AQX	ABDEFIJLMN QRTUVXYZacd efg	ADNQXZaeg	Q	QX	ADFHNQURUVX Zacefg		ADNQXZaeg			ADFHNQURUVX Zacefg	Q	ADQXZaeg		QX		ADNQUXZace g
Strongly oppose		2648	77	111	150	71	121	96	30	64	134	87	108	92	94	25	112	64	50	52	62	31	70	39	62	74	45	39	147	38	45	48	157	41	112	
	16%	15%	22%	30%	14%	24%	19%	6%	13%	27%	17%	22%	18%	19%	5%	23%	13%	10%	11%	13%	6%	14%	8%	13%	15%	9%	8%	29%	8%	9%	10%	32%	8%	22%		
		GNQRTVZacd eg	ADGHJNPQRS TUVXYZacdeg	ABDEFGHIJKL MNOPQRSTU VWXYZacdeg h	GNQRTVZacd eg	ADFGHJLMNP QRSTUVXYZac deg	DGHNQQRSTU VXZacdeg		GNTVagc	ABDFGHJUKLM NPQRSTUVVW XYZacdeg	GHNQQRSTVX Zacdeg	ADGHJNPQRS TUVXYZacdeg	DGHNQQRSTU VXZacdeg	DGHNQQRSTV XZacdeg		ADGHJNPQRS TUVXYZacdeg	GNTVagc	GNT	GNT	GNTVagc		GNTVZacdeg		DGHNQQRSTU VXYZacdeg	GNTVac	GNQRTVZacd eg	GN			ABDEFGHIJKL MNOPQRSTU VWXYZacdeg h		N	GN	ADGHJNPQRS TUVXYZacdeg		
Don't know		975	49	31	19	46	30	15	17	43	25	38	26	31	7	16	27	8	20	58	19	24	39	22	20	32	19	30	18	25	33	43	37	26		
	6%	10%	6%	4%	9%	10%	6%	3%	3%	9%	5%	8%	5%	6%	1%	3%	5%	2%	4%	12%	4%	5%	22	4%	4%	6%	4%	6%	7%	4%	5%	7%	7%	5%		
		BCFGHJLMNO PQRTUWXZac dh	GHNOQRTZc	NQ	BCGHJLNOPOQ RTUWXZcdh	BCFGHJLMNO PQRTUWXYZa cdh	GNOQ	N	N	CGHJLNOQPQR TUWXZcdh	GNQ	CGHJLNOQRT UWXZc	GNQ	GHNOQ		GNQ		2%	NQ	BCFGHIJLMN OPQRTUVVWX YZabcbefgh	NQ	NQ	CGHJNOQRT WXZc	NQ	GHNOQ	NQ	GHNOQ	NQ	GHNOQRTZc	CGHJLNOQPQR TUWXZcdh	CGHJNOQRTXZ c		CGHNOQRTXZ c	NQ		
Prefer not to say		265	10	6	7	17	10	13	3	8	13	6	10	7	12	3	6	6	4	4	11	6	8	10	3	12	7	6	14	3	4	8	6	7	12	2
	2%	2%	1%	2%	3%	2%	3%	1%	2%	3%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	3%	0%		
			Gh			BCGJLNOPQR TWYZbcbefh	GNRWbh	GNQRWbch		Gh	BGINQRWbch		GNQRWbch	Gh	GNQRWbch				1%		GNQRWbch			Gh		GNRWbh			BGINQRWbch					GNRWbh		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)		6264	170	163	124	168	134	169	217	201	132	165	146	187	153	225	170	189	285	232	107	216	202	169	173	220	205	246	234	142	200	167	247	120	235	152
		37%	34%	33%	25%	34%	27%	34%	43%	40%	26%	33%	29%	37%	31%	45%	34%	38%	57%	46%	21%	43%	41%	34%	35%	44%	41%	49%	47%	28%	40%	34%	49%	24%	47%	30%
			CEISf	CEISf		CEISf	S	CEISf	ABCEDEFIUKLM OPSVWbdfh	BCDEFIUKMOS Vbfh	S	CEISf	Sf	BCEIKMSbfh	Sf	ABCEDEFIUKLM OPSVWbdfh	CEISf	BCEIKMSbfh	ABCEDEFGHIUK LMNOPRSTUV WXYZabcbdfgh	ABCEDEFGHIUKL MOPSTUVWYyb cdfh		ABCEDEFIUKLM OSVWbdfh	ABCEDEFIUKMO SVbdfh	CEISf	CEIKSbf	ABCEDEFIUKLM OSVWbdfh	ABCEDEFIUKMO SVWbdfh	ABCEDEFGHIUK LMOPSUVWYyb bcbdfh	ABCEDEFIUKLM OPSVWbcbdfh	S	BCDEFIUKMSV bfh	CEISf	ABCEDEFGHIUK LMOPSTUVW Ybcbdfh		ABCEDEFIUKLM OPSVWbcbdfh	Sf
Bottom2Box (Oppose)		5189	126	187	262	126	201	162	122	129	221	174	206	180	170	79	204	182	92	121	171	109	133	106	191	106	157	97	91	239	102	123	102	225	92	200
	31%	25%	37%	53%	25%	40%	32%	24%	26%	44%	35%	41%	36%	34%	16%	41%	37%	19%	24%	34%	22%	27%	21%	38%	21%	31%	19%	18%	48%	20%	25%	20%	45%	18%	40%	
		NQZag	ADGHNQRTU VXYZacdeg	ABDEFGHIUKL MNOPQRSTU VWXYZacdeg h	NQZag	ADFGHJLMNQ RSTUVXYZacd eg	ADGHNQRTU VXZacdeg	NQZag	NQZacdeg	ABDFGHJLMN PQRSTUVVWXY Zacdeg	ADGHNQRTU VXZacdeg	ADFGHJLMNQ RSTUVXYZacd eg	ADGHNQRTU VXZacdeg	ADGHNQRTU VXZacdeg		ADFGHJLMNQ RSTUVXYZacd eg	ADGHNQRTU VXZacdeg		NQZag	ADGHNQRTU VXZacdeg	N	NQZacdeg	N	ADGHNQRTU VXYZacdeg	ADGNQRTVXZ acddeg				ABDEFGHIUKL MNOPQRSTU VWXYZacdeg h		NQag		ABDFGHJLMN PQRSTUVWXY Zacdeg		ADFGHNQRST UVXYZacdeg	

Global @dvisor: Sustainability – COP 27
Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Government spending on subsidies to make environmentally friendly technologies cheaper (e.g. solar panels, electric vehicles)

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	500	501	501	501	501	501	501	501	501	501	1001	501	501	501	
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	6392	225	190	151	202	136	275	178	266	107	178	146	165	243	232	187	205	215	206	66	113	267	174	195	249	155	202	177	139	159	182	122	167	233		
Strongly support	38%	45%	38%	30%	40%	27%	55%	36%	53%	21%	36%	29%	33%	49%	46%	38%	41%	43%	41%	13%	23%	54%	35%	39%	50%	31%	40%	35%	28%	32%	36%	57%	25%	33%	47%	
		BCEGIJKLOST VYabdcfg	CEIKLSTYbcf	ISTf	CEIJKLSTYbcfg	IS	ABCDEGIJKLN OPQRSTVWYZ abcdcfgh	EIKSTbf	ABCDEGIJKLN OPQRSTVWYZ abcdcfgh	S	EIKSTbf	ISTf	EISTf	BCDEGIJKLOP RSTVWYZabc dfg	BCEGIJKLOST VWYabdcfg	CEIKSTYbf	CEGIKLSTVYb cfg	CEGIKLSTVYa bcfg	CEGIKLSTVYa bcfg		S	ABCDEGIJKLN OPQRSTVWYZ abcdcfgh	EIKSTbf	CEIKLSTYbcf	BCDEGIJKLOP RSTVWYZabc dfg	ISTf	CEIKLSTYbcfg	EIKSTbf	IS	ISTf	EIKSTbf	ABCDEGIJKLM NOPQRSTVW XYZabdcdfgh	S	EISTf	BCDEGIJKLOS TVWYZabdcfg	
Tend to support	5104	149	154	171	104	140	128	211	140	137	157	152	159	148	138	128	167	146	134	163	219	131	152	133	143	165	166	129	167	178	163	108	134	143	143	
	30%	30%	31%	34%	21%	28%	26%	42%	28%	28%	31%	30%	32%	30%	28%	26%	33%	29%	27%	33%	44%	26%	30%	27%	29%	33%	33%	26%	34%	36%	33%	22%	27%	29%	29%	
		De	DFOe	DEFHINORUV aef	De			ABCDGHIJKL MNOPQRSUV WXYZabdcdefg h	De	De	DFORUaef	De	DFORUaef	De	De		DEFIORUWae	De	De	DFIORUWae	ABCDGHIJKL MNOPQRSUV WXYZabdcdefg h	D	De	D	De	DFIORUWae	DFIORUWae		DEFHKNQOR UWXaefgh	DFORe			De	De	De	
Neither support nor oppose	2724	57	71	100	83	95	50	68	48	105	81	86	78	62	103	87	55	69	77	134	103	60	85	89	62	77	82	94	74	105	74	48	98	113	50	
	16%	12%	14%	20%	17%	19%	10%	14%	10%	21%	16%	17%	16%	12%	21%	18%	11%	14%	16%	27%	21%	12%	17%	18%	12%	15%	16%	19%	15%	21%	15%	10%	20%	23%	10%	
			FHeh	ABFGHMPQR UXbeh	AFHPUeh	ABFGHMPQU Xeh		Heh		ABDFGHJLMP QRUXYZbdeh	AFHPUeh	AFGHMPUXeh	AFHPeh		ABFGHJLMPQ RUXYbdeh	AFGHMPUXeh	He	AFHPeh	ABCDGHIJKL LMNOPQRTU VWXYZabdef h	ABFGHJLMPQ RUXYbdeh			AFHMPUeh	AFGHMPUXeh		FHPeh	AFHPeh	ABFGHMPQU Xeh	FHeh	ABFGHJLMPQ RUXYbdeh			ABFGHJLMPQR UXbeh	ABDFGHJLKL PQRUVXYZbd eh		
Tend to oppose	944	10	23	24	31	34	9	27	17	42	31	35	33	7	19	44	31	25	32	48	35	13	34	38	16	36	20	24	42	25	26	22	35	28	25	
	6%	2%	5%	5%	6%	7%	2%	6%	4%	8%	6%	7%	7%	2%	4%	9%	6%	5%	6%	10%	7%	3%	7%	8%	3%	7%	4%	5%	8%	5%	5%	7%	6%	5%	5%	
			AFM	AFM	AFHMUX	ABFHMNUXZ		AFMU		ABCFGHMMNQ UXZaceh	AFHMUX	ABFHMNUXZe	AFHMNUX		M	ABCFGHMMNQ UXZaceh	AFHMUX	AFMU	AFHMNUX	ABCDGHIJKL MNOPQRUXZ aceh	AFHMNUXZ		AFHMNUX	ABFHMNUXZe		ABFHMNUXZ	FM	AFM	ABCFGHMMNQ UXZaceh	AFMU	AFM	ABFHMNUXZ	AFMU	AFM	AFM	
Strongly oppose	829	22	37	30	32	44	10	6	10	45	31	34	31	5	3	36	16	36	21	24	16	16	19	16	12	24	11	23	37	17	27	17	67	17	35	
	5%	5%	7%	6%	6%	9%	2%	1%	2%	10%	6%	7%	6%	1%	1%	3%	3%	7%	4%	5%	3%	3%	4%	3%	2%	2%	5%	2%	5%	4%	6%	3%	3%	7%		
		FGHMNZ	AFGHMNPRTS UVWXZceg	FGHMNPWXZ	FGHMNPRTU VWXZceg	AFGHJMNPRS TUVWXXYZace g				ACDFGHJIKLM NPRSTUVWXY Zacdeg	FGHMNPRTU VWXZceg	FGHMNPRTU VWXZceg	FGHMNPRTUW XZceg		FGHMNPRTU VWXZceg	GMN	FGHMNPRTU VWXZceg	GMN	FGHMNPRTU VWXZceg	FGHMNZ	FGHMNZ	GMN	GMN	GMN		FGHMNXZ		FGHMNZ	FGHMNPRTU VWXZceg	GMN	FGHMNXZ	GMN	ABCDGHIJKL MNOPQRSTU VWXXYZabcede gh	GMN	FGHMNPRTU VWXZceg	
Don't know	785	27	21	17	34	44	15	8	14	21	37	29	23	3	14	20	5	22	54	11	12	29	23	10	41	15	40	35	13	17	15	38	23	11		
	5%	5%	4%	3%	7%	9%	3%	2%	3%	9%	4%	7%	6%	5%	1%	4%	1%	5%	11%	2%	2%	6%	5%	2%	8%	3%	8%	7%	8%	3%	3%	3%	9%	5%	2%	
		GNQTUXch	GNQTXh	GNQ	BCFGHJMNOPQ RTUXZcdeh	ABCFGHJLMN OPQRTUVWX Zcdegh	NQ	NQ	NQ	ABCFGHJLMN OPQRTUVWX Zcdegh	GNQTXh	BCFGHJMNOP QRTUVWXZcde h	GNQTXh		NQ	GNQ		GNQTXh	ABCDGHIJKL MNOPQRTUV WXZbcdegh	N	N		FGHNOQTUXZ ceh	GNQTXh		BCFGHJMNOP QRTUVWXZcde gh	NQ	BCFGHJMNOP QRTUVWXZcde h	BCFGHJMNOPQ RTUXZcdeh	N	NQ	NQ	BCFGHJMNOP QRTUVWXZcde h	GNQXh		
Prefer not to say	222	9	3	7	14	7	12	2	5	13	3	9	6	11	2	4	6	4	7	11	3	1	8	5	8	3	4	13	5	3	11	4	6	9	3	
	1%	2%	1%	1%	3%	1%	3%	0%	1%	3%	1%	2%	1%	2%	0%	1%	1%	1%	1%	2%	1%	0%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	
		GJNU			BGHJLNOQTU WYZbcefh	G	BGJNOQTUYZ ceh			BGHJNOQTUY Zbceh		BGJNTUYc		BGJNTUYch					GU	BGJNOQTUYZ ceh			GNU		GU			BGJNOQTUYc h			GJNU	G	GNU			
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)	11496	374	344	322	305	276	403	389	406	244	334	298	324	392	369	315	372	362	341	229	332	398	325	328	392	319	368	307	307	337	345	394	257	310	377	
	68%	75%	69%	64%	61%	55%	81%	78%	81%	49%	67%	60%	65%	78%	74%	63%	75%	72%	68%	46%	66%	80%	65%	66%	78%	64%	74%	61%	61%	67%	69%	79%	51%	62%	75%	
		BCDEIJKLORS TVWYabcfgh	DEIKOSabfg	EISf	EISf	IS	ABCDEIJKLNO PQRSTVWYZa bcdcfgh	BCDEIJKLOQR STVWYabdcfg	ABCDEIJKLNO PQRSTVWYZa bcdcfgh		DEIKSbf	ISf	EIKSf	BCDEIJKLOQR STVWYabdcfg	CDEIJKLORST VWYabcfgh	EISf	BCDEIJKLORS TVWYabcfgh	CDEIJKLOSTV WYabfg	DEIKSabfg		EIKSf	BCDEIJKLNOQ RSTVWYZabc dfg	EIKSf	EIKSf	BCDEIJKLOQR STVWYabdcfg	EISf	CDEIJKLORST VWYabcfgh	ISf	EISf	DEIKSf	DEIKSbf	BCDEIJKLOQR STVWYabdcfg	S	EISf	BCDEIJKLORS TVWYabdcfg	
Bottom2Box (Oppose)	1773	33	59	54	63	78	93	61	70	64	12	23	79	47	53	72	51	72	53	72	51	53	54	28	60	31	47	79	43	53	39	101	45	60		
	10%	7%	12%	11%	13%	16%	4%	7%	5%	19%	12%	14%	13%	3%	5%	16%	9%	12%	11%	14%	10%	6%	11%	6%	12%	12%	6%	9%	16%	9%	11%	8%	20%	9%	12%	
		M	AFGHMNUXZ e	AFGHMNUXZ	AFGHMNUXZc e	ABCFGHJMNPN RTUVWXZacd eg		FM	M	ABCDGHIJKL MNPNQRSTUV WXYZacdegh	AFGHMNUXZc e	AFGHMNPRT UXZaceg	AFGHMNUXZc e		ABCFGHMMNP RTUVWXZacd eg	FHMNUX	AFGHMNUXZ e	AFGHMNUXZ	AFGHMNUXZ	AFGHMNPRT UVXZaceg	AFGHMNUXZ	M	AFGHMNUXZ	AFGHMNUXZ	M	AFGHMNUXZ e	M	FHMNX	ABCFGHMMNP RTUVWXZacd eg	FMN	AFGHMNUXZ	FMN	ABCDGHIJKL MNOPQRSTU VWXXYZabcede gh	FMN	AFGHMNUXZ e	

Global @dvisor: Sustainability – COP 27

Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Higher taxes on non-renewable energy sources such as gas and oil for heating and cooking to make them more expensive

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501	501	
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	1874	46	66	39	65	48	60	67	80	70	53	53	44	54	19	67	46	39	133	55	12	42	52	50	61	55	45	28	80	56	64	44	68	44	72	63
Strongly support	11%	9%	13%	8%	13%	10%	12%	16%	14%	11%	11%	9%	11%	4%	14%	9%	8%	27%	11%	2%	8%	10%	10%	12%	11%	9%	6%	16%	11%	13%	9%	14%	9%	14%	13%	
		MSZ	ACEKMOPSTY Zdf	MS	CEKMOPSTYzf	MSZ	CMPSZ	ACEFIUKLMOP RSTUVXYZbdf	ACEKMOPSTY Zdf	MSZ	MSZ	MSZ	MSZ		ACEKMOPSTY Zdf	MSZ	MS	ABCEFGHIJK LMNOPRSTUV WXYZabcdefgh h	MPSZ		MS	MSZ	MSZ	CKMPSTZf	MSZ	MSZ	S	ACEIUKLMOPR STUVXYZbdf	MSZ	CKMPSTZf	MS	ACEKMOPSTY Zdf	MSZ	ACEKMOPSTY Zdf	CKMPSTZf	
Tend to support	2963	75	85	50	70	72	86	171	88	61	79	64	92	39	109	77	91	117	74	65	155	87	110	95	86	75	63	105	103	127	95	71	60	94	72	
	17%	15%	17%	10%	14%	14%	17%	34%	18%	12%	16%	13%	18%	8%	22%	15%	18%	23%	15%	13%	31%	17%	22%	19%	17%	15%	13%	21%	21%	26%	19%	14%	12%	19%	14%	
		CM	CIKMSZf		CM	CM	CIKMSZf	ABCEFGHIJKL MNOPQRSUV WXYZabcdefgh h	CIKMSZf	M	CIMf	M	CDEIKMRSZef		ABCEFIUKMO RSYZefh	CM	CIKMSZf	ABCEFGHIJKL MOPRSUXYZe fh	CM	M	ABCEFGHIJKL MNOPQRSUV WXYZabdefgh	CIKMSZf	ABCEFIUKMO RSYZefh	CDEIKMRSZef	CIKMf	CM	M	ACDEIUKLMORS YZefh	ACDEIUKLMORS YZefh	ABCEFGHIJKL MOPRSUWXYZ Zdefgh	CIKMSZf	M		CIKMSZf	CM	
Neither support nor oppose	3731	81	108	80	95	98	97	131	131	87	106	92	93	95	178	105	72	93	97	117	141	113	153	105	98	118	129	124	95	148	139	82	97	130	103	
	22%	16%	22%	16%	19%	20%	20%	26%	26%	17%	21%	19%	19%	19%	36%	21%	14%	19%	19%	23%	28%	23%	31%	21%	20%	24%	26%	25%	19%	30%	28%	16%	19%	26%	21%	
			ACIPe		P	P	P	ABCEFGHIJKL OPQRWXbefh	ACDEFIUKLMP QRXbefh		ACIPe	P			ABCEFGHIJK LMOPQRSTU WXYZabdefgh	P			P	ACDIKLPRRef	ABCEFGHIJKL OPQRUWxbef h	ACIPe	ABCEFGHIJKL OPQRSUWXY befh	P	P	ACIKLPe	ACDEFIUKLMP QRXbefh	ACDEIUKLMQ Rbef		ABCEFGHIJKL OPQRSUWXY befh	ABCEFGHIJKL OPQRWXbefh		ACDEFIKLMP QRXbef	P		
Tend to oppose	3206	97	96	112	72	91	75	76	83	89	119	118	104	96	92	107	142	72	97	140	85	89	89	88	100	102	124	56	80	82	91	91	95	64	92	
	19%	19%	19%	22%	15%	18%	15%	15%	17%	18%	24%	24%	21%	19%	18%	21%	28%	14%	19%	28%	17%	18%	18%	18%	20%	21%	25%	11%	16%	16%	18%	18%	19%	13%	18%	
		DQag	DFGQag	DFGHQTabcg		ag			a	ag		BDEFGHINQR TUVWVabcbefg h	TUVWVabcbefg h	DQag	ag	DFGQabg	ABCEFGHIL MNOQRTUV WXYZabcdefgh		DFGQag	ABCEFGHIJK LMNOQRTUV WXYZabdefgh	a	a	ag	a	DGQag	DFGQag	ABDEFGHIMN QRTUVWVabcd efgh		a	a	a	ag		ag		
Strongly oppose	3978	147	112	187	141	141	136	25	112	156	110	127	115	203	45	146	122	70	147	105	52	138	62	117	124	112	125	79	120	56	97	157	161	88	145	
	23%	BGHJLNQSTV WYacd	GNQTVac	ABDEFGHIJKL NOPQRSTUV WXYZabcbgh	BGHJLNQSTV Yacd	BGHJLNQSTV Yacd	BGINQSTVacd g		GNQTVac	BGHJLNQST VWXYZabcbg	GNQTVac	GNQSTVacd	GNQTVac	23%	41%	29%	G	BGHJLNQSTV WYacd	GN	BGHJLNQST VWYacd	GNQTVac	10%	G	BGINQSTVacd g	G	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac	GNQTVac
Don't know	959	38	29	20	39	43	30	13	13	42	27	41	34	32	9	13	27	11	25	51	21	20	30	27	23	40	25	34	41	19	22	27	35	39	20	
	6%	8%	6%	4%	8%	9%	6%	3%	3%	8%	5%	8%	7%	6%	2%	3%	6%	2%	5%	10%	4%	4%	6%	5%	5%	8%	5%	7%	8%	4%	4%	5%	7%	8%	4%	
		CGHNOQTUC h	GHNOQ		CGHNOQRTU cdh	BGCHINOQPR TUWXZcdeh	GHNOQ			BCGHINOQRT UWXZcdeh	GHNOQ	BGCHINOQRT UWXZcdeh	CGHNOQUch	GHNOQ			GHNOQ		GHNOQ	BCFGHILMNO PQRTUVWXYZa cdefh	10	4	2	6	6	13	7	5	21	5	4	12	4	9	13	5
Prefer not to say	289	16	5	12	17	9	16	4	3	6	6	14	8	16	-	6	7	5	5	10	4	2	6	6	13	7	5	21	5	4	12	4	9	13	5	
	2%	3%	1%	2%	4%	2%	3%	1%	1%	3%	1%	3%	2%	3%	-	1%	2%	1%	1%	2%	1%	0%	1%	1%	3%	1%	1%	4%	1%	1%	2%	1%	2%	3%	1%	
		BGHJNOQRTU VWZbceh	N	GHNUc	BEGHJNOPQ RTUVWYZbce fh	NU	BGHJNQRTUV WZbceh	N		BGHJNQRTUc e	N	BGHJNQRTUV WZbceh	NU	BGHJNQRTUV Zbceh		N	N	N	N	NU			N	N	GHNRTUC	N	N	BEGHJLNOPQ RSTUVWYZbc efh	N		NU	N	NU	GHNTUC	N	
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)	4837	121	150	88	136	119	146	251	157	113	132	108	146	58	176	123	130	250	129	77	197	139	160	157	141	121	92	186	159	191	140	139	104	166	135	
	29%	24%	30%	18%	27%	24%	29%	50%	32%	23%	26%	22%	29%	12%	35%	25%	26%	50%	26%	15%	39%	28%	32%	31%	28%	24%	18%	37%	32%	38%	28%	21%	33%	27%		
		CMSZ	ACEIKMORSY Zf	M	CKMSZf	CMSZ	CEIKMSZf	ABCEFGHIJKL MNOPRSTUV WXYZabcdefg h	ACEIKMORSY Zf	CMS	CKMSZf	MS	CEIKMSZf		ACDEIUKLMOP RSUYZdefh	CMSZ	CMSZf	ABCEFGHIJKL MNOPRSTUV WXYZabcdefg h	CKMSZf		ABCEFGHIJKL MOPRSUVWX YZbdefh	CKMSZf	ACEIUKMOPRS YZf	ACEIUKMORSY Zf	CKMSZf	CMSZ	M	ABCEFGHIJKL OPRSUYZdef h	ACEIUKMOPRS YZf	ABCEFGHIJKL MOPRSUVWX YZbdefh	CKMSZf	CIKMSZf	MS	ACDEIUKMOP RSYZf	CKMSZf	
Bottom2Box (Oppose)	7184	244	208	299	213	232	211	100	195	245	229	245	219	299	137	252	263	142	244	245	137	226	151	205	224	214	249	136	200	138	188	248	255	152	237	
	42%	49%	42%	60%	43%	46%	42%	20%	39%	49%	46%	49%	44%	60%	27%	50%	53%	28%	49%	49%	27%	45%	30%	41%	45%	43%	50%	27%	40%	28%	38%	50%	51%	30%	47%	
		BDFGHNQTV Wabcbg	GNQTVacg	ABDEFGHIJKL NOPQRSTUV WXYZabcdefg h	GNQTVacg	BGHNQTVabc dg	GNQTVacg		GNQTVacg	BDFGHLNQTV WYabcbg	GHNQTVabcb g	BDFGHLNQTV WYabcbg	GNQTVacg	ABDEFGHIJKL NOPQRSTUV WXYZabcdefg h	G	BDFGHLNQTV WYabcbg	BDEFGHLINQ TUVWXYZabcb g	G	BDFGHLNQTV WYabcbg	BDFGHLNQTV WYabcbg	G	GNQTVacdg	G	GNQTVacg	GNQTVacg	GNQTVacg	GNQTVacg	BDFGHLNQTV WYabcbg	G	GNQTVacg	G	GNQTVacg	BDFGHLNQTV WYabcbg	BDFGHLINQTV UVWXYZabcbg	G	BGHNQTVWab cbg

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Q1. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?-Giving more road space to pedestrians and cyclists at the expense of motorists

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501		
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	Strongly support	3902	127	70	88	131	66	185	85	175	76	79	97	73	87	228	87	62	184	139	37	43	205	112	114	198	93	135	145	79	91	156	158	63	121	115
		23%	25%	14%	18%	26%	13%	37%	17%	35%	15%	16%	19%	15%	17%	46%	17%	12%	37%	28%	8%	9%	41%	22%	23%	40%	19%	27%	29%	16%	18%	31%	32%	13%	24%	23%
			BCEGIUKLMOP STYbcf	ST	PSTf	BCEGIUKLMOP STYbcf	ST	ABCDEGIUKLM OPRSTVVWYZa bcfgh	EPSTf	ABCDEGIUKLM OPRSTVVWYZb cfgh	ST	STf	BEIJPSTf	ST	PSTf	ABCDEFGHIUK LMOPQRSTV WYZabcedefgh	PSTf	S	ABCDEFGHIUK LMOPQRSTV WYZabcedefgh	BCEGIUKLMOP STVVYbcfh			ABCDEFGHIUKLM OPRSTVVWYZa bcdefgh	BEGIULOPSTbf	BEGIULMOPST bf	ABCDEFGHIUKLM OPRSTVVWYZa bcdefgh	BEPSTf	BCEGIUKLMOP STYbcf	BCEGIUKLMOP STVVYbcf	ST	BEPSTf	BCEGIUKLMOP STVVYbcfgh	OPSTVVYbcfg h	ST	BCEGIULMOPS Tbcf	BCEGIULMOPS Tbf
Tend to support		4418	154	91	139	120	102	134	173	131	111	123	124	114	98	148	110	126	138	148	103	146	142	138	123	157	115	158	121	108	152	179	117	105	152	120
	26%		31%	18%		24%	20%	27%	35%	26%	22%	25%	25%	23%	20%	30%	22%	25%	28%	30%	21%	29%	29%	28%	25%	32%	23%	32%	24%	22%	30%	36%	23%	21%	30%	24%
			BDEIUKLMOS WYabefh		BEIMOSbf	B		BEMSF	BCDEFHIUKLM OPQRSTUVWXYZ Yabefh	BEMSF		BEMS	BEMSF	B		BDEIUKLMOSYbe f		BM	BEIMOSbf	BDEIUKLMOS WYabefh		BEILMOSYbef	BEILMOSbf	BEIMOSbf	B	BDEIUKLMOPS WYabefh	B	BDEIUKLMOPS WYabefh	B		BDEIUKLMOPS WYabefh	BCDEFHIUKLM OPQRSTUVWXYZ Yabefh	B		BDEILMOSYb efh	B
Neither support nor oppose		3928	115	122	123	119	132	89	142	92	103	141	107	104	159	99	115	67	84	106	178	166	80	132	126	72	125	122	123	109	169	93	123	102	119	
	23%		23%	24%	25%	24%	26%	18%	28%	18%	21%	28%	21%	21%	32%	20%	23%	13%	17%	21%	36%	33%	16%	26%	25%	15%	25%	24%	25%	22%	34%	19%	25%	20%	24%	
			PQUXe	FHPQUXde	FHPQUXe	FHPQUXe	FHIKLNQRUX deg		ABDFHIKLNOP QRUXbdeg	Pe	PXe	ADFHIKLNOP QRUXbdeg	PQUXe	PUXe	ABCDFEHIKLN OPQRUVWXYZ abdefgh	Pe	FPQUXe			PQUXe	ABCDFEHIUK LNOPQRUVW XYZabdefgh	ABCDFEHIUKLN OPQRUVWXYZ Zabdefgh		FHIKLNQRUX deg	FHPQUXde		FHPQUXde	FHPQUXe	FHPQUXe	PQUXe	ABCDFEHIUK LNOPQRUVW XYZabdefgh			FHPQUXde	PXe	FHPQUXe
Tend to oppose		2105	36	98	68	35	84	30	70	46	79	80	70	90	64	15	86	133	45	52	90	90	27	61	62	28	72	36	32	90	42	26	54	85	54	74
	12%		7%	20%	14%	7%	17%	6%	14%	9%	16%	16%	14%	18%	13%	3%	17%	27%	9%	10%	18%	18%	5%	12%	12%	6%	14%	7%	6%	17%	9%	5%	11%	17%	11%	15%
			N	ACDFGHJKMN QRUVWXYZacd degh	ADFHNRSTU VXZacd	N	ADFHNRQUV WXZacdeg	N	ADFHNRURXZ acd	NUXd	ADFHNRURXZ acd	ADFHNRURVXZ Zacdeg	ADFHNRURVXZ acd	ADFGHKMNQ RUVWXYZacde g	ADFNUXZacd		ADFHNRURV WXZacdeg	ABCDFEHIUK LMNOQRSTU VWXYZacdef gh	NUD	ADFNUXZad	ACDFGHJKMN QRUVWXYZacd eg	ADFGHKMNQ RUVWXYZacde g		ADFNUXZad	ADFNUXZad		ADFNQRUXZ acd	N	N	ADFGHKMNQ RUVWXYZacde g	N		DFNUXad	ADFHNRURV WXZacdeg	DFNUXad	ADFHNRURXZ acd
Strongly oppose		1596	28	89	61	53	69	29	16	38	80	45	51	85	53	6	82	79	34	30	27	34	30	27	46	28	52	26	79	31	18	80	81	30	53	
	9%		6%	18%	12%	11%	14%	6%	3%	8%	16%	9%	10%	17%	11%	1%	16%	16%	7%	6%	5%	7%	6%	5%	6%	9%	10%	5%	5%	7%	6%	4%	16%	16%	6%	11%
			GN	ACDFEHIKMN NQRTUVWXYZ Yzacdgh	AFGNQRSTU VXZacd	AFGNQRSTUV TUVWXYZacd	GN	N	GNd	ADFGHIKMN QRSTUVWXYZ acdgh	AFGNRSUVXZ acd	AFGNQRSTUV XZacd	ACDFGHJKMN QRSTUVWXYZ acdgh	AFGNQRSTUV XZacd		ADFGHIKMN QRSTUVWXYZ acdgh	ADFGHIKMN QRSTUVWXYZ acdgh	GNd	GN	GN	GNd	GN	N	AFGNRSVXZa d	N	AFGNQRSTUV XZacd	N	N	ADFGHIKMN QRSTUVWXYZ acdgh	GN	N	ADFGHIKMN QRSTUVWXYZ acdgh	ADFGHIKMN QRSTUVWXYZ acdgh	GN	AFGNQRSTUV XZacd	
Don't know		800	29	25	12	28	41	22	12	14	39	24	38	26	27	4		12	18	53	18	15	24	23	11	39	17	39	28	11	13	18	27	17		
	5%		6%	5%	2%	6%	8%	5%	3%	3%	8%	5%	8%	5%	5%	1%	3%	2%	4%	11%	4%	3%	5%	2%	8%	4%	8%	6%	2%	3%	4%	7%	5%	3%		
			CGHNOQXc d	CGHNOQXc		CGHNOQXc d	BCDFGHILNO PQRTUVWXYZc deh	GNc	N	BCFGHIHQQR TUVVWXYZcde h	CGNQXc	BCFGHIHQQR RTUVVWXYZcde h	CGHNOQXcd	CGHNOQXc		N	CGHNOQXc		CGHNOQXc	N	ABCDFEHIUKL MNOPQRSTU WXYZbcdefgh			CGNQXc	GNXc		BCFGHIHQQR TUVVWXYZcde h	N	CFGHINOQRT UXZcdeh	CGHNOQXc d			CGHNOQRSTU XZcdeh	CGNQXc	N	
Prefer not to say		252	11	4	10	14	7	11	2	3	11	7	12	8	12	-	6	6	4	7	12	4	2	6	7	7	5	6	14	6	5	15	6	10	14	2
	2%		2%	1%	2%	3%	1%	2%	0%	1%	2%	1%	2%	2%	2%	-	1%	1%	1%	2%	2%	1%	0%	1%	2%	1%	1%	1%	3%	1%	1%	3%	1%	2%	3%	0%
			BGNUh	N	GNUh	BGHNQTUyb ch	GN	BGNUh		BGHNQTUuh	GNh	BGHNQTUych	GNUh	BGHNUh		GN		N		GNUh	BGHNQTUch			N	GN	N	N	N	BGHNQTUych	N	N	BGHNQTUych	GN	BGNUh	BGHNQTUuh	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																				
Top2Box (Support)		8320 49%	280 56%	162 32%	227 45%	251 50%	168 34%	319 64%	258 52%	306 61%	187 37%	203 41%	222 44%	186 37%	184 37%	376 75%	196 39%	187 38%	322 64%	287 57%	141 28%	188 38%	347 70%	250 50%	237 47%	355 71%	208 42%	292 58%	266 53%	187 37%	243 49%	335 67%	274 55%	168 34%	272 55%	235 47%
			BCEIUKLMOPS TWYbcfh		BEILMPSTbf	BEIUKLMOPST Ybf	S	ABCDEGIUKLM OPRSTVVYab cefgh	BCEIUKLMOPS TYbf	BCDEGIUKLM OPSTVVYabc efh	BS	BESf	BEILMPSTbf	BS	S	ABCDEFGHIUK LMOPQRSTV WYZabcedefgh	BESf	S	ABCDEFGHIUK LMOPQRSTV WYZabcedefgh	BCEGIUKLM OPSTVVYbcf h		BS	ABCDEGIUKLM OPRSTVVWY Zabcefgh	BEIUKLMOPST Ybf	BEIULMOPSTb f	ABCDEFGHIUK LMOPQRSTV WYZabcefgh	BESf	BCDEGIUKLM OPSTVVYbcf h	BCEIUKLMOPS TYbf	S	BEIULMOPSTY bf	ABCDEGIUKLM OPRSTVVYZa bcfgh	BCEIUKLMOPS TWYbfh	S	BCEIUKLMOPS TWYbfh	BEIULMOPSTb f
Bottom2Box (Oppose)		3701	65	187	129	88	153	59	86	85	160	125	121	176	117	21	168	212	78	82	117	124	56	88	107	55	123	62	58	169	73	43	134	166	85	127
	22%		13%	38%	26%	18%	31%	12%	17%	17%	32%	25%	24%	35%	24%	4%	34%	43%	16%	16%	23%	25%	11%	18%	21%	11%	25%	13%	12%	34%	15%	9%	27%	33%	17%	26%
			N	ACDFEHIUK MNQRSTUVW XYZacdegh	ADFGHNQRU VXZacd	AFNUXZad	ADFGHIKMN QRSTUVWXYZ acd	N	AFNUXZad	FNUXad	ACDFGHJKMN QRSTUVWXYZ acd	ADFGHNQRU VXZacd	ADFGHNQRU VXZacd	ACDFGHJKMN QRSTUVWXYZ acd	ADFGHNQRU VXZacd		ACDFGHJKMN QRSTUVWXYZ acd	ACDFEHIUKL MNOQRSTUV WXYZabdefg h	NUd	FNUXZad	ADFGHNQRU VXZacd	ADFGHNQRU VXZacd	N	AFNUXZad	AFNQRUXZac d	N	ADFGHNQRU VXZacd	N	N	ACDFGHJKMN QRSTUVWXYZ acd	Nd	N	ADFGHNQRU VXZacd	ACDFGHJKMN QRSTUVWXYZ acd	FNUXad	ADFGHNQRU VXZacd

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Q2. Which of the following topics, if any, do you most associate with the word "sustainability"?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501	
Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Ending poverty and reducing inequality	2882	121	44	75	88	66	70	84	82	54	70	64	48	87	136	50	125	77	66	72	86	82	129	56	94	75	78	107	76	56	173	103	58	96	136
	17%	24%	9%	15%	18%	13%	14%	17%	16%	11%	14%	13%	10%	17%	27%	10%	25%	15%	13%	14%	17%	16%	26%	11%	19%	15%	16%	21%	15%	11%	35%	21%	12%	19%	27%
		BCDEFGHIJL MOQRSTUWY Zbcf		BLO	BEIKLORwcf	BL		BL	BEIKLORwcf	BILOWcf		BL		BIKLOWcf	BCDEFGHIJL MOQRSTUWX YZbcfg		BCDEFGHIJL MOQRSTUWX YZbcf	BILOWf	BL	BILO	BIKLOWcf	BILOWcf	BCDEFGHIJL MOQRSTUWX YZbcfg		BEIKLORwcf	BILO	BILOWf	BCDEFUKLOQR SWYZbcf	BILO		ABCEDEFGHIJL LMNOPQRST UVWXYZabcfe gh	BCDEFUKLOQR SWYZbcf		BEFIKLORSW cf	BCDEFGHIJL NOQRSTUWX YZabcfe
Access to clean water and nutritious food for all	3371	118	92	109	116	112	89	77	92		110	77	79	121	113	90	135	96	73	78	74	121	89	94	96	105	103	68	139	84	69	108	116	110	143
	20%	24%	18%	22%	23%	23%	18%	15%	18%		22%	16%	16%	24%	11%	18%	27%	19%	15%	16%	15%	24%	18%	19%	19%	21%	21%	14%	28%	17%	91	22%	116	22%	29%
		BFGHIKLORST Vacd	JRa	GJKLRSTad	BFGJKLORSTV acd	BFGJKLORSTV cd				GJKLRSTacd				BFGHIKLORST VWacd	GJKLRSTacd		BFGHIKLORQ STVWXYZacde	JRad				BFGHIKLORST VWacd		Ra	Ra	GJKLRSTad	GJKLRSTad		BCDEFGHIJKLO QRSTVWXYZa cde			GJKLRSTad	BFGHIKLORST Vacd	GJKLRSTad	BCDEFGHIJL NOQRSTVWXY Zacdefg
Ensuring good health and well-being for all	3212	133	59	91	99	70	101	70	100	44	71	77	51	91	123	67	130	121	87	81	84	110	136	87	141	68	115	111	96	94	107	81	120	104	
	19%	27%	12%	18%	20%	14%	20%	14%	20%	9%	14%	15%	10%	18%	25%	13%	26%	24%	18%	16%	17%	22%	27%	17%	28%	23%	22%	18%	10%	18%	19%	21%	16%	24%	21%
		BCDEFGHIJL MORSTWYbcb dfh		BIL	BEGUKLOY	IL	BEGUKLOY	IL	BEGUKLOY		IL	BIL		BGILO	BCEGIJLKMOR STWYbcbf		BCDEFGHIJL MORSTWYbcb df	BCEGIJLKMOR STWYbcbf	BGILO	BIL	BIL	BEGIJKLORST Yf	BCDEFGHIJL MORSTWYbcb de	BIL	BCDEFGHIJL MORSTWYbcb defh	I	BEGIJKLORST WYf	BEGIJKLORST WYf	BEGILOY	BEGILOY	BGILOY	BEGIJKLOSyf	BIL	BCEGIJLKMOR STWYbcbf	BEGIJKLOSyf
Inclusive and quality education for all	2066	78	36	45	80	28	55	63	71	30	42	28	28	54	76	40	100	80	46	44	47	71	87	19	47	75	144	24	30	105	84	29	121	50	
	12%	16%	7%	9%	16%	6%	11%	13%	14%	6%	8%	6%	6%	11%	15%	8%	20%	16%	9%	9%	9%	14%	17%	4%	21%	9%	15%	29%	5%	6%	21%	17%	6%	24%	10%
		BCEFIJLKMOR STWYbcbf	W	EKLWb	BCEFIJLKMOR STWYbcbf		BEIKLWbcbf	BEIJKLORSWb cf	BCEIJKLORST WYbcbf		EKLWbdf			BEIKLWbcbf	BCEIJKLORST WYbcbf	Wb	BCDEFGHIJLKM NORSTUWYzb cfh	BCEFIJLKMOR STWYbcbf	EIKLWbcbf	EIKLWbcbf	EIKLWbcbf	BCEIJKLORST WYbcbf	BCEFIJLKMOR STWYbcbf		ABCEDEFGHIJL LMNOPRSTUW Yzbcbf		ABCEDEFGHIJL LMNOPRSTUW Yzbcbf			BCDEFGHIJLKM NORSTUWYzb cfh	BCDEFGHIJLKM RSTWYbcbf		ABCEDEFGHIJL LMNOPRSTUW Yzbcbf	EIKLWbcbf	
Gender equality	1235	25	20	27	22	22	22	48	27	16	31	21	25	16	21	34	33	85	31	49	40	25	27	9	35	53	30	51	29	91	35	37	48	74	
	7%	5%	4%	5%	5%	4%	4%	10%	5%	3%	6%	4%	5%	3%	4%	7%	7%	17%	6%	10%	8%	5%	5%	2%	7%	11%	6%	15%	10%	6%	18%	7%	10%	15%	15%
		W	W	W	W	W	W	ABCEDEFGHIJL MNPURUVWZc	W		BIKMW	W	W		W	BIKMW	BIMW	ABCEDEFGHIJL LMNOPRSTUW WXYZbcfe	BIKMW	ABCEDEFGHIJL MNPURUVWZc	BDEFIKLMNW	W	W		BIKMW	IMW	ABCEDEFGHIJL LMNOPRSTUW WXYZbcfe		IMW	ABCEDEFGHIJL LMNOPRSTUW WXYZbcfe	ABCEDEFGHIJL LMNOPRSTUW WXYZbcfe	BIKMW	BDEFIKLMNW	ABCEDEFGHIJL LMNOPRSTUW WXYZbcfe	
Affordable and clean energy	4746	103	175	166	157	140	142	132	141	113	182	147	152	176	105	168	155	121	201	63	121	140	95	175	89	124	156	132	116	177	123	141	143	127	149
	28%	21%	35%	33%	31%	28%	28%	27%	28%	23%	36%	29%	31%	35%	21%	34%	31%	24%	40%	13%	24%	28%	19%	35%	18%	25%	31%	26%	23%	35%	25%	28%	29%	25%	30%
		S	ADEFGHIJLKNQ STUVXYabdefg h	AGINQSTVXYa bdg	AGINQSTVXY bdg	AINSVX	AINSVX	ANSVX	AINSVX	S	ADEFGHIJLKNP QSTUVXYabd efgh	AINGSTVXb	AINGSTVXYb	ADEFGHIKNQST UVXYabdefg	S	AEGINGSTVXY abd	AINGSTVXYb	S	ABCEDEFGHIJL NOPQSTUVXY Zabdefgh	SVX	SVX	AINSVX	S	ADEFGHIKNQST UVXYabdefg	S	SVX	AINGSTVXYb	SVX	S	ADEFGHIKNQST UVXYabdefg	SVX	AINSVX	AINSVXb	SVX	AINGSTVXb
Full and productive employment and decent work for all	2585	143	41	48	84	43	77	78	117	38	62	43	41	43	186	51	78	98	76	42	100	116	73	38	146	77	58	49	52	105	82	59	66	101	
	15%	29%	8%	10%	17%	9%	15%	16%	24%	8%	12%	9%	8%	43	37%	10%	16%	20%	15%	9%	20%	23%	15%	8%	29%	15%	15%	12%	10%	11%	21%	17%	12%	13%	20%
		BCDEFGIJKLM OPQRSTVWYZ abcdefgh			BCEIKLMOS Wabcf		BCEIKLMOSw bc	BCEIKLMOS Wabcf	BCDEIKLKM OPRSWYVZab cefg		BEIKLMSW				ABCEDEFGHIJL LMOPQRSTUW WXYZabcefg h		BCEIKLMORS VWabcf	BCEIKLMOSw bcf			BCEGIJLKMOR SVWZabcf	BCEIKLMOSw b		BCDEFGIJKLM OPQRSTVWYZ abcdefgh	BCEIKLMOSw bc	BCEIKLMOSw bc			BCDEFGIJKLMO RSWVWYZabcf	BCEIKLMOS Wabcf	BEIKLSW	BEIKLMSW	BCEGIJLKMOR SVWZabcf		
Encouraging more resilient and responsible industries that do not damage the environment	4210	136	125	81	109	100	183	190	162	60	139	85	123	191	152	109	102	133	89	122	174	164	121	119	146	143	122	83	89	127	119	158	93	66	96
	25%	27%	25%	16%	22%	20%	37%	38%	33%	12%	28%	17%	25%	12%	12%	22%	20%	27%	18%	24%	24%	24%	24%	24%	29%	24%	17%	18%	25%	24%	11%	13%	19%	13%	19%
		CDEIKPRabfgh	CEIKPRabfgh		CIKag	lg	ABCEIJKLNO PQRSVWXYZa bcdfe	ABCEIJKLNO PQRSVWXYZ abcde	BCDEIKLOPQR SVWZabcfgh		CDEIKOPRabf gh	I	CEIKRabfgh	ABCEIJKLNO PQRSVWXYZa bcdfe	BCDEIKLOPRS VWZabdfgh		CIK	CEIKRabfgh	lg	CEIKRabfgh	lg	ABCEIJKLOP QRSVWXYZabc dfe	BCDEIKLOPQR SVWZabcfgh	CIK	CIK	CDEIKOPRabf gh	CDEIKOPRabf gh	CIK	CEIKRabfgh	CIK	CEIKRabfgh	BCDEIKLOPRS VWZabcfgh			lg
Making cities and human settlements more protected from natural disasters	1623	19	39	37	48	26	28	100	37	34	46	40	33	27	61	42	51	87	48	29	71	35	96	30	37	34	51	68	33	53	64	57	37	74	55
	10%	4%	8%	7%	10%	5%	6%	20%	7%	7%	9%	8%	7%	5%	12%	8%	10%	17%	10%	6%	14%	7%	19%	6%	7%	7%	10%	14%	7%	11%	13%	7%	15%	7%	11%
		AE	A	A	AEFLMSW			ABCEDEFGHIJL MNOPRSTUW XYZabce	A	A	AEFLMSW	AE	A		ABCEDEFGHIJL MNOPRSUWX YZbcfe	AE	AEFLMSWb	ABCEDEFGHIJL MNOPRSUWX YZbcfe	AEFLMSWb		ABCEDEFGHIJL MORSUWXYb f	A	ABCEDEFGHIJL MNOPRSUW XYZabce	A		AEFLMSWYb	ABCEDEFGHIJL ORSUWXYb		AEFLMSWYb	ABCEDEFGHIJL ORSUWXYb	AEFLMSWYb	ABCEDEFGHIJL MORSUWXYb	AEFLMSWYb	ABCEDEFGHIJL MORSUWXYb	
Only producing and consuming what is needed and eliminating waste	4083	64	161	159	149	133	82	76	72	161	146	169	175	181	50	167	75	91	168	118	146	90	80	151	57	136	178	85	127	140	70	106	143	72	103
	24%	13%	32%	32%	30%	27%	16%	15%	15%	32%	29%	34%	35%	36%	10%	34%	15%	18%	34%	24%	29%	18%	16%	30%	11%	27%	36%	17%	25%	28%	14%	21%	29%	14%	21%
			ADEFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	NX	N	N		ADEFGHNPQSU VXabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU STUVXYabde fgh	ADEFGHNPQ STUVXYabde fgh			N	ANX			AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	ANX	NX	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	AFGHNPQSU VXYabdegh	
Taking action to combat climate change	4067	98	117	125	103	102	126	149	139	131	160	153	128	146	106	140	87	82	153	83	177	127	70	142	84	151	106	78	138	153	59	143	99	105	106
	24%	20%	24%	25%	21%	20%	25%	30%	28%	26%	32%	31%	26%	29%	21%	28%	17%	16%	31%	17%	35%	25%	14%	28%	17%	30%	21%	16%	28%	31%	12%	29%	20%	21%	21%
		Vd	PQSVXad	PQSVXad	Vad	Vad	AE PQSVXad	ABDELPQSV XZadfe	ADEPNQSVXZ yadfe	ADEPNQSVXZ adfe	ADEPNQSVXZ adfe	ABCEDEFLNPQ SUVXZadfe	ABCEDEFLNPQ SUVXZadfe	ADEPNQSVXZ adfe	ABDENPQSVX Zadfe	Svad	d		ABCEDEFLNPQ SUVXZadfe	d	ABCEDEFGHIL MNOPQSU WXZadfe	A PQSVXad		ABDENPQSVX Zadfe		ABDENPQSVX Zadfe		ADENPQSVXZ adfe	ABDENPQSVX Zadfe	ADENPQSVX Zadfe	ADENPQSVX Zadfe	Vd	Vd	Svad	
Conserving and responsible use of oceans and marine resources	3841	89	148	115	101	123	141	176	110	168	133	140	149	85	144	129	67	73	111	90	110	108	83	107	120	93	88	87	117	143	89	99	121	92	94
	23%	18%	30%	23%	20%	25%	28%	35%	22%	34%	27%	28%	30%	17%	29%	26%	14%	15%	22%	18%	22%	17%	21%	107	24%	19%	18%	17%	24%	29%	18%	20%	24%	18%	19%
		ACDEHMPQRS TUVWXYZabde fgh		MPQSVZ	PQ	AM PQSVZad gh	ADHMPQRST UVWYZadfe	ABCEDEFGHIJL MNOPQRST VWXYZabce fgh	PQV	ACDEHMPQRST UVWYZadfe	ADHMPQRST UVWYZadfe	ADHMPQRST UVWYZadfe	ACDEHMPQRS TUVWXYZabde fgh	ADHMPQRST UVWYZadfe	ADHMPQRST UVWYZadfe	ADHMPQRST UVWYZadfe			MPQSVZa deg			PQ			AMPQSVZad		AMPQSVZad		ADHMPQRST UVWYZadfe						
Protecting wildlife and restoring natural habitats	3705	142	132	113	120	123	133	145	129	170	105	129	142	84	91	139	71	109	106	54	73	126	103	99	127	114	82	67	127	120	80	46	116	79	109
	22%	29%	27%	23%	24%	25%	27%																												

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Q3. When it comes to sustainability, which of the following things are most important for your country to address?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	501	1001	501	501		
Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500			
Ending poverty and reducing inequality	3936	168	68	99	130	84	99	121	124	80	97	73	86	148	181	95	161	116	85	106	133	113	148	91	136	90	119	112	91	69	173	145	88	132	174	
	23%	34%	14%	20%	26%	17%	20%	24%	25%	16%	19%	15%	17%	30%	36%	19%	32%	23%	17%	21%	27%	23%	30%	18%	27%	18%	24%	22%	18%	14%	35%	29%	18%	26%	35%	
		BCDEFGHIJL OQRSTUWYZa bcfg	BKc	BCEFIJLORS WYbcf			BKc	BEIJKLORWYb cf	BEIJKLORWYb cf		BKc		B	BCEFIJLKLOQ RSUWYzbcf	BCDEFGHIJL MOQRSTUVW XYZabcdfg	BKc	BCDEFGHIJL OQRSTUWYZa cf	BEIKLRYcf	B	BEIKLRc	BCEFIJLORS WYbcf	BEIKLRcf	BCEFIJLKLOQ RSUWYzbcf	B	BCEFIJLORS WYbcf	B	BEIKLRWYbcf	BEIKLRc	B		BCDEFGHIJL OQRSTUWYX Zabcfg	BCEFIJLKLOQ RSUWYabcf	B	BCEFIJLORWY Ybcf	BCDEFGHIJL LMNOPQRSTV WXYZabcde	
Access to clean water and nutritious food for all	3264	101	83	86	115	129	87	83	103	88	70	71	74	127	90	103	104	105	64	64	50	133	100	106	101	104	103	73	89	100	138	111	138	161		
	19%	20%	17%	17%	23%	26%	17%	17%	21%	18%	14%	14%	15%	25%	18%	21%	21%	21%	13%	13%	10%	27%	20%	21%	20%	21%	21%	15%	18%	20%	13%	17%	28%	22%	32%	
		JKLRStad	RST	RST	BCFGIJKLNRS T abde	ABCFGHIJLKN OPQRSTVXYZ abcde	RST	RST	JKLRStad	RST	T	T	T	BCFGIJKLNRS T abde	RST	JKLRStad	JKLRStad	BGJKLRStad				ABCFGHIJLKN OPQRSTVWXYZ abcde	JKLRStad	BGJKLRStad	JKLRStad	JKLRStad	JKLRStad	T	RST	JKLRStad		ABCFGHIJLKN NOPQRSTVW XYZabcde	BGJKLRStad	ABCFGHIJLKN LMNOPQRSTV WXYZabcde		
Ensuring good health and well-being for all	3847	133	83	109	135	107	126	105	121	70	100	85	94	127	175	105	155	116	114	103	72	124	143	117	180	72	122	107	118	114	98	119	95	99	105	
	23%	27%	17%	22%	22%	22%	25%	22%	24%	14%	20%	17%	19%	25%	35%	21%	31%	23%	23%	21%	14%	25%	29%	23%	36%	24%	22%	24%	22%	23%	20%	23%	19%	20%	21%	
		BEGIJKLSTYdf g		BIKTY	BEGIJKLOSTYa dfgh	BIKTY	BIJKLYtf	BIKTY	BIKLYtf		ITY		ITY	BIJKLYtf	ABCFGHIJLKN LMNOPQRSTU WXYZabcdfgh		BCEFIJLKLO QRSTUWXYZab cdefgh	BIKTY	BIKLY	BIKTY		BIJKLYtf	BCEFIJLORS TYacdfgh	BIKTY	ABCFGHIJLKN LMNOPQRSTU WXYZabcdfgh		BIKLYtf	BIKTY	BIKTY	BIKTY	BIKTY	BIKTY	BIKTY	BIKTY		
Inclusive and quality education for all	2524	98	36	54	85	32	73	101	104	40	53	40	35	69	98	41	127	81	63	57	54	82	114	33	123	47	88	132	42	42	115	112	40	126	87	
	15%	20%	7%	11%	15%	6%	15%	20%	21%	8%	11%	8%	7%	14%	20%	8%	26%	16%	13%	11%	11%	16%	23%	7%	25%	9%	18%	26%	9%	8%	23%	22%	25%	25%	18%	
		BCEFIJLKMOR STWYbcf	BELW	BCEIJKLORST WYbcf			BEIKLOWYbcb f	BCEFIJLKMOR STWYbcf	BCEFIJLKMOR STWYbcf		BEKLW			BEIKLOWYbcb f	BCEFIJLKMOR STWYbcf		ABCFGHIJLKN MNOQRSTUW YZabcdfgh	BCEIJKLOSTW Ybcf	BEIKLOWbcbf	BEIKLWf	BELW	BCEIJKLOSTW Ybcf	BCDEFIJLKMO QRSTUWXYZbcb fh	BCDEFIJLKMO QRSTUWXYZbcb fh		BCEIJKLORST WYbcf	ABCFGHIJLKN MNOQRSTUW YZabcdfgh									
Gender equality	1378	32	27	33	21	28	37	42	27	20	56	23	26	18	27	42	36	89	44	45	43	42	29	15	34	45	27	61	39	84	52	36	42	90		
	8%	6%	5%	7%	4%	6%	8%	8%	5%	4%	11%	5%	5%	4%	5%		7%	18%	9%	9%	9%	8%	6%	3%	7%	9%	5%	13%	12%	7%	9%	7%	9%	18%		
		W	W	MW			DIKMW	BDEHIKLMNW Z			ABCFGHIJLKN MNPVWXYZcf			BDIKLMW	DIKMW		ABCFGHIJLKN LMNOPQRSTU WXYZbcfgh	BDEHIKLMNW WZ	BDEHIKLMNW WZ	BDEHIKLMNW WZ	BDEHIKLMNWZ	BDIKLMW	W	MW	BDEHIKLMNW WZ		ABCFGHIJLKN MNOQRSTUW WXYZbcfgh	ABCFGHIJLKN MNOQRSTUW WXYZbcfgh	DIKMW	ABCFGHIJLKN MNOQRSTUW WXYZbcfgh	DIKMW	DIKMW	DIKMW	ABCFGHIJLKN LMNOPQRSTU WXYZbcfgh		
Affordable and clean energy	4491	84	178	154	130	136	127	113	115	134	162	112	180	179	88	196	138	113	185	77	112	115	64	199	63	165	129	145	142	103	136	130	120	140		
	26%	17%	36%	31%	26%	27%	25%	23%	23%	27%	32%	22%	39%	36%	18%	27%	28%	23%	23%	15%	22%	23%	13%	40%	13%	33%	26%	29%	29%	21%	27%	26%	24%	28%		
		ADEFGHIJKNP QSTUWXYZabcd efgh	AGHKNQSTUV Xdg	ANSVX	AGKNSTVXd	ANSVX	ANSVX	ANSVX	ANSVX	AKNSVXd	ADEFGHIJKNQ STUWXYZadefg	ANSVX	ADEFGHIJKNP QSTUWXYZabcd efgh	ADEFGHIJKNP QSTUWXYZabcd efgh	VX	ACDEFGHIJKNP QSTUWXYZabcd efgh	AGKNSTVXd	ASVX	ACDEFGHIJKNP QSTUWXYZabcd efgh	ASVX	ASVX	ASVX	13%	ACDEFGHIJKNP QSTUWXYZabcd efgh	ACDEFGHIJKNP QSTUWXYZabcd efgh	ANSVX	AGHKNQSTUV Xdg	AGKNSTVXd	AGKNSTVXd	AGKNSTVXd	AGKNSTVXd	AGKNSTVXd	AGKNSTVXd	AGKNSTVXd		
Full and productive employment and decent work for all	3275	186	61	67	108	55	111	102	126	45	109	54	72	49	177	80	90	110	125	71	154	131	72	33	151	99	85	65	80	86	108	112	74	70	155	
	19%	37%	12%	13%	22%	11%	22%	21%	25%	9%	22%	11%	15%	10%	36%	16%	18%	22%	25%	14%	31%	26%	15%	7%	30%	20%	17%	13%	16%	17%	22%	23%	15%	14%	31%	
		BCDEFGHIJLKN MOPQRSTUW WXYZabcdfgh h	W	IW	BCEIJKLOSV WZabfg	W	BCEIJKLOSV WZabfg	BCEIJKLOSV Wabfg	BCEIJKLOSV WVWYzabcfgh		BCEIJKLOSV WZabcfgh	W	EIKMW	BEIKMW	BEIKMWa	BEIKMW	BEIJKLOSV WZabfg	BCEIJKLOSV WVWYzabcfgh	EIKMW	EIKMW	BCDEFGHIJLKN MOPQRSTUW WXYZabcfgh	BCDEFGHIJLKN MOPQRSTUW WXYZabcfgh	IKMW	BCDEFGHIJLKN MOPQRSTUW WXYZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh	BCEIJKLOSV WZabcfgh		
Encouraging more resilient and responsible industries that do not damage the environment	3732	110	111	76	106	98	146	144	128	58	119	73	110	126	138	118	95	110	90	84	168	146	96	115	131	115	112	96	99	123	102	136	84	85	84	
	22%	22%	22%	15%	21%	20%	29%	29%	26%	12%	24%	15%	22%	25%	28%	24%	19%	22%	18%	17%	34%	29%	19%	23%	26%	23%	19%	20%	20%	25%	20%	27%	17%	17%	17%	
		CIKSF	CIKRSfgh		CIKSF	IK	ABCFGHIJLKN MOPQRSTUW WXYZabcfgh	ABCFGHIJLKN MOPQRSTUW WXYZabcfgh	CEIKPRSVabfg h		CEIKPRSVfgh		CIKRSfgh	CEIKPRSVabfg h	BCDEIJKLOPQRS Vabdfgh	CIKRSfgh	IK	CIKSF	CIKSF	I	ABCFGHIJLKN MOPQRSTUW WXYZabcfgh	ABCFGHIJLKN MOPQRSTUW WXYZabcfgh	IK	CIKRSfgh	CEIKPRSVabfg h	CIKRSfgh	CIKRSfgh	CIKRSfgh	IK	CEIKPRSVfgh	IK	BCDEIJKLOPQRS Vabdfgh				
Making cities and human settlements more protected from natural disasters	1777	24	54	55	61	29	31	104	39	42	46	50	37	31	56	39	46	78	67	44	86	40	82	30	49	47	56	68	36	49	69	67	37	76	52	
	11%	5%	11%	11%	12%	6%	6%	21%	8%	8%	9%	10%	7%	6%	11%	8%	9%	16%	13%	9%	17%	8%	17%	6%	10%	10%	11%	14%	7%	10%	14%	13%	7%	15%	11%	
		AEFLMWbf	AEFLMWf	AEFLMWf	AEFLMWf			ABCFGHIJLKN MOPQRSTUW WXYZabcfgh		A	AEW	AEFMWf		AEFLMWbf	AEFLMWf	AE	ABCFGHIJLKN MOPQRSTUW WXYZabcfgh	AEFLMWf	AEFLMWf	AE	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	AEFLMWf	
Only producing and consuming what is needed and eliminating waste	3210	44	132	112	97	95	62	78	57	131	111	132	129	117	55	123	58	88	129	100	106	62	78	112	47	116	135	66	93	123	60	109	101	90	64	
	19%	9%	26%	23%	19%	19%	12%	16%	12%	26%	22%	26%	26%	23%	11%	25%	12%	18%	26%	20%	21%	12%	16%	23%	9%	23%	27%	13%	19%	25%	12%	12%	109	20%	18%	13%
		ADEFGHIJKNP STUWXYZabcfgh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh		AHNPX			ADEFGHIJKNP STUWXYZabcfgh	AFGHNPVUXa dh	ADEFGHIJKNP STUWXYZabcfgh	ADEFGHIJKNP STUWXYZabcfgh	AFGHNPVUXa dh	ADEFGHIJKNP STUWXYZabcfgh		AFGHNPVUXa dh	ADEFGHIJKNP STUWXYZabcfgh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	ANX	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh	AFGHNPVUXa dh		
Taking action to combat climate change	3605	90	135	92	91	106	122	131	112	124	128	134	124	97	81	121	58	85	143	87	173	105	70	139	63	139	89	71	111	149	48	113	114	76	83	
	21%	18%	27%	18%	18%	21%	25%	26%	22%	25%	26%	27%	25%	19%	16%	24%	12%	17%	29%	18%	35%	21%	14%	28%	13%	28%	18%	14%	22%	30%	10%	23%	23%	15%	17%	
		PXd	ACDEMNQPS UVXZabdfgh	PXd	PXd	NPVXadg	ACDNQPSVXZ adgh	ACDEMNQPS UVXZadgh	NPQSVXadgh	ACDNQPSVXZ Xadgh	ACDEMNQPS VXZadgh	ACDNQPSVXZ Xadgh	ACDNQPSVXZ Xadgh	PVXad	Pd	ACDNQPSVXZ adgh		Pd	ACDEMNQPS SUVXZabdfgh h	PXd	ACDEMNQPS SUVXZabdfgh h	PVXadg	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh	ACDEMNQPS UVXZabdfgh		
Conserving and responsible use of oceans and marine resources	2618	45	104	48	86	77	106	119	93	98	94	80	89	25	112	78	45	79	73	68	89	82	79	52	94	48	56	77	93	85	76	67	85	56	60	
	15%	9%	21%	10%	17%	15%	21%	24%	19%	20%	19%	16%	18%	5%	22%	16%	9%	16%	15%	14%	18%	17%	11%	19%	19%	10%	11%	16%	19%	17%	15%	13%	17%	11%	12%	
		M	ACEKLMOPQRS UVWYZadefg	M	ACMPWYZgh	ACMPWYZ	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	ACMPWYZ	ACEKLMOPQRS VWYZadefg	ACMPWYZ	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	ACEKLMOPQRS VWYZadefg	M	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	M	ACMPWYZ	ACMPWYZ	M	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ	ACMPWYZ
Protecting wildlife and restoring natural habitats	2951	88	134	83	96	102	105	116	116	131	92	88	114	54	66																					

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Q4A. [SUMMARY - TOP2BOX (GREAT DEAL / FAIR AMOUNT)] - Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	500	500	501	501	501	501	501	501	501	1001	501	501	501	501	
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	Technology companies	8864	200	226	116	331	214	224	418	255	189	223	117	210	197	414	244	206	398	218	231	305	275	347	172	227	173	284	363	190	315	363	290	260	346	324
		52%	40%	45%	23%	66%	43%	45%	84%	51%	38%	45%	23%	42%	39%	83%	49%	41%	80%	44%	46%	61%	55%	69%	35%	45%	35%	57%	73%	38%	63%	73%	58%	52%	69%	65%
Hospitality (e.g. restaurants, hotels)			CK	CIKMWYb		ABCEFHUKLM OPRSUWXYZb ef	CKWY	CIKWYb	ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ABCEIKLMPR WYb	CK	CIKWYb		CKWY	CK	ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ACEIKLMPWY b	CKWY	ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	CIKWYb	ACIKMWWYb	ABCEFHUKLM OPRSWXYbfb	ABCEFIJKLMP RSWXYb	ABCEFHUKLM OPRSTUWXYZ bcef	CK	CIKWYb	CK	ABCEFIJKLMO PRSWXYb	ABCEFHUKLM MOPRSTUWXY YZbcefh	CK	ABCEFHUKLM OPRSUWXYbfb	ABCEFHUKLM MOPRSTUWXY YZbcefh	ABCEFHUKLM OPRSWXYbfb	ABCEFIJKLMP RSWXYb	ABCEFHUKLM OPRSTUWXYZ bef	ABCEFHUKLM OPRSUWXYZb ef
		8458	189	245	132	332	223	198	320	259	213	216	172	213	219	377	267	117	386	235	193	187	253	340	133	226	188	210	347	203	306	364	262	266	350	315
		50%	38%	49%	26%	67%	45%	40%	64%	52%	43%	43%	34%	43%	44%	75%	53%	23%	77%	47%	39%	38%	51%	68%	27%	45%	38%	42%	70%	41%	61%	73%	52%	53%	70%	63%
			CPW	ACFIJLKPSTW YZb		ABCEFHUKLM OPRSTUWXYZ bef	ACKPSTWY	CPW	ABCEFHUKLM OPRSTUWXYZ bef	ACEFIJKLMP STWYZb	CKPW	CKPSTWY	CPW	CKPW	CKPTW	ABCEFGHIUK LMOPRSTUV WXYZbcefh	ACEFIJKLMP STWXYZb		ABCEFGHIUK LMOPRSTUV WXYZbcefh	ACFKPSTWYb	CPW	CPW	ACEFIJKLMP STWYZb	ABCEFHUKLM OPRSTUWXYZ bcef		ACKPSTWY	CPW	CKPW	ABCEFHUKLM OPRSTUWXYZ bcefh	ABCEFHUKLM OPRSTUWXYZ bef	ABCEFGHIUK LMOPRSTUW XYZZbcefh	ACEFIJKLMP STWXYZb	ACEFIJKLMP STWXYZb	ABCEFGHIUK MOPRSTUWXY YZbcefh	ABCEFHUKLM OPRSTUWXYZ bef	
Public transport providers (e.g. taxis, buses, trains, trams)		8435	147	235	176	324	245	190	391	219	250	235	171	249	199	339	264	120	380	188	231	236	209	279	209	166	161	225	356	287	341	296	267	264	369	215
		50%	30%	47%	35%	65%	49%	38%	78%	44%	50%	47%	34%	50%	40%	68%	53%	24%	76%	38%	46%	47%	42%	56%	42%	33%	32%	45%	71%	57%	68%	59%	54%	53%	74%	43%
				ACFKMPRXY	P	ABCEFHUKLM OPRSTUVWXY Zbefh	ACFKMPRUW XYh	AP	ABCEFHUKLM MNOPRSTUV WXYZZabcdefh	ACKPRXY	ACFKHMPRU WXYh	ACFKMPRXY	P	ACFKHMPRU WXYh	AKPY	ABCEFHUKLM OPRSTUVWXY Zbdefh	ABCEFHUKMPR SUWXYZh		ABCEFHUKLM MNOPRSTUV WXYZZabcdefh	APY	ACFKMPRXY	ACFKMPRXY	AKPY	ABCEFHUKLM RSTUWXYZh	ACKPY	P		ACFKPRXY	ABCEFHUKLM MOPRSTUWXY YZbdefh	ABCEFHUKLM PRSTUWXYZh	ABCEFHUKLM OPRSTUWXY Zbdefh	ABCEFHUKLM SUWXYZh	ABCEFHUKLM SUWXYZh	ABCEFHUKLM MOPRSTUWV XYZZbdefh	ACKPY	
Manufacturers of household goods (groceries, toiletries, cleaning products etc)		8212	181	210	115	347	214	194	364	243	169	204	118	210	157	383	249	122	385	212	247	229	233	321	123	203	153	252	347	187	299	348	278	261	341	313
		48%	36%	42%	23%	69%	43%	39%	73%	49%	34%	41%	24%	42%	31%	77%	50%	24%	77%	42%	50%	46%	47%	64%	25%	41%	31%	50%	69%	60%	70%	56%	52%	68%	63%	
			CKPW	ACIKMPWY		ABCEFHUKLM OPRSTUWXYZ bcefh	ACIKMPWY	CKMPWY	ABCEFHUKLM OPRSTUWVXY Zbcefh	ABCEFIJKLMP RWXYb	CKPW	CIKMPWY		ACIKMPWY	CKPW	ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ABCEFIJKLMP RWXYb		ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ACIKMPWY	ABCEFIJKLMP RWXYb	ACFIKMPWYb	ABCEFHUKLM OPRSTUWXYZ bef		CIKMPWY	CKPW	ABCEFIJKLMP RWXYb	ABCEFHUKLM OPRSTUWXYZ bcefh	CKPWY	ABCEFHUKLM OPRSTUWXYZ bf	ABCEFHUKLM OPRSTUWXYZ bcefh	ABCEFIJKLMP RTWXYb	ABCEFHUKLM OPRSTUWXYZ bcef	ABCEFHUKLM OPRSTUWXYZ bef		
E-commerce/online retail/delivery companies		8084	167	192	90	325	187	186	366	228	160	199	113	196	297	417	232	127	385	220	162	241	236	343	123	178	172	252	351	160	266	353	254	246	339	319
		48%	34%	38%	18%	65%	38%	37%	73%	46%	32%	40%	23%	39%	59%	83%	46%	25%	77%	44%	32%	48%	47%	69%	25%	36%	35%	50%	70%	32%	53%	71%	51%	49%	68%	64%
			CKPW	CIKPSWb		ABCEFHUKLO PRSTUWXYZb cef	CIKPSWb	CKPW	ABCEFHUKLM MOPRSTUWXY Zbcefh	ABCEFIJKLPS WXYb	CKPW	ACIKPSWYb	C	ACIKPSWb	ABCEFHUKLO PRSTUWXYZb ef	ABCEFGHIUK LMOPQRSTUV WXYZZabcdefg h	ABCEFIJLPS WXYb	C	ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ABCEFIKLPSW XYb	CKPW	ABCEFIJKLPS WXYb	ABCEFIJKLPS WXYb	ABCEFHUKLM OPRSTUWXYZ bcef	C	CKPW	CKPW	ABCEFIJKLPRS WXYb	ABCEFHUKLM OPRSTUWXYZ bcefh	CKPW	ABCEFHUKLO PRSWXYb	ABCEFHUKLM OPRSTUWXYZ bcefh	ABCEFIJKLPRS WXYb	ABCEFIJKLPRS WXYb	ABCEFHUKLO PRSTUWXYZb cef	
Car/automotive manufacturers		7912	155	185	114	317	189	188	321	231	154	203	111	195	182	367	237	129	365	183	246	250	241	302	137	201	120	247	350	210	288	358	275	236	362	264
		47%	31%	37%	23%	63%	38%	38%	64%	46%	31%	41%	22%	39%	36%	73%	47%	26%	73%	37%	49%	50%	48%	60%	27%	40%	24%	49%	70%	42%	58%	72%	55%	47%	72%	53%
			CKY	ACIKPWY		ABCEFHUKLM OPRSTUWXYZ bcefh	ACIKPWY	ACIKPWY	ABCEFHUKLM OPRSTUWXYZ bcefh	ABCEFIJKLMP RWY	CKY	ACIKPWY		ACIKPWY	CKPWY	ABCEFGHIUK LMOPRSTUV WXYZZbcefh	ABCEFIJLMP RWXY		ABCEFGHIUK LMOPRSTUV WXYZZbcefh	ACIKPWY	ABCEFIJKLMP RWXYb	ABCEFIJKLMP RWXYb	ABCEFIJKLMP RWXY	ABCEFHUKLM OPRSTUWXYZ bfb	K	ACIKPWY		ABCEFIJKLMP RWXYb	ABCEFGHIUK LMOPRSTUV WXYZZbcefh	ACIKPRWY	ABCEFHUKLM OPRSTUWXYZ bf	ABCEFGHIUK LMOPRSTUV WXYZZbcefh	ABCEFHUKLM OPRSUWXYbfb	ABCEFIJKLMP RWXY	ABCEFGHIUK LMOPRSTUV WXYZZbcefh	PRWXYbfb
Financial service providers (banks, pensions, insurance etc)		7800	137	193	109	284	208	166	373	202	158	168	130	176	203	423	217	137	370	199	156	233	220	336	127	193	195	197	306	167	306	365	235	225	330	316
		46%	27%	39%	22%	57%	42%	33%	75%	40%	32%	34%	26%	35%	41%	85%	44%	27%	74%	40%	31%	47%	44%	67%	25%	39%	39%	39%	69%	33%	61%	73%	47%	45%	66%	63%
				ACFIJLPSWb		ABCEFHUKLM OPRSTUWXYZ bef	ACFIJLPSWb	CKPW	ABCEFHUKLM MOPRSTUWXY Zbcefh	ACFIJLPSWb	CKW	ACKPW		ACKPW	ACFIJLPSWb	ABCEFGHIUK LMOPQRSTUV WXYZZabcdefg h	ACFIJLPSWb		ABCEFHUKLM MOPRSTUVW XYZZabcdefgh	ACFIJLPSWb	CKW	ABCEFIJKLPRS WXYZb	ACFIJLPSWb	ABCEFGHIUK MOPRSTUWXY Zbcef		ACIKPSW	ACIUKPSW	ACFIJLPSWb	ABCEFHUKLM MOPRSTUWXY Zbcef	ACKPW	ABCEFHUKLM OPRSTUWXYZ bef	ABCEFHUKLM MOPRSTUWXY Zbcefh	ABCEFIJKLPRS WXYZb	ABCEFIJKLPRS WXYZb	ABCEFHUKLM MOPRSTUWXY Zbcef	ABCEFHUKLM MOPRSTUWXY Zbef
Clothing and fashion brands/companies		7481	158	170	91	337	166	181	341	220	128	187	101	176	148	377	210	107	379	190	194	217	200	302	102	196	142	209	343	136	274	351	259	229	344	316
		44%	32%	34%	18%	67%	33%	36%	68%	44%	26%	37%	20%	35%	30%	75%	42%	22%	76%	38%	39%	44%	40%	60%	20%	39%	28%	42%	69%	27%	55%	70%	52%	46%	69%	63%
			CIKPW	CIKPWYb		ABCEFHUKLM OPRSTUVWXY Zbcef	CIKPWb	CIKMPWYb	ABCEFHUKLM OPRSTUWXY Zbcef	ABCEFIJKLMP RWYb	CKW	ACIKMPWYb		CIKMPWYb	CKPW	ABCEFGHIUK LMOPRSTUV WXYZZabcdefgh	ABCEIKLMPW Yb		ABCEFGHIUK LMOPRSTUV WXYZZabcdefgh	ACEIKMPWYb	ABCEIKMPWY b	ABCEFIJKLMP RWYb	ABCEIKLMP WYb	ABCEFHUKLM OPRSTUWXYZ bef		ACIKMPWYb	CKPW	ABCEIKLMPW Yb	ABCEFHUKLM OPRSTUWXY Zbcef	CKPW	ABCEFHUKLM OPRSTUWXYZ bf	ABCEFHUKLM OPRSTUWXY Zbcefh	ABCEFIJKLMP RSUWXYb	ABCEFHUKLM OPRSTUWXY Zbcef	ABCEFHUKLM OPRSTUWXYZ bcef	
Airlines		6956	141	164	61	314	143	177	340	202	121	157	81	160	97	370	178	94	362	128	211	187	205	305	81	192	123	196	365	142	289	344	253	191	354	228
		41%	28%	33%	12%	63%	29%	36%	68%	40%	24%	32%	16%	32%	19%	74%	36%	19%	72%	26%	42%	37%	41%	61%	16%	38%	25%	39%	73%	28%	58%	69%	51%	38%	71%	

Global @dvisor: Sustainability – COP 27
Q4A. [SUMMARY - BOTTOM2BOX (NOT VERY MUCH / NOT AT ALL)] - Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	Oil and gas companies	9004	307	309	387	153	284	297	175	261	332	323	378	307	339	154	314	365	127	341	212	306	278	149	355	313	338	253	90	303	202	204	225	254	110	259	
		53%	62%	62%	77%	31%	57%	60%	35%	52%	66%	65%	76%	62%	68%	31%	63%	73%	25%	68%	42%	61%	56%	30%	71%	63%	68%	51%	18%	61%	40%	41%	45%	51%	22%	52%	
			DGHNQSVZacdefgh	DEGHNQSVUZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	ag	DGNOQSVZacdefg	DGHNQSVZacdefgh	QVag	DGNQSVacdeg	DEFGHMQSVUZab	DEGHNQSVUZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	DGHNQSVUZacdefgh	BDEFGHILNQSVUZab	ag	DEGHNQSVUZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	a	ABDEFGHILNQSVUZab	DGNQVag	DGHNQSVZacdefgh	DGNOQSVacdeg	ag	ABDEFGHILNQSVUZab	DGHNQSVUZacdefgh	ABDEFGHILNQSVUZab	DGNOQSVacdeg		DGHNQSVZacdefgh	DGNQVag	DNQVag	DGNQVag	DGNOQSVacdeg		DGNOQSVacdeg	
Airlines		8711	317	297	397	148	295	289	147	273	324	306	374	303	336	103	295	359	123	323	181	284	272	171	378	284	325	254	97	299	190	137	221	255	114	240	
		51%	64%	59%	80%	30%	59%	58%	29%	55%	65%	61%	75%	61%	67%	21%	59%	72%	25%	65%	36%	57%	54%	34%	76%	57%	65%	51%	19%	60%	38%	28%	44%	51%	23%	48%	
			DGHNQSVUZacdefgh	DGNOQSVZacdefgh	ABDEFGHIJLMNOPQRSTUVWXYZab	Nag	DGNOQSVZacdefgh	DGNOQSVZacdefgh	Nag	DGNQSVacdeg	BDEFGHMQSVUZab	DGHNQSVUZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	DGHNQSVUZacdefgh	BDEFGHILNQSVUZab		DGNOQSVZacdefgh	ABDEFGHILNQSVUZab		BDEFGHMQSVUZab	DGNQVadg	DGNOQSVZacdefgh	DGNOQSVacdeg	NQadg	ABDEFGHILMNQSVUZab	DGNOQSVZacdefgh	BDEFGHMQSVUZab	DGNOQSVacdeg		DGNOQSVZacdefgh	DGNQadg	Na	DGNOQSVadg	DGNOQSVacdeg		DGNOQSVadg	
Clothing and fashion brands/companies		8133	290	286	361	134	263	293	143	256	316	279	344	287	281	96	267	346	105	262	206	262	278	166	343	283	301	248	123	287	203	124	215	207	120	160	
		48%	58%	57%	72%	27%	53%	59%	29%	51%	63%	56%	69%	57%	56%	19%	53%	69%	21%	52%	41%	52%	56%	33%	69%	57%	60%	50%	25%	57%	41%	25%	43%	41%	24%	32%	
			DGHNQSVZacdefgh	DGHNQSVZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	NQ	DGNOQSVZacdefgh	DEGHNQSVZacdefgh	NQ	DGNQSVZacdeg	BDEFGHILMQSVUZab	DGNOQSVZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	DGHNQSVZacdefgh	DGNOQSVZacdefgh		DGNOQSVZacdefgh	ABDEFGHILMQSVUZab		DGNOQSVZacdefgh	DGNQVadgh	DGNOQSVZacdefgh	DGNOQSVZacdefgh	DNQadg	ABDEFGHILMNQSVUZab	DGNOQSVZacdefgh	DEGHNQSVZacdefgh	DGNOQSVZacdefgh		DGNOQSVZacdefgh	DGNQVadgh		DGNQVadgh	DGNQVadgh		NQadg	
Car/automotive manufacturers		7812	301	272	337	151	258	279	165	248	283	265	338	270	257	107	239	333	124	274	162	225	247	173	309	276	328	214	113	222	189	117	201	208	111	215	
		46%	60%	54%	67%	30%	52%	56%	33%	50%	57%	53%	68%	54%	51%	21%	48%	67%	25%	55%	32%	45%	49%	35%	62%	55%	66%	43%	23%	44%	38%	23%	40%	42%	22%	43%	
			BDEGHILMNQSVZacdefgh	DGNOQSVZab	ABDEFGHIJLMNOQRSTUVWXYZab	NQadg	DGNOQSVZab	DGNOQSVZab	NQadg	DGNQSVZacdeg	DGHNQSVZab	DGNOQSVZab	ABDEFGHIJLMNOQRSTUVWXYZab	DGNOQSVZab	DGNOQSVZab		DGNQSVZacdeg	ABDEFGHIJLMNOQRSTUVWXYZab		DGNOQSVZab	NQadg	DGNOQSVZacdeg	DGNOQSVZacdeg	NQadg	BDEGHILMNQSVZab	DGNOQSVZab	BDEFGHILMNQSVZab	DGNOQSVZab		DGNOQSVZacdeg	DNQSadg		DGNQSVadg	DGNOQSVadg		DGNOQSVadg	
Manufacturers of household goods (groceries, toiletries, cleaning products etc)		7463	278	245	333	125	224	282	126	243	267	262	323	247	282	96	222	331	100	243	162	253	248	153	316	280	291	205	117	226	175	129	204	183	126	165	
		44%	56%	49%	67%	25%	45%	56%	25%	49%	54%	52%	65%	49%	56%	19%	44%	66%	20%	49%	33%	51%	50%	31%	63%	56%	58%	41%	23%	45%	35%	26%	41%	37%	25%	33%	
			BDEGHILMNQSVZacdefgh	DGNOQSVZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	NQ	DGNOQSVZacdefgh	BDEGHILMNQSVZab	NQ	DGNQSVZacdeg	DEGNOQSVZab	DEGNOQSVZab	ABDEFGHIJLMNOQRSTUVWXYZab	DGNOQSVZacdefgh	BDEGHILMNQSVZab		DGNQSVZacdeg	ABDEFGHIJLMNOQRSTUVWXYZab		DGNQSVZacdeg	DGNQadg	DEGNOQSVZacdefgh	DGNOQSVZacdefgh	DGNQa	ABDEFGHILMNQSVZab	BDEGHILMNQSVZab	BDEGHILMNQSVZab	DGNOQSVadgh		DGNOQSVZacdefgh	DGNQadg	N	DGNQSVadgh	DGNQVadg	N	DGNQadg	
Financial service providers (banks, pensions, insurance etc)		7427	305	251	308	184	211	289	110	270	276	289	289	260	202	49	234	299	114	234	223	236	250	135	303	280	234	243	119	230	172	112	235	198	131	151	
		44%	61%	50%	62%	37%	42%	58%	22%	54%	55%	58%	58%	52%	41%	10%	47%	60%	23%	47%	45%	47%	50%	27%	61%	56%	47%	49%	24%	46%	34%	23%	47%	40%	26%	30%	
			BDEGHILMNQSVZacdefgh	DEGHNQSVZacdefgh	BDEGHILMNQSVZacdefgh	GNQVadgh	DGNQVadgh	BDEGLMNQSVZacdefgh	N	DEGHNQSVZacdefgh	DEGHNQSVZacdefgh	BDEGLMNQSVZacdefgh	BDEGLMNQSVZacdefgh	DEGHNQSVZacdefgh	GNQVadgh		DGNQVadgh	BDEGLMNQSVZacdefgh	N	DGMNQVZacdefgh	DGNQVadgh	DGMNQVZacdefgh	DGMNQVZacdefgh	GN	BDEGHILMNQSVZacdefgh	DEGHNQSVZacdefgh	DGNQVadgh	DGMNQVZacdefgh		N	DGNQVadgh	GNQVadgh	N	DGMNQVZacdefgh	GNQVadgh	N	GNQad
Public transport providers (e.g. taxis, buses, trains, trams)		7391	315	226	292	147	196	285	98	265	197	230	281	216	244	143	209	342	113	269	172	245	278	197	239	322	282	236	107	150	138	186	212	187	107	266	
		44%	63%	45%	59%	29%	39%	57%	20%	53%	39%	46%	56%	43%	49%	29%	42%	68%	23%	54%	34%	49%	56%	40%	48%	64%	56%	47%	21%	30%	28%	37%	42%	38%	21%	53%	
			BDEGHILMNQSVZacdefgh	DEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	GQag	DGNQVadg	BDEGHILMNQSVZacdefgh		BDEGHILMNQSVZacdefgh	DGNQVadg	DEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	DGNQVadg	DEGHILMNQSVZacdefgh		DGNQVadg	BDEGHILMNQSVZacdefgh		BDEGHILMNQSVZacdefgh	DGNQVadg	DEGHILMNQSVZacdefgh	DGNQVadg	DGNQVadg	BDEGHILMNQSVZacdefgh	DEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	DGNQVadg		GQag	Gag	DGNQVadg	DGNQVadg	DGNQVadg		BDEGHILMNQSVZacdefgh	
E-commerce/online retail/delivery companies		7350	267	248	359	141	242	273	123	242	272	261	332	256	133	60	234	318	100	230	209	239	242	124	311	293	270	206	111	243	205	129	211	185	127	154	
		43%	53%	50%	72%	28%	49%	55%	25%	48%	55%	52%	66%	51%	27%	12%	47%	64%	20%	46%	42%	48%	49%	25%	62%	59%	54%	41%	22%	49%	41%	26%	42%	37%	25%	31%	
			DGMNQSVZacdefgh	DGMNQSVZacdefgh	ABDEFGHIJLMNOPQRSTUVWXYZab	NQa	DGMNQSVZacdefgh	DGMNQSVZacdefgh	NQ	DGMNQSVZacdefgh	DEGHNQSVZacdefgh	DGMNQSVZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	DGMNQSVZacdefgh	DGMNQSVZacdefgh		DGMNQSVZacdefgh	ABDEFGHIJLMNOQRSTUVWXYZab	N	DGMNQSVZacdefgh	DGMNQVadgh	DGMNQSVZacdefgh	DGMNQSVZacdefgh	N	ABDEFGHIJLMNOQRSTUVWXYZab	BDEGHILMNQSVZacdefgh	DGMNQSVZacdefgh	DGMNQSVZacdefgh		N	DGMNQSVZacdefgh	DGMNQVadgh	NQ	DGMNQSVZacdefgh	DGMNQSVZacdefgh		GNQVa
Hospitality (e.g. restaurants, hotels)		7090	265	208	307	137	203	267	163	212	227	248	261	241	210	93	205	346	98	216	200	286	225	134	307	249	250	249	108	222	167	119	221	170	116	159	
		42%	53%	42%	61%	27%	41%	53%	33%	42%	45%	50%	52%	48%	42%	19%	41%	69%	20%	43%	40%	57%	45%	NQ	ABDEFGHIJLMNOPQRSTUVWXYZab	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	22%	45%	33%	24%	44%	34%	23%	32%	
			BDEGHILMNQSVZacdefgh	DGNQVadgh	ABDEFGHIJLMNOPQRSTUVWXYZab	NQa	DGNQVadgh	BDEGHILMNQSVZacdefgh	DNQVadg	DGNQVadgh	DGNQVadgh	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	DGNQVadgh		DGNQVadgh	ABDEFGHIJLMNOPQRSTUVWXYZab		DGNQVadgh	DGNQVadgh	BDEGHILMNQSVZacdefgh	DGNQVadgh	NQ	ABDEFGHIJLMNOPQRSTUVWXYZab	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh	BDEGHILMNQSVZacdefgh		DGNQVadgh	DNQVadg		DGNQVadgh	DNQVadg		NQadg	
Technology companies		6615	253	223	326	132	211	242	71	224	249	240	313	241	223	63	224	240	90	223	161	175	206	126	250	251	260	173	106	214	154	116	187	174	122	152	
		39%	51%	45%	65%	26%	42%	49%	14%	45%	50%	48%	63%	48%	45%	13%	45%	48%	18%	45%	32%	35%	41%	25%	50%	50%	52%	35%	21%	43%	31%	23%	38%	35%	24%	30%	
			BDEGNQSVZacdefgh	DGNQSVZacdefgh	ABDEFGHIJLMNOPQRSTUVWXYZab	GNQ	DGNQSVZacdefgh	DEGNQSVZacdefgh		DGNQSVZacdefgh	BDEGNQSVZacdefgh	DEGNQSVZacdefgh	ABDEFGHIJLMNOPQRSTUVWXYZab	DEGNQSVZacdefgh	DGNQSVZacdefgh		DGNQSVZacdefgh	DEGNQSVZacdefgh	N	DGNQSVZacdefgh	DGNQVadg	DGNQVadg	DGNQSVZacdefgh	GNQ	DEGNQSVZacdefgh	DEGNQSVZacdefgh	BDEGHILMNQSVZacdefgh	DGNQVadg		GN	DGNQSVZacdefgh	GNQVadg	GN	DGNQVadgh	DGNQVadg	GNQ	GNQad

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Oil and gas companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2769	72	55	35	211	53	93	88	108	39	67	25	59	22	91	53	30	193	38	20	29	88	106	30	91	44	85	155	49	115	63	148	83	212	119	
		16%	14%	11%	7%	42%	11%	19%	18%	22%	8%	13%	5%	12%	5%	18%	11%	6%	39%	8%	4%	6%	18%	21%	6%	18%	9%	17%	31%	10%	23%	13%	30%	17%	42%	24%	
			CIKMPRSTWY b	CIKMPRSTW	S	ABCEFGHIJKL MNOPRSTUV WXYZabcdefh	CKMPRSTW	BCEIJKLMOPR STWYbd	BCEIJKLMOPR STWYbd	ABCEIJKLMOP RSTWYbdf	KMS	CIKMPRSTWY b		CIKMPRSTW		BCEIJKLMOPR STWYbd	CKMPRSTW		ABCEFGHIJKL MNOPRSTUV WXYZabcdefh	KMS			BCEIJKLMOPR STWYb	ABCEIJKLMOP RSTWYbdf		BCEIJKLMOPR STWYbd	KMS	BCEIJKMOPRS TWYb	ABCEFGHIJKL MNOPRSTUV WXYZbcdfh	KMPSTW	ABCEGIJKLMO PRSTUWYZbd f	CIKMPRSTW	ABCEFGHIJKL MNOPRSTUV WXYZbcdfh	BCEIJKLMOPRS TWYb	ABCEFGHIJKL MNOPRSTUV WXYZabcdefh	ABCEFGHIJKL MNOPRSTUV WXYZabcdefh	
A fair amount		3972	73	97	51	106	103	86	224	104	73	77	52	100	63	238	109	65	173	71	163	148	118	219	63	79	67	117	219	77	158	214	101	113	151	100	
		23%	15%	19%	10%	21%	21%	17%	45%	21%	15%	16%	10%	20%	13%	48%	22%	13%	35%	14%	33%	30%	24%	44%	13%	16%	13%	23%	44%	15%	32%	43%	20%	23%	151	20%	
			K	ACIJKMPRWY		ACIJKMPRWX Yb	ACIJKMPRWY b	CKMW	ABCEFGHIJKL MOPQRSTUW XYZbcefgh	ACIJKMPRWY b	CK	CK		ACIJKMPRWY b		ABCEFGHIJKL MOPQRSTUW XYZbcefgh	ACIJKMPRWX Yb		ABCEFGHIJKL MOPRUWXYZ befh	CK	ABCEFGHIJKL MOPRUWXYZ befh	ABCEFGHIJKL MOPRUWXYZ befh	ACFIJKMPRW XYb	ABCEFGHIJKL MOPQRSTUW XYZbcefgh		CK	ACFIJKMPRW XYb	ABCEFGHIJKL MOPRUWXYZ XYZbcefgh	CK	ABCEFGHIJKL MOPRUWXYZ befh	ABCEFGHIJKL MOPRUWXYZ XYZbcefgh	ACIJKMPRWY b	ACFIJKMPRW XYb	ABCEFGHIJKL MNOPRSTUV WXYZbcefgh	ACIJKMPRWY		
Not very much		4832	117	146	144	83	148	140	138	148	140	164	132	132	197	126	153	182	90	178	175	225	145	108	167	163	181	160	62	156	126	164	107	126	71	138	
		28%	23%	29%	29%	17%	30%	28%	28%	30%	28%	33%	27%	26%	39%	25%	31%	36%	18%	36%	35%	45%	29%	22%	33%	33%	36%	32%	13%	31%	25%	33%	21%	25%	14%	28%	
			DQag	ADQVaeg	DQVaeg		ADQVaeg	DQVaeg	DQVaeg	ADQVaeg	DQVaeg	ADGIKLNQVac efg	DQVaeg	DQVaeg	ABCEFGHIJK LNOQUVZabc efgh	DQag	ADQVaefg	ABCEFGHIJKL NQUVacefgh	a	ABCEFGHIJKL NOQUVacefg h	ABCEFGHIJKL NQUVacefgh	ABCEFGHIJK LNOQRSUV WXYZabcdefg h	DQVaeg	Dag	ADGKLNQVac efg	ADKLNQVacef g	ABCEFGHIJKL NQUVacefgh	ADKLNQVacef g		ADNQVacefg	DQag	ADKLNQVacef g	Dag	DQag		DQVaeg	
Not at all		4171	191	163	243	70	136	157	37	113	191	160	245	175	142	27	161	183	37	163	37	82	133	42	188	149	157	92	28	147	76	41	117	128	39	121	
		25%	38%	33%	49%	14%	27%	31%	7%	23%	38%	32%	49%	35%	28%	6%	32%	37%	7%	33%	7%	16%	27%	8%	38%	30%	31%	18%	6%	29%	15%	8%	24%	26%	8%	24%	
			BDEFGHJMNQ RSTUVXYZabc defgh	DEGHNQSTUV Zacdefgh	ABDEFGHIJLM NOPQRSTUV WXYZabcdefg h	GNQSVadg	DGNQSTVZac dg	DGHNQSTVZa cdefgh		DGNQSTVacd g	BDEFGHJMNQ QRSTUVXYZa bcdefgh	DEGHNQSTUV Zacdefgh	ABDEFGHIJLM NOPQRSTUV WXYZabcdefg h	DEGHMNQST UVZabcdefgh	DGHNQSTVZa cdg		DGHNQSTVZa cdefgh	DEGHMNQST UVVZabcdefg h		DEGHNQSTUV Zacdefgh		GNQSVadg	DGNQSTVZac dg		DEFGHJMNQ TUVXYZabcde fgh	DGHNQSTVZa cdeg	DGHNQSTVZa cdefgh	DGNQSVadg		DGHNQSTVZa cdeg	GNQSVadg		DGNQSTVacd g	DGNQSTVZac dg		DGNQSTVZac dg	
Don't know		1255	48	38	27	31	60	24	12	27	56	32	45	34	76	18	24	40	7	50	105	17	16	25	52	16	51	46	36	71	25	19	27	50	28	22	
		7%	10%	8%	6%	6%	12%	5%	3%	5%	11%	7%	9%	7%	15%	4%	5%	8%	1%	10%	21%	3%	3%	5%	10%	3%	14%	9%	7%	14%	5%	4%	5%	10%	6%	4%	
			CDFGHJNOQT UVXcdegh	FGNOQTUVX dh	GQ	GQTUX	BCDFGHJLKN OPQTUVVW XYZacdegh	GQ		GQ	BCDFGHJLNO QRTUVUVW XYZacdegh	GNQTUX	CDFGHJNOQT UVXcdegh	GNQTUXd	ABCDFGHJL NOPQRTUVVW XYZacdegh	Q	GQ	FGNOQTUVX dh		CDFGHJLNOQ TUVXcdegh	ABCEFGHIJK LMNOPQRTU VWXYZabcdef gh	Q	GQ		CDFGHJLNOQ TUVXcdegh		CDFGHJLNOQ TUVXcdegh	CDFGHNOQT UVXcdegh	GNQTUX	ABCEFGHIJKL NOPQRTUVXZ acdegh	GQ	Q	GQ	CDFGHJLNOQ TUVXcdegh	GQ	Q	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		6742	145	152	86	317	156	179	312	212	113	145	77	159	85	329	163	95	366	109	183	177	206	326	93	171	111	201	374	126	273	277	249	196	363	219	
		40%	29%	30%	17%	63%	31%	36%	62%	42%	23%	29%	15%	32%	17%	66%	33%	19%	73%	22%	37%	35%	41%	65%	19%	34%	22%	40%	75%	25%	55%	55%	50%	39%	73%	44%	
			CIKMPRWY	CIKMPRWYb		ABCEFGHIJKL OPRSTUWXYZ bcdefh	CIKMPRWYb	ABCIJKMPRW Yb	ABCEFGHIJKL OPRSTUWXYZ bcdefh	ABCEFIJKLMO PRSTWXYb	CKM	CIKMPRWY		CIKMPRWYb		ABCEFGHIJKL OPRSTUWXYZ bcdefh	CIKMPRWYb		ABCEFGHIJK LMNOPRSTUV WXYZbcdefh	KM	ABCEIJKLMR WYb	ACIJKMPRWY b	ABCEIJKLMOP RWXyb	ABCEFGHIJLM OPRSTUWXYZ bcdefh		CIKMPRWYb	KM	ABCEIJKLMOP RWYb	ABCEFGHIJK LMNOPRSTUV WXYZbcddefh	CKMPW	ABCEFGHIJLM OPRSTUWXYZ bfh	ABCEFGHIJLM OPRSTUWXYZ bfh	ABCEFGHIJLM OPRSTUWXYZ bf	ABCEIJKLMOP RWYb	ABCEFGHIJK LMNOPRSTUV WXYZbcddefh	ABCEFIJKLMO PRSTWXYb	
Bottom2Box (Not very much/Not at all)		9004	307	309	387	153	284	297	175	261	332	323	378	307	339	154	314	365	127	341	212	306	278	149	355	313	338	253	90	303	202	204	225	254	110	259	
		53%	62%	62%	77%	31%	57%	60%	35%	52%	66%	65%	76%	62%	68%	31%	63%	73%	a	68%	42%	61%	56%	30%	71%	63%	40%	40%	18%	61%	40%	41%	45%	51%	22%		
			DGHNQSVZac defgh	DEGHNQSVZ acdefgh	ABDEFGHIJLM NOQRSTUVVW XYZabcdefgh	ag	DGNQSVZacd efg	DGHNQSVZac defgh	QVag	DGHNQSVacde g	DEFGHNQSVUV Zabcdefgh	DEGHNQSVUVZ acdefgh	ABDEFGHIJLM NOQRSTUVXY Zabcdefgh	DGHNQSVUVZa cdefgh	BDEFGHLNQS TUVZabcdefg h	ag	DEGHNQSVUVZ acdefgh	ABDEFGHIJLN OQSTUVXZab cdefgh		ABDEFGHLNO QSTUVXZabcde fgh	DGNQVag	DGHNQSVZac defgh	DGHNQSVacde g	ag	ABDEFGHLNO QSTUVXZabcde fgh	DGNQVag	DGHNQSVZac defgh	ABDEFGHLNQ STUVZabcdef gh	DGNQSVacdg		DGHNQSVZac defgh	DGNQVag	DNQVag	DGNQVag	DGHNQSVacde g		DGHNQSVacde g

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Car/automotive manufacturers

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	1001	501	501
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		2667	41	54	24	196	50	75	82	107	44	56	26	60	23	96	73	35	192	43	35	37	79	78	34	85	44	87	161	65	99	61	152	77	185	111
		16%	8%	11%	5%	39%	10%	15%	16%	21%	9%	11%	5%	12%	5%	19%	15%	7%	38%	9%	7%	7%	16%	16%	7%	17%	9%	17%	32%	13%	20%	12%	31%	15%	37%	22%
		CKM	CKMPSTW		ABCEFGHIJL MNOPRSTUV WXYZabcdeh	CKMSW	ABCEIJKMPRS TWY	ABCEIJKLMPR STWY	ABCEFGIJKL OPRSTUVWyb df	CKM	CKMPSTW		ACIKMPRSTW		ABCEIJKLMPR STWYbd	ABCEIKMPRST WY		ABCEFGHIJL MNOPRSTUV WXYZbcdeh	CKM			ABCEIJKMPRS TWY	ABCEIKMPRS TWY		ABCEIJKLMPR STWY	CKM	ABCEIJKLMPR STWYd	ABCEFGHIJL MNOPRSTUV WXYZbcdfh	ACIKMPRSTW Y	ABCEFIJKLMO PRSTWYbdf	CKMPSTW	ABCEFGHIJL MNOPRSTUV WXYZbcdfh	ABCEIJKMPRS TWY	ABCEFGHIJL MNOPRSTUV WXYZbcdfh	ABCEFGHIJL MNOPRSTUV WXYZbcdfh	
A fair amount		5245	115	131	90	122	138	114	239	124	110	147	85	135	159	270	163	94	173	140	212	214	162	224	103	116	76	160	189	145	188	297	123	159	177	153
		31%	23%	26%	18%	24%	28%	23%	48%	25%	22%	29%	17%	27%	32%	54%	33%	19%	35%	28%	42%	43%	33%	45%	21%	23%	15%	32%	38%	29%	38%	59%	25%	32%	35%	31%
		KY	CKPWY		CKPY	CIKPWY	KY	ABCEFGHIJL MOPQRSUVX YZabcdfgh	CKPY	KY	ACDFIKPWXY e	ACDFIKPWXYe	CIKPWY	ABCEFGHIKLP WXYe	ABCEFGHIKLP WXYe	ABCEFGHIJL LMOPQRSTUW WXYZabcdfgh	ABCEFGHIKLP WXYe		ABCEFGHIKLP RWXYe	ACFIKPWY	ABCEFGHIJL MOPQRUVWXY Zabefgh	ABCEFGHIKLP WXYe	ABCEFGHIJL MOPQRUVWXY Zabefgh		Y	KY		ABCEFGHIKLP RWXYb	ABCEFGHIKLP RWXYb	ACFIKPWY	ABCEFGHIJL LMOPQRSTUW WXYZabcdfgh	CKPY	ABCEFGHIKLP WXYe	ACDFIKLP WXYe	ACDFIKPWXYe	
Not very much		5298	173	175	196	91	167	190	139	172	167	185	202	179	165	83	163	221	92	177	137	181	165	138	202	180	215	157	90	149	139	99	124	147	89	149
		31%	35%	35%	39%	18%	33%	38%	28%	34%	33%	37%	40%	36%	33%	17%	33%	44%	18%	35%	27%	36%	33%	28%	40%	36%	43%	32%	18%	30%	28%	20%	25%	29%	18%	30%
		DGNQSVacde g	DGNQSVabcd efgh	DEGNOQSVZa bcdefgh		DGNQSVacde g	DGNQSVZabc defgh	DNQadg	DGNQSVacde g	DGNQSVZabc defgh	ABDEGHILMN OQRSUVZabc defgh	DGNQSVabcd efgh	DGNQSVadeg		DNQSadeg	ABDEGHILMN OQRSUVXZ abcdefgh	DGNQSVabcd efgh	DNQadg	DGNQSVabcd efgh	DGNQSVadeg	DNQadg	DEGIMNOQS UVZabcdefgh	DGNQSVacde f	DEGIMNOQS UVZabcdefgh	DGNQSVacde f	ABDEGHILMN OQRSUVXZ abcdefgh	DNQadeg		DNQadg	DNQadg		DNQag	DNQadg		DNQadg	
Not at all		2514	128	97	141	61	91	89	26	76	116	80	136	91	92	24	76	112	32	97	25	44	82	35	107	96	113	57	22	73	50	18	77	61	22	66
		15%	26%	19%	28%	12%	18%	18%	5%	15%	23%	16%	27%	18%	9%	5%	15%	22%	6%	19%	5%	9%	16%	7%	22%	19%	23%	11%	5%	15%	10%	4%	15%	12%	5%	13%
		BDEFGHILMN OQRSTUVXZa bcdefgh	DGNOQSTVZa bcdfgh	BDEFGHILMN OQRSTUVWX Zabdefgh	GNQSVadg	DGNQSTVZac dfgh	DGNQSTVZac dfgh		GNQSTVadcg	DEFGHILMN STUVZabcde fgh	DGNQSTVZac dfg	BDEFGHILMN OPQRSTUVW XZabcdeh	DGNQSTVZac dfgh	DGNQSTVZac dfgh		GNQSTVadcg	DGHINOQSTU VZabcdeh		DGHINOQSTU VZabdcfgh		GNSadg	DGNQSTVZac dfg	d	DGHINOQSTU VZabcdeh	DGNQSTVZac dfgh	DGHINOQSTU VZabcdeh	GNQSVadg		GNQSTVadcg	GNQSadg		GNQSTVadcg	GNQSTVadg		GNQSTVadg	
Don't know		1276	43	43	49	31	54	32	14	21	63	32	51	35	61	26	24	38	11	44	91	25	12	25	54	23	52	39	38	68	23	24	24	56	27	21
		8%	9%	9%	10%	6%	11%	7%	3%	4%	13%	6%	10%	7%	12%	5%	5%	8%	2%	9%	18%	5%	2%	5%	11%	5%	14%	8%	14%	14%	5%	5%	5%	11%	5%	4%
		GHOQTUVXcd eh	GHNOQTUVX cdegh	DGHINOQTU VXcdegh	GQU	DFGHILNOQT UVXcdegh	GQU		ABDFGHILNO PQRTUVXZacd egh	GQU	DFGHILNOQT UVXcdegh	GQUh	BDFGHILNOP QTUVXZacd egh	GQU	QU	GHOQh		GHNOQTUVX cdegh	ABCEFGHIJL LMNOPORTU VWXYZabcde fgh	GQU		GQU	DFGHILNOQT UVXcdegh		DFGHILNOQT UVXcdegh	GHQUceh	GHQUh	ABDFGHILNO PQRTUVXZacd egh	Q	Q	Q	Q	DFGHILNOPQ TUVXZacd egh	GQU		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		7912	155	185	114	317	189	188	321	231	154	203	111	195	182	367	237	129	365	183	246	250	241	302	137	201	120	247	350	210	288	358	275	236	362	264
		47%	31%	37%	23%	63%	38%	38%	64%	46%	31%	41%	22%	39%	36%	73%	47%	26%	73%	37%	49%	50%	48%	60%	27%	40%	24%	49%	70%	42%	58%	72%	55%	47%	72%	53%
			CKY	ACIKPWY		ABCEFGHIJL OPRSTUVXYZ bcefh	ACIKPWY	ACIKPWY	ABCEFGHIJL OPRSTUVXYZ bcefh	ABCEFIJKLMP RWY	CKY	ACIKPWY		ACIKPWY	CKPWY	ABCEFGHIJL LMOPRSTUV WXYZbcefh	ABCEFIJKLMP RWXY		ABCEFGHIJL LMOPRSTUV WXYZbcefh	ACIKPWY	ABCEFIJKLMP RWXYb	ABCEFIJKLMP RWXYb	ABCEFIJKLMP RWXY	ABCEFIJKLMP OPRSTUVXYZ bfh	K	ACIKPWY		ABCEFIJKLMP RWXYb	ABCEFGHIJL LMOPRSTUV WXYZbcefh	ACIKPRWY	ABCEFGHIJL OPRSTUVXYZ bf	ABCEFGHIJL LMOPRSTUV WXYZbcefh	ABCEFIJKLMP OPRSUWXYZbf	ABCEFIJKLMP RWXY	ABCEFGHIJL LMOPRSTUV WXYZbcefh	ABCEFGHIJL LMOPRSTUV WXYZbcefh
Bottom2Box (Not very much/Not at all)		7812	301	272	337	151	258	279	165	248	283	265	338	270	257	107	239	333	124	274	162	225	247	173	309	276	328	214	113	222	189	117	201	208	111	215
		46%	60%	54%	67%	30%	52%	56%	33%	50%	57%	53%	68%	54%	51%	21%	48%	67%	25%	55%	32%	45%	49%	35%	62%	55%	66%	43%	23%	44%	38%	23%	40%	42%	22%	43%
		BDEGHILMNO QRSTUVZabcd efgh	DGNOQSTVZa bcdefgh	ABDEFGHIJL NOQRSTUVXZ abcdefgh	NQadg	DGNQSTVZab cdefgh	DGNQSTUV Zabdefgh	NQadg	DGNQSVZacd efgh	DGHNOQSTU VZabdefgh	DGNQSTVZab cdefgh	ABDEFGHIJL NOQRSTUVW XZabdefgh	DGNQSTVZa bcdefgh	DGNQSTVZab cdefgh		DGNQSVZacde f	ABDEFGHIJL NOQRSTUVXZ abcdefgh		DGNOQSTVZa bcdefgh	NQadg	DGNQSVacd	DGNQSVZacd efg	NQadg	BDEGHILMNO QRSTUVZabcd efgh	DGNOQSTVZa bcdefgh	BDEFGHIJL NOQRSTUVXZa bcdefgh	DGNQSVadg		DGNQSVacd	DNQSadg		DGNQSadg	DGNQSVadg		DGNQSVadg	

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Public transport providers (e.g. taxis, buses, trains, trams)
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	1001	501	501
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2775	46	60	35	179	59	76	123	103	70	66	36	67	33	109	69	40	192	41	27	42	81	79	44	79	41	76	160	72	123	55	146	78	172	98	
		16%	9%	12%	7%	36%	12%	15%	25%	21%	14%	13%	7%	14%	7%	22%	14%	8%	38%	8%	6%	8%	16%	16%	9%	16%	8%	15%	32%	14%	25%	11%	29%	16%	34%	20%	
			S	CKMPRSTY		ABCEFGHIJ KLMNOPRSTUV WXYZbcdefh	CKMPRSTY	ACKMPRSTW Y	ABCEFIJ KLMNOPRSTUV WXYZbdfh	ABCEFIJ KLMNOPRSTUV WXYZbdf	ACKMPRSTW Y	ACKMPRSTW Y		ACKMPRSTW Y		ABCEFIJ KLMNOPRSTUV WXYZbdf	ACKMPRSTW Y		ABCEFGHIJ KLMNOPRSTUV WXYZbcdefh	S		S	ABCEKMPRST WYd	ACEKMPRST WYd	S	ACKMPRSTW Y		ACKMPRSTW Y	ABCEFGHIJ KLMNOPRSTUV WXYZbcdfh	ACKMPRSTW Y	ABCEFIJ KLMNOPRSTUV WXYZbdf	KMS	ABCEFIJ KLMNOPRSTUV WXYZbdfh	ABCEKMPRST WYd	ABCEFIJ KLMNOPRSTUV WXYZbdfh	ABCEIJK LMNOPRSTUV RSTWYbdf	
A fair amount		5660	101	175	141	145	185	114	267	115	180	169	135	182	166	230	195	80	189	148	203	195	128	200	166	87	120	149	196	216	218	241	122	186	197	117	
		33%	20%	35%	28%	29%	37%	23%	53%	23%	36%	34%	27%	36%	33%	46%	39%	16%	38%	30%	41%	39%	26%	40%	33%	17%	24%	30%	39%	43%	44%	48%	24%	37%	39%	23%	
				ACDFHKPRUX YZeh	APX	AFHPXh	ACDFHKPRUX YZeh	P	ABCEFGHIJ KLMNOPQRSTU VWXYZabcdfg	PX	ACDFHKPRUX YZeh	ACDFHKPRUX Yeh	APX	ACDFHKPRUX YZeh	AFHKPUX Yeh	ABCEFGHIJ KLMNOPQRSTU VWXYZabcdfg	ACDFHKPRUX YZeh		ACDFHKPRUX YZeh	AFHPX Yeh	ABCEFGHIJ KLMNOPQRSTU VWXYZabcdfg	ACDFHKPRUX YZeh	ACDFHKPRUX YZeh	ACDFHKPRUX YZeh	AFHKPUX Yeh		PX	AFHPX Yeh	ACDFHKPRUX YZeh	MPRUWXYZef h	ABCEFGHIJ KLMNOPQRSTU VWXYZabcdfg	PX	ACDFHKPRUX YZeh	ACDFHKPRUX YZeh	PX		
Not very much		5269	175	176	208	89	146	187	84	178	137	179	194	162	177	117	165	221	79	194	148	194	171	163	193	171	216	173	77	118	115	155	140	125	80	163	
		31%	35%	35%	42%	18%	29%	37%	36%	36%	28%	36%	39%	33%	35%	23%	33%	44%	16%	39%	30%	39%	34%	33%	39%	34%	43%	35%	15%	24%	23%	31%	28%	25%	16%	33%	
			DEGINQSa bcefg	DEGINQSa bcefg	ABDEGIJ KLMNOPRSTUV WXYZabcdef gh		DGNQabcf	DEGINQSa bcefg		DEGINQSa bcefg	DGQag	DEGINQSa bcefg	DEGINQSa bcefg	DGINQabcf	DEGINQSa bcefg	DGQag	DGINQabcf	ABDEFGHIJ KLMNOPRSTUV WXYZbcdefgh		DEGINQSa bcefg	DGINQabcf	DEGINQSa bcefg	DGINQabcf	DGINQabcf	DEGINQSa bcefg	DGINQabcf	ABDEGIJ KLMNOPRSTUV WXYZbcdefgh	DEGINQSa bcefg		DGQag	DGQag	DGNQabcf	DGQag	DGQag	DGNQabcf		
Not at all		2122	140	50	84	58	49	98	14	87	60	51	87	54	67	26	44	121	34	75	25	51	107	35	47	151	66	63	30	32	22	32	72	62	27	103	
		13%	28%	10%	17%	12%	10%	20%	3%	17%	12%	10%	17%	11%	9%	5%	9%	24%	7%	15%	5%	10%	21%	7%	9%	30%	13%	6%	6%	5%	6%	14%	12%	5%	21%		
			BCDEFGHIJ KLMNOPRSTUV WXYZbcdefgh	GNQSVabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg	GNQSVabcf	GNQSVabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg		BDEGIJ KLMNOPRSTUV WXYZabcdfg	GNQSVabcf	GNQSVabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg	GNQSVabcf	GNQSVabcf	G	GNSc	BCDEFGHIJ KLMNOPRSTUV WXYZbcdefg	G	BEGIJ KLMNOPRSTUV WXYZabcdfg	G	GNQSVabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg	G	GNQSVabcf	BCDEFGHIJ KLMNOPRSTUV WXYZabcdfg	GNQSVabcf g	GNQSVabcf g	G	G		G	BEGIJ KLMNOPRSTUV WXYZabcdfg	GNQSVabcf g	G	BDEGIJ KLMNOPRSTUV WXYZabcdfg	
Don't know		1174	37	39	31	29	60	25	12	17	53	35	48	34	57	18	27	38	7	43	97	19	13	24	51	12	57	39	37	63	21	18	21	49	24		
		7%	7%	8%	6%	6%	12%	5%	2%	3%	11%	7%	10%	7%	11%	4%	5%	8%	1%	9%	20%	4%	3%	5%	10%	3%	11%	8%	7%	13%	4%	4%	4%	10%	5%		
			GHNQTUXcde h	FGHNQTUVXc deh	GHQUX	GHQUX	ABCDGHIJ KLMNOPQRSTU VWXYZabcdegh	GQ		Q	CDFGHIJ KLMNOPQRSTU VWXYZabcdegh	GHNQTUXcde h	CDFGHIJ KLMNOPQRSTU VWXYZabcdegh	GHNQTUXcde h	BCDFGHIJ KLMNOPQRSTU VWXYZabcdegh	Q	GQUX	GHNQTUXcde h		DFGHNQITU VXcdegh	ABCEFGHIJ KLMNOPQRSTU VWXYZabcdegh	Q		GQ	CDFGHIJ KLMNOPQRSTU VWXYZabcdegh		ABCEFGHIJ KLMNOPQRSTU VWXYZabcdegh	GHNQTUXcde h	GHNQTUXcde h	OPQRSTU VWXYZabcdegh	Q	Q	Q	CDFGHIJ KLMNOPQRSTU VWXYZabcdegh	GQ	Q	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		8435	147	235	176	324	245	190	391	219	250	235	171	249	199	339	264	120	380	188	231	236	209	279	209	166	161	225	356	287	341	296	267	264	369	215	
		50%	30%	47%	35%	65%	49%	38%	78%	44%	50%	47%	34%	50%	40%	68%	53%	24%	76%	38%	46%	47%	42%	56%	42%	33%	32%	45%	71%	57%	68%	59%	54%	53%	74%	43%	
				ACFKMPRXY	P	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ACFKMPRUW XYh	AP	ABCEFGHIJ KLMNOPRSTUV WXYZabcdfh	ACKPRXY	ACFKMPRU WXYZh	ACFKMPRXY	P	ACFKMPRU WXYZh	AKPY	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh		ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	APY	ACFKMPRXY	ACFKMPRXY	AKPY	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ACKPY	P	P	ACFKMPRXY	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ABCEFGHIJ KLMNOPRSTUV WXYZbdfh	ACKPY		
Bottom2Box (Not very much/Not at all)		7391	315	226	292	147	196	285	98	265	197	230	281	216	244	143	209	342	113	269	172	245	278	197	239	322	282	236	107	150	138	186	212	187	266		
		44%	63%	45%	59%	29%	39%	57%	20%	53%	39%	46%	56%	43%	49%	29%	42%	68%	23%	54%	34%	49%	56%	40%	48%	64%	56%	47%	21%	30%	37%	37%	42%	38%	21%	53%	
			BDEFGHIJ KLMNOPRSTUV WXYZbcdefgh	DEGINQSa bdfg	BDEGIJ KLMNOPRSTUV WXYZabcdfg	GQag	DGNQabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg		BDEGIJ KLMNOPRSTUV WXYZabcdfg	DGNQabcf	DEGINQSa bdfg	BDEGIJ KLMNOPRSTUV WXYZabcdfg	DGNQabcf	DEGINQSa bdfg	GQag	DGNQabcf	BCDEFGHIJ KLMNOPRSTUV WXYZabcdfg		BDEGIJ KLMNOPRSTUV WXYZabcdfg	DGNQabcf	DEGINQSa bdfg	BDEGIJ KLMNOPRSTUV WXYZabcdfg	DGNQabcf	DEGINQSa bdfg	BDEFGHIJ KLMNOPRSTUV WXYZabcdfg	BDEGIJ KLMNOPRSTUV WXYZabcdfg	DEGINQSa bdfg	GQag	Gag	DGNQabcf	DGNQabcf	DGNQabcf	BDEGIJ KLMNOPRSTUV WXYZabcdfg			

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Airlines

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501			
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500			
		2474	36	47	26	178	41	71	85	47	59	24	57	16	102	58	32	179	34	29	35	78	73	29	67	43	79	159	50	111	63	130	71	164	102		
		15%	7%	10%	5%	36%	8%	14%	20%	17%	9%	12%	5%	11%	3%	20%	12%	6%	36%	7%	6%	7%	16%	15%	6%	13%	9%	16%	32%	10%	22%	13%	26%	14%	33%	20%	
A fair amount		M	CKMPRSW		ABCEFGHIJL MNOPRSTUV WXYZbcdefh	KM	ABCEIKMPRST WYb	ABCEFIJLKMO PRSTUVWXYb df	ABCEUJLMOP RSTWYb	CKMSW	ACEKMPRST W		ACEKMPRST W		ABCEFIJLKMO PRSTUVWXYbd f	ACEKMPRST W	M	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	M	M	M	ABCEIKLMPRS TWYb	ABCEIKMPRST WYb		ABCEKMPRST WY	CKM	ABCEIJKLMPR STWYb	ABCEFGHIJL MNOPRSTUV WXYZbcdfh	CKMPRSW	ABCEFHUKLM OPRSTUVWXY Zbdf	ACEKMPRST W	ABCEFGHIJL MNOPRSTUV WXYZbdfh	ABCEIKMPRST WYb	ABCEFGHIJLMO PRSTUVWXYbd f			
		4481	105	117	35	136	103	106	241	116	74	99	57	104	81	268	119	62	183	94	182	152	127	232	52	125	81	117	206	92	178	281	122	119	190	126	
		26%	21%	23%	7%	27%	21%	21%	48%	23%	15%	20%	11%	21%	16%	54%	24%	12%	37%	19%	36%	30%	25%	47%	10%	25%	16%	23%	41%	18%	36%	56%	25%	38%	24%	38%	25%
			CIKPW	CIKMPRWYb		ACEFIJLMPR WYb	CIKPW	CIKPWY	ABCEFGHIJL MOPQRSTUW XYZabcdfgh	CIKMPRWY	CKW	CIKPW	C	CIKPWY	CKW	ABCEFGHIJL MOPQRSTUW WXYZabcdfgh	CIKMPRWYb	C	ABCEFGHIJL MOPRTUWXY Zbefh	CIKPW	ABCEFGHIJL MOPRTUWXY Zbefh	ABCEFGHIJL OPRWYZbef	CIKMPRWYb	ABCEFGHIJL MOPQRSTUW XYZbcdfgh		CIKMPRWYb	CKW	CIKMPRWYb	ABCEFGHIJL MOPRTUWXY Zbefh	CKPW	ABCEFGHIJL MOPRUWXYZ befh	LMOPQRSTUW WXYZabcdfgh	CIKMPRWYb	CIKMPRWYb	ABCEFGHIJL MOPRTUWXY Zbefh		
Not very much		5430	193	196	167	88	173	184	123	194	141	182	141	162	201	89	178	212	90	180	144	217	200	135	180	205	174	185	74	189	146	118	152	165	89	163	
		32%	39%	39%	34%	18%	35%	37%	25%	39%	28%	36%	28%	32%	40%	18%	36%	42%	18%	36%	29%	43%	40%	27%	36%	41%	35%	37%	15%	38%	29%	24%	30%	33%	18%	33%	
			DGIKLNQSVac deg	CDGIKLNQSVa cdefgh	DGNQVadg		DGIKNQSVadg	DGIKNQSVacd eg	DNQag	DGIKLNQSVac defgh	DNQag	DGIKNQSVacd eg	DNQag	DGNQVadg	CDGIKLNQSVa cdefgh		DGIKNQSVacd g	CDEGIJLNOQ RSVWYacdefg h		DGIKNQSVacd eg	DGNQag	CDEFGIJKLNO QRSVWYZacd efgh	DGIKNQSVac defgh	DNQag	DGIKNQSVacd g	CDEGIKLNQSV acdefgh		DGIKNQSVacd eg		DGIKNQSVacd eg		DNQag	Da	DGNQadg	DGIKNQVadg		DGNQadg
			BDGHNQSTU VXZacdefgh	DGHNQSTUVZ acdegh	ABDEFGHIJLM NOPQRSTUVX YZabcdfgh	GNQSVadg	BDGHNQSTU VXZacdefgh	DGHNQSTUVZ acdegh		GNQSVacd	ABDEFGHIJLM NOPQRSTUVX YZabcdfgh	BDGHNQSTU VXZacdefgh	NOPQRSTUW WXYZacdefg h	BDGHNQSTU VXZacdefgh	BDFGHNQSTU VXZacdefgh		DGHNQSTUV XZacdefgh	BDFGHNQOST UVXZacdefg h	N	BDFGHJUNQOS TUVXZabcdef gh	GNad	GNQSVacd	GNQSVacd	N	ABDEFGHIJLM NOPQRSTUVX YZabcdfgh	GNQSVacd	BDEFGHJNOQ STUVXZabcde fgh	GNQSVacd		DGHNQSTUV XZacdegh	GNadg		GNQSVacd	DGNQSTVZac dg		GNQSVacd	
Don't know		1334	42	40	42	38	61	34	13	25	55	37	45	36	67	27	28	47	15	49	108	29	24	24	42	24	52	50	38	59	21	18	26	54	31	33	
		8%	8%	8%	8%	8%	12%	7%	3%	5%	11%	7%	9%	13%	6%	5%	6%	9%	3%	10%	22%	6%	5%	5%	8%	5%	10%	8%	12%	4%	4%	5%	11%	6%	7%		
			GHQUVXcd	GHQUVXcde	GHQUVcd	GQUVcd	ABCDGHIJL NOQTUVVWxa cdegh	GQ		G	BDFGHJLNOQ TUVXcdegh	GQVcd	GHNOQTUVX cde	GQcd	ABCDGHIJL LMNOPORTU VWXYZacdefg h	G	GQ	GHNOQTUVX cde		FGHNOQTUV Xcdegh	ABCEFGHIJL LMNOPORTU VWXYZacdefg h	GQ		G	GHQUVXcd		FGHNOQTUV Xcdegh	GHNOQTUVX cdegh	GQcd	BDFGHJLNOQ TUVXacdegh			G	BDFGHJLNOQ TUVXcdegh	GQ	GQ	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		6956	141	164	61	314	143	177	340	202	121	157	81	160	97	370	178	94	362	128	211	187	205	305	81	192	123	196	365	142	289	344	253	191	354	228	
		41%	28%	33%	12%	63%	29%	36%	68%	40%	24%	32%	16%	32%	19%	74%	36%	19%	72%	26%	42%	37%	41%	61%	16%	38%	25%	39%	73%	28%	58%	69%	51%	38%	71%	46%	
			CKMPW	CIKMPRWY		ABCEFGHIJLM OPRSTUWXYZ befh	CKMPW	ACEIKMPRWY b	ABCEFGHIJL MOPRSTUVW XYZbcfeh	ABCEUJLMPR WYb	CKPW	CIKMPRWY	C	CIKMPRWY	C	ABCEFGHIJL LMOPRSTUV WXYZbcfeh	ACEIKMPRWY b	C	ABCEFGHIJL MOPRSTUVW XYZbcfeh	CKMPW	ABCEFIJLKMO PRWYb	ACEIJKMPRW Yb	ABCEIJKLMPR WYb	ABCEFGHIJLM OPRSTUWXYZ befh		ACEIKLMPR WYb	CKPW	ABCEIJKLMPR WYb	ABCEFGHIJL MOPRSTUVW XYZbcfeh	CKMPW	ABCEFGHIJLM OPRSTUWXYZ befh	ABCEFGHIJLM OPRSTUVWXY Zbcfeh	ABCEFIJLKLM OPRSTUWXYZ bf	ABCEUJLMPR WYb	ABCEFGHIJL MOPRSTUVW XYZbcfeh	ABCEFIJLKMO PRTWXYZb f	
Bottom2Box (Not very much/Not at all)		8711	317	297	397	148	295	289	147	273	324	306	374	303	336	103	295	359	123	323	181	284	272	171	378	284	325	254	299	38%	28%	44%	221	255	114	240	
		51%	64%	59%	80%	30%	59%	58%	29%	55%	65%	61%	75%	61%	67%	21%	59%	72%	25%	65%	36%	57%	54%	34%	76%	57%	65%	51%	60%	38%	28%	44%	51%	23%	48%		
			DGHNQSTUVZ acdefgh	DGNQSVZacd efgh	ABDEFGHIJLM NOPQRSTUVX YZabcdfgh	Nag	DGNQSVZacd efgh	DGNQSVZacd efgh	Nag	DGNQSVacde gh	BDEFGHNOQS TUVXZacdefg h	DGHNQSUVZa cdefgh	ABDEFGHIJLM NOQRSTUVXY Zacdefgh	DGHNQSUVZa cdefgh	BDEFGHIJLNO QRSTUVXYZ acdefgh	DGNQSVZacd efgh	ABDEFGHIJLN OQRSTUVXYZ acdefgh		BDEFGHNOQS TUVXZacdefg h	DGNQadg	DGNQSVacdef gh	DGNQSVacde g	NQadg	ABDEFGHIJLM NOQRSTUVXY Zacdefgh	DGNQadg	BDEFGHNOQS TUVXZacdefg h	DGNQSVacde g		DGNQadg	Na	DGNQSVadg	DGNQSVacde g		DGNQSVacd			

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Manufacturers of household goods (groceries, toiletries, cleaning products etc)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		2510	46	51	25	171	47	73	102	97	49	54	29	51	28	114	57	31	181	42	34	33	76	93	29	80	37	56	162	41	76	74	139	68	139	129
	15%	9%	10%	5%	34%	9%	15%	20%	19%	10%	11%	6%	10%	6%	23%	12%	6%	36%	8%	7%	7%	15%	19%	6%	16%	7%	11%	32%	8%	15%	15%	28%	14%	28%	26%	
		CK	CKMPSTW		ABCEFGHIJLMNOPRSTUVWXYZbcdefgh	CKMPW	ABCEIJKLMPRSTWYb	ABCEFIJLMOPRSTUWYZbcd	ABCEIJKLMOPRSTWYZbf	CKMPSW	CKMPSTWY		CKMPSTW		ABCEFIJLMOPRSTUWYZbcd	CKMPSTWY		ABCEFGHIJLMNOPRSTUVWXYZbcdefgh	CK			ABCEIJKLMPRSTWYb	ABCEIJKLMOPRSTWYZbf		ABCEIJKLMPRSTWYb		CKMPSTWY	ABCEFGHIJLMNOPRSTUVWXYZbcdfh		ABCEIJKLMPRSTWYb	ABCEIKLMPRSTWYb	ABCEFGHIJLMOPRSTUVWXYZbcdf	ABCEFGHIJLMOPRSTUVWXYZbcd			
A fair amount		5702	135	159	90	176	167	121	262	146	120	149	88	159	128	269	192	91	205	170	214	196	157	228	94	123	116	196	186	147	223	274	139	193	202	184
		34%	27%	32%	18%	35%	33%	24%	53%	29%	24%	30%	18%	32%	26%	54%	38%	18%	41%	34%	43%	39%	31%	46%	19%	25%	23%	39%	37%	29%	45%	55%	28%	39%	40%	37%
			CKPW	CFIKMPWXY		ACFHIJKMPWXYbe	ACFIKMPWXYe	CKPW	ABCEFGHIJLMOPQRSTUWXYZabcefgh	CKPWY	CKPW	CFIKPWY		CFIKMPWXY	CKPW	ABCEFGHIJLMOPQRSTUWXYZabcefgh	ABCFHIJKLMPUWXYbe		ABCEFGHIJLMOPRUXYbe	ACFIKMPWXYe	ABCEFGHIJLMOPRUXYbe	ABCEFGHIJLMOPUWXYbe	CFIKPWXY	ABCEFGHIJLMOPRUXYbe		CKPW	CK	ABCEFGHIJLMOPUWXYbe	ACFHIJKMPWXYbe	CIKPWY	ABCEFGHIJLMOPRUXYabefh	ABCEFGHIJLMOPQRSTUWXYZabcefgh	ABCEFGHIJLMOPRUXYbe	ABCEFGHIJLMOPRUXYbe	ACFHIJKMPWXYbe	
Not very much		5647	185	190	242	82	169	214	108	186	187	207	217	192	202	75	157	237	80	182	137	217	178	131	232	206	225	165	97	180	147	110	144	139	102	128
		33%	37%	38%	48%	16%	34%	43%	22%	37%	38%	41%	43%	38%	40%	15%	32%	47%	16%	37%	27%	43%	36%	26%	46%	41%	45%	33%	19%	36%	29%	22%	29%	28%	20%	26%
		DGNQSVacdefgh	DGNOQSVacd	ABDEGHJILMNOQRSUVZabcdefgh		DGNQSVadfh	DEGNOQRSUVZabcefgh	DNQ	DGNQSVacdefgh	DGNOQSVacd	DEGNOQRSUVZabcefgh	DGNQSVacd	ABDEGHJILMNOQRSUVZabcefgh	DGNQSVacd	DEGNOQSVZacdefgh		DGNQadgh	ABDEGHJILMNOQRSUVZabcefgh		DGNQSVacdefgh	DGNQadg	BDEGHJINOQRSUVZabcefgh	DGNQSVacdefgh	DGNQadg	ABDEGHJILMNOQRSUVZabcefgh	DEGNOQSVZacdefgh	ABDEGHJILMNOQRSUVZabcefgh	DGNQSVadfh		DGNQSVacdefgh	DGNQadg	DNQ	DGNQadg	DGNQadg	DNQa	
Not at all		1816	93	55	92	43	54	68	18	57	80	55	106	55	80	21	64	95	20	61	26	37	70	22	85	75	66	40	20	46	28	19	61	44	24	37
		11%	19%	11%	18%	9%	11%	14%	4%	12%	16%	11%	21%	11%	16%	4%	13%	19%	4%	12%	5%	7%	14%	4%	17%	15%	13%	8%	4%	9%	6%	4%	12%	9%	5%	7%
		BDEFGHJILNOQRSTVYZabcd	GNQSTVacd	BDEFGHJILNOQRSTVYZabcd	GNQSVadg	GNQSTVacd	DGNQSTVZab		GNQSTVacd	BDEFGHJILNQRSTVZabcefgh	GNQSTVacd	BDEFGHJILMNQORSTUVWXYZabcefgh	GNQSTVacd	BDEGHJLNQSTVZabcefgh		DGNQSTVZacdfgh	BDEFGHJILNOQRSTUVYZabcefgh		DGNQSTVZacdfgh		GNQVad	DGNQSTVZabcefgh		BDEGHJILNOQRSTVZabcefgh	DGNQSTVZabcefgh	DGNQSTVZacdfgh	GNQSVad		GNQSVacdg		GNQSTVZacd	GNQSVacdg		GNQVad		
Don't know		1325	41	46	52	28	63	24	10	14	64	34	59	43	61	21	29	47	15	45	90	18	19	25	61	17	56	43	36	87	26	23	18	55	33	22
		8%	8%	9%	10%	6%	13%	5%	2%	3%	13%	7%	12%	9%	12%	4%	9%	9%	3%	9%	18%	4%	4%	5%	12%	3%	11%	9%	7%	17%	5%	5%	4%	11%	7%	5%
		FGHNQITUx	DFGHNOQTUVXcdeh	DFGHJINOQTUVXcdeh	GHQ	ABDFGHJILNOQRTUVXZacdegh	G		ABDFGHJILNOQRTUVXZacdegh	GHQTUXe	ABDFGHJILNOQRTUVXZacdegh	DFGHNOQTUVXcdeh	ADFGHJINOQTUVXcdeh	G	GHQ	DFGHNOQTUVXcdeh		DFGHNOQTUVXcdeh	ABCEFGHIJLMNOPORTUVWXYZZacdefgh		G	ADFGHJILNOQTUVXcdeh		DFGHJINOQTUVXcdeh	FGHNQITUVXcdeh	GHQTUXe	ABCEFGHIJLMNOPORTUVWXYZZacdefgh	G	G		DFGHJINOQTUVXcdeh	GHQTUXe	G			
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Summary																																				
Top2Box (A Great deal/A Fair amount)		8212	181	210	115	347	214	194	364	243	169	204	118	210	157	383	249	122	385	212	247	229	233	321	123	203	153	252	347	187	299	348	278	261	341	313
		48%	36%	42%	23%	69%	43%	39%	73%	49%	34%	41%	24%	42%	31%	77%	50%	24%	77%	42%	50%	46%	47%	64%	25%	41%	31%	50%	69%	60%	70%	56%	52%	68%	63%	
			CKPW	ACIKMPWY		ABCEFGHIJLMOPRSTUWXYZbcefh	ACIKMPWY	CKMPWY	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFIJLMOPRSTUWXYZb	CKPW	CIKMPWY		ACIKMPWY	CKPW	ABCEFGHIJLMOPRSTUWXYZabcefgh	ABCEFIJLMOPRSTUWXYZb		ABCEFGHIJLMOPRSTUWXYZabcefgh	ACIKMPWY	ABCEFIJLMOPRSTUWXYZb	ACFIKMPWYb	ACFIJLMOPRSTUWXYZbef	ABCEFGHIJLMOPRSTUWXYZbcefh		CIKMPWY	CKPW	ABCEFIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh	ABCEFGHIJLMOPRSTUWXYZbcefh		
Bottom2Box (Not very much/Not at all)		7463	278	245	333	125	224	282	126	243	267	262	323	247	282	96	222	331	100	243	162	253	248	153	316	280	291	205	117	226	175	129	204	183	126	165
		44%	56%	49%	67%	25%	45%	56%	25%	49%	54%	52%	65%	49%	56%	19%	44%	66%	20%	49%	33%	51%	50%	31%	63%	56%	58%	41%	23%	45%	35%	26%	41%	37%	25%	33%
		BDEGHJLNQRSVZabcefgh	DGNQSVZacd	ABDEFGHIJLMNOQRSTUVXYZabcefgh	NQ	DGNQSVacd	BDEGHJLNQRSUVZabcefgh	NQ	DGNQSVZacd	DEGNOQSVZabcefgh	DEGNOQSVZabcefgh	ABDEFGHIJLMNOQRSTUVXYZabcefgh	DGNQSVZacd	BDEGHJLNQRSUVZabcefgh		DGNQSVacd	ABDEFGHIJLMNOQRSTUVXYZabcefgh		DGNQSVZacd	DGNQadg	DEGNOQSVZacdefgh	DGNQadg	DGNQa	ABDEFGHIJLMNOQRSTUVXYZabcefgh	BDEGHJLNQRSUVZabcefgh	BDEGHJLNQRSUVZabcefgh	DGNQSVadgh		DGNQSVacd	DGNQadg	N	DGNQSVadgh	DGNQadg	N	DGNQadg	

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Technology companies
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2768	59	58	26	163	47	74	132	86	48	55	25	58	27	122	74	37	218	44	38	62	90	93	31	77	46	73	165	47	99	80	144	80	159	132
		16%	12%	12%	5%	33%	10%	15%	26%	17%	10%	11%	5%	12%	5%	24%	15%	7%	44%	9%	8%	12%	18%	19%	6%	15%	9%	15%	33%	9%	20%	16%	29%	16%	32%	26%
			CKMPSW	CKMPRSW		ABCEFGHIJLMNOPRSTUVWXYZbcdfh	CKMW	CEUKMPRSWYb	ABCEFGHIJLMOPRSTUVWXYZbcdf	ABCEIJKLMPRSTWYb	CKMW	CKMPSW		CKMPSW		ABCEFGHIJLMOPRSTUVWXYZbcdfh	CEUKMPRSWYb		ABCEFGHIJLMNOPRSTUVWXYZbcdfgh	CKM	K	CKMPRSW	ABCEIJKLMPRSTWYb	ABCEIJKLMPRSTWYb		CEUKMPRSWYb	CKM	CEIKMPRSWYb	ABCEFGHIJLMNOPRSTUVWXYZbcdfh	CKM	ABCEFIJKLMOPRSTWYzb	CEUKMPRSWYb	ABCEFGHIJLMOPRSTUVWXYZbcdf	ABCEIJKLMPRSWYb	ABCEFGHIJLMNOPRSTUVWXYZbcdf	ABCEFGHIJLMOPRSTUVWXYZbcdf
A fair amount		6097	141	168	91	168	167	150	286	168	141	167	92	152	170	292	169	169	181	174	193	243	185	254	141	150	128	211	198	143	216	283	146	180	187	192
		36%	28%	34%	18%	34%	33%	30%	57%	34%	28%	34%	18%	30%	34%	58%	34%	34%	36%	35%	39%	49%	37%	51%	28%	30%	26%	42%	40%	29%	43%	57%	29%	36%	37%	38%
			CK	ACIKWYb		CIKY	CIKY	CK	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	CKY	CK	ACIKWY		CK	CIKY	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	CIKY	CIKY	ACFIKLWYbe	ACIKWYbe	ABCEFIJKLWXYbe	ABCEFGHIJLMOPQRSUWXYZabefgh	ABCEFGHIJLMOPQRSUWXYZabefgh	CK	CK	CK	ABCEFGHIJLMOPQRWXYbef	ABCEFIJKLWXYbe	CK	ABCEFGHIJLMOPQRWXYbef	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	CK	ACFIKLWYbe	ACFIKLWXYbe	ACFIKLWXYbe	
Not very much		4979	175	171	227	82	150	174	63	176	166	191	212	181	157	49	162	190	61	163	134	144	164	109	189	202	204	132	90	163	117	106	146	122	94	109
		29%	35%	34%	46%	16%	30%	35%	13%	35%	33%	38%	43%	36%	31%	10%	33%	38%	12%	33%	27%	29%	33%	22%	38%	40%	41%	26%	18%	33%	23%	21%	29%	24%	19%	22%
			DGNQSTVZacdfgh	DGNQSTVZacdfgh	ABDEFGHIJLMNOPQRSTUWZabcdfgh	GNQ	DGNQVacdfigh	DGNQSTVZacdfgh		DGNQSTVZacdfgh	DGNQSVZacdfgh	DEGIMNOQRSTUVZabcdfgh	ABDEFGHIJLMNOPQRSTUVZabcdfgh	DGNQSTVZacdfgh	DGNQVacdfigh		DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh	DGNQSVZacdfgh
Not at all		1636	78	52	99	50	61	68	8	48	83	49	101	60	66	14	62	50	29	59	27	31	42	17	61	48	56	42	16	51	37	9	41	52	27	42
		10%	16%	10%	20%	10%	12%	14%	2%	10%	17%	10%	20%	12%	13%	3%	12%	10%	6%	12%	5%	6%	9%	3%	12%	10%	11%	8%	3%	10%	7%	2%	8%	10%	6%	9%
			BDGHJNPQSTUVXYZabcdfgh	GNQSTVadg	BDEFGHIJLMNOPQRSTUWXYZabcdfgh	GNQSTVadg	GNQSTUVZacdegh	GHJNQSTUVZacdegh		GNQSTVadg	BDEGHJLNPNQRSTUWXYZabcdfgh	GNQSTVadg	ABDEFGHIJLMNOPQRSTUWXYZabcdfgh	GNQSTVZacdeg	GNQSTUVZacdegh		GNQSTUVZacdegh	GNQSTVadg	Gnd	GNQSTVZacdeg	Gnd	GNVad	GNSVad	G	GNQSTVZacdeg	GNQSVadg	GNQSTVadg	GNSVad		GNQSTVadg	GNVad		GNVad	GNQSTVadg	Gd	GNSVad
Don't know		1521	46	51	57	37	75	33	11	21	62	37	70	49	80	23	32	54	12	60	108	21	19	27	77	23	67	42	31	96	31	21	23	66	32	25
		9%	9%	10%	11%	7%	15%	7%	2%	4%	12%	7%	14%	10%	16%	5%	6%	11%	2%	12%	22%	4%	4%	5%	16%	5%	13%	8%	6%	19%	6%	4%	5%	13%	7%	5%
			GHNQUTUVXdeh	FGHJNOQTUVXacdegh	DFGHJNOQTUVXacdegh	GHQTUde	ABDFGHJLNOPTUUVXZacdegh	GQ		G	DFGHJNOQTUVXZacdegh	GHNQUTUXde	ABDFGHJLNOQTUVXZacdeg	ABDFGHJLNOPTUUVXZacdegh	G	GQ	FGHJNOQTUVXacdegh		DFGHJNOQTUVXZacdegh	ABCEFGHIJLMNOPORTUWXYZacdfgh	ABCEFGHIJLMNOPORTUWXYZacdfgh		GQ	ABDFGHJLNOPTUUVXZacdegh	G	DFGHJNOQTUVXZacdegh	GHNQUTUXdeh	GQ		ABCEFGHIJLMNOPORTUUVXYZacdegh		G	ABDFGHJLNOQTUVXZacdeg	GQ	GQ	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8864	200	226	116	331	214	224	418	255	189	223	117	210	197	414	244	206	398	218	231	305	275	347	172	227	173	284	363	190	315	363	290	260	346	324
		52%	40%	45%	23%	66%	43%	45%	84%	51%	38%	45%	23%	42%	39%	83%	49%	41%	80%	44%	46%	61%	55%	69%	35%	45%	35%	57%	73%	38%	63%	73%	58%	52%	69%	65%
			CK	CIKMWYb		ABCEFGHIJLMOPRSUWXYZbef	CKWY	CIKWYb	ABCEFGHIJLMOPRSTUVWXYZabcdfgh	ABCEIJKLMPRWYb	CK	CIKWYb		CKWY	CK	ABCEFGHIJLMOPRSTUVWXYZabcdfgh	ACEIJKLMPWYb	CKWY	ABCEFGHIJLMOPRSTUVWXYZabcdfgh	CIKWYb	ACIKMWYb	ABCEFGHIJLMOPRSWXYbf	ABCEFIJKLMPRSWXYb	ABCEFGHIJLMOPRSTUWXYZbcef	CK	CIKWYb	CK	ABCEFIJKLMOPRSWXYb	ABCEFGHIJLMOPRSTUWXZbcefh	CK	ABCEFIJKLMPOPRSUWXYbf	ABCEFGHIJLMOPRSTUWXZbcefh	ABCEFIJKLMPRSWXYb	ABCEFGHIJLMOPRSTUWXYZbef	ABCEFGHIJLMOPRSTUWXYZbef	
Bottom2Box (Not very much/Not at all)		6615	253	223	326	132	211	242	71	224	249	240	313	241	223	63	224	240	90	223	161	175	206	126	250	251	260	173	106	214	154	116	187	174	122	152
		39%	51%	45%	65%	26%	42%	49%	14%	45%	50%	48%	63%	48%	45%	13%	45%	48%	18%	45%	32%	35%	41%	25%	50%	50%	52%	35%	21%	43%	31%	23%	38%	35%	24%	30%
			BDEGNQRSTUVZabcdfgh	DGNQSTVZacdfgh	ABDEFGHIJLMNOPQRSTUWXYZabcdfgh	GNQ	DGNQSTVZacdfgh	DEGNQSTUVZacdfgh		DGNQSTVZacdfgh	BDEGNQRSTUVZabcdfgh	DEGNQSTUVZacdfgh	ABDEFGHIJLMNOPQRSTUWXYZabcdfgh	DEGNQSTUVZacdfgh	DGNQSTVZacdfgh		DGNQSTVZacdfgh	DEGNQSTUVZacdfgh	N	DGNQSTVZacdfgh	DGNQVadg	DGNQVadg	DGNQVadg	DGNQSTVZacdfgh	GNQ	DEGNQRSTUVZabcdfgh	DEGNQSTUVZabcdfgh	BDEGHMNOQRSTUVZabcde	DGNQVadg	GN	DGNQSTVZacdfgh	GNQVadg	GN	DGNQVadg	DGNQVadg	GNQad

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Clothing and fashion brands/companies
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		2242	38	46	26	152	39	65	78	90	42	51	25	54	25	88	60	21	189	39	20	30	54	70	25	63	36	55	138	35	79	71	127	61	131	118	
		13%	8%	9%	5%	31%	8%	13%	16%	18%	8%	10%	5%	11%	5%	18%	12%	4%	38%	8%	4%	6%	11%	14%	5%	13%	7%	11%	28%	7%	16%	14%	25%	12%	26%	24%	
A fair amount			PS	CKMPSTW			KPS	ABCEIKMPRSTWYb	ABCEIJKLMRSTUWYzbf	ABCEFIJLMOPRSTUWXYZbdf	CKMPSW	CKMPSTWb		CKMPRSTWYb		ABCEFIJLMOPRSTUWXYZbdfh	ACEIKMPRSTWYb		ABCEFIJLMOPRSTUWXYZbdfh	KPSW			CKMPSTWb	ABCEIKMPRSTWYb		ACEIKMPRSTWYb	PS	CKMPRSTWYb	ABCEFGHIJLMNOPRSTUWXYZbcdf	PS	ABCEIJKLMRSTUWYZb	ABCEIKMPRSTWYb	ABCEFGHIJLMNOPRSTUWXYZbcdf	ABCEFIJLMNOPRSTUWXYZbcdf			
		5239	120	123	65	185	127	117	263	130	86	136	76	122	123	289	150	87	190	152	174	188	146	232	77	133	106	153	206	101	195	280	132	168	213	198	
		31%	24%	25%	13%	37%	25%	23%	53%	26%	17%	27%	15%	25%	25%	58%	30%	17%	38%	30%	35%	38%	29%	46%	15%	27%	21%	31%	41%	20%	39%	56%	26%	34%	43%	40%	
			CIKPW	CIKPWb		ABCEFGHIJLMNOPRSTUWXYZbce	CIKPWb	CIKPW	ABCEFGHIJLMNOPRSTUWXYZabcefhg	CIKPWb		CIKPWYb		CIKPW	CIKPW	ABCEFGHIJLMNOPRSTUWXYZabcefhg	ABCEFIKLMPWYb		ABCEFGHIJLMNOPRSTUWXYZbce	ABCEFIKLMPWYb	ABCEFGHIJLMNOPRSTUWXYZbce	ABCEFGHIJLMNOPRSTUWXYZbce	CFIKPWYb	ABCEFGHIJLMNOPRSTUWXYZbcefh		CIKPWb	CKW	ABCEFIKLMPWYb	ABCEFGHIJLMNOPRSTUWXYZbcefh	CK	ABCEFGHIJLMNOPRSTUWXYZbce	ABCEFGHIJLMNOPRSTUWXYZbcefh	ABCEFIKLMPWYbce	ABCEFGHIJLMNOPRSTUWXYZbcefh			
Not very much		5808	206	196	227	84	179	211	127	192	208	200	189	188	189	79	190	236	85	188	176	215	200	139	235	206	201	190	97	195	149	119	155	142	94	120	
		34%	41%	39%	45%	17%	36%	42%	25%	38%	42%	40%	38%	38%	38%	16%	38%	47%	17%	38%	35%	43%	40%	28%	47%	41%	40%	38%	20%	39%	30%	24%	31%	28%	19%	24%	
			DGNQSVacdefgh	DGNQVadefgh	BDEGHKLMNOQRSVZacdefgh		DGNQVadefgh	DEGNQSVacddefgh	DNQag	DGNQVadefgh	DEGNQSVacddefgh	DGNQSVacdefgh	DGNQVadefgh	DGNQVadefgh	DGNQVadefgh	DGNQVadefgh		DGNQVadefgh	BDEGHKLMNOQRSUVYZabcedefgh		DGNQVadefgh	DGNQVadefgh	DEGNQSVacddefgh	DGNQVadefgh	DNQag	BDEGHKLMNOQRSUVYZabcedefgh	DGNQSVacdefgh	DGNQVadefgh	DGNQVadefgh		DGNQVadefgh	DNQagh	DNQ	DGNQadgh	DNQag		DNQ
		2325	84	90	134	50	85	82	16	64	108	79	155	99	92	16	77	110	20	73	30	47	78	27	108	77	100	58	25	91	54	5	59	64	26	40	
Not at all		14%	17%	18%	27%	10%	17%	17%	3%	13%	22%	16%	31%	20%	18%	3%	15%	22%	4%	15%	6%	9%	16%	5%	22%	15%	20%	12%	5%	18%	11%	1%	12%	13%	5%	8%	
			DGNQSTVzacdegh	DGHNQSTVzacdegh	ABDEFGHIJLMNOQRSTUVVXYZabcedefgh	GNQSVadg	DGHNQSTVzacdegh	DGNQSTVzacdegh	d	GNQSVadgh	DEFGHINOQRSTUVXZacdefgh	DGNQSTVzacdegh	ABDEFGHIJLMNOPRSTUVWXYZabcedefgh	DGHINOQRSTVZacdefgh	DGHNQSTVzacdegh	d	DGNQSTVacdgh	ADEFGHINOQRSTUVXZacdefgh		DGNQSTVacdgh	Gnd	GNQSVadg	DGNQSTVacdgh	Gd	DEFGHINOQRSTUVXZacdefgh	DGNQSTVadgh	DGHJNQRTSTVZacdefgh	GNQSVadg	d	DGHNQSTVzacdegh	GNQSVadg		GNQSVadgh	GNQSTVadgh	d	GNQd	
	Don't know		1386	52	45	48	29	70	26	17	24	56	34	54	37	71	27	24	46	16	48	100	21	22	32	55	21	57	44	34	77	23	24	26	65	36	24
			8%	11%	9%	10%	6%	14%	5%	3%	5%	11%	7%	11%	9%	14%	5%	9%	3%	10%	10%	20%	4%	4%	7%	11%	4%	11%	9%	7%	15%	5%	5%	5%	13%	7%	5%
			DFGHJNOQTUVXcdeh	DFGHJNOQTUVXcdeh	DFGHJNOQTUVXcdeh	GQ	BCDFGHJLMNOPRSTUVXZacdegh		DFGHJNOQTUVXcdegh	GQT	DFGHJNOQTUVXcdegh	GQTUX	BCDFGHJLMNOPRSTUVXZacdegh		DFGHJNOQTUVXcdeh		DFGHJNOQTUVXcdeh		DFGHJNOQTUVXcdeh	ABCEFGHIJLMNOPRSTUVWXYZabcedefgh				GQ	DFGHJNOQTUVXcdeh		DFGHJNOQTUVXcdegh	FGHOQTUVXcddeh	GQ	ABCEFGHIJLMNOPRSTUVWXYZacdegh			BDFGHJNOPRSTUVXZacdegh	GQ			
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Summary																																					
Top2Box (A Great deal/A Fair amount)		7481	158	170	91	337	166	181	341	220	128	187	101	176	148	377	210	107	379	190	194	217	200	302	102	196	142	209	343	136	274	351	259	229	344	316	
		44%	32%	34%	18%	67%	33%	36%	68%	44%	26%	37%	20%	35%	30%	75%	42%	22%	76%	38%	39%	44%	40%	60%	20%	39%	28%	42%	69%	27%	55%	70%	52%	46%	69%	63%	
Bottom2Box (Not very much/Not at all)			CIKPW	CIKPWYb		ABCEFGHIJLMNOPRSTUVVWXYZbcef	CIKPWb	CIKMPWYb	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFIJLMOPRSTUWXYZbcefhg	CKW	ACIKMPWYb		CIKMPWYb	CKPW	ABCEFGHIJLMNOPRSTUWXYZabcefhg	ABCEIKLMPWYb		ABCEFGHIJLMNOPRSTUWXYZabcefhg	ACEIKMPWYb	ABCEIKLMPWYb	ABCEFIJLMOPRSTUWXYZbcef		ACEIKMPWYb	CKPW	ABCEIKLMPWYb	ABCEFGHIJLMNOPRSTUVVWXYZbcef	CKPW	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFGHIJLMNOPRSTUVVWXYZbcef	ABCEFGHIJLMNOPRSTUVVWXYZbcef			
		8133	290	286	361	134	263	293	143	256	316	279	344	287	281	96	267	346	105	262	206	262	278	166	343	283	301	248	123	287	203	124	215	207	120	160	
		48%	58%	57%	72%	27%	53%	59%	29%	51%	63%	56%	69%	57%	56%	19%	53%	69%	21%	52%	41%	52%	56%	33%	69%	57%	60%	50%	25%	57%	41%	25%	43%	41%	24%	32%	
			DGHNQRSVzacdegh	DGHNQRSVzacdegh	ABDEFGHIJLMNOQRSTUVVXYZabcedefgh	NQ	DGNQSVacdefgh	DEGHNQRTSTVZacdefgh	NQ	DGNQSVacdefgh	BDEGHJLMNOQRSTUVXZabcedefgh	DGNQSVacddefgh	ABDEFGHIJLMNOQRSTUVVXYZabcedefgh	DGHNQRSVzacdegh	DGNQSVZacddefgh		DGNQSVacdefgh	ABDEFGHIJLMNOQRSTUVVXYZabcedefgh		DGNQSVacdefgh	DGNQVadgh	DGNQSVacdefgh	DGNQSVacdefgh	DNQadg	ABDEFGHIJLMNOQRSTUVVXYZabcedefgh	DGNQSVZacddefgh	DEGHNQRTSTVZacdefgh	DGNQSVacdefgh		DGNQSVZacddefgh	DGNQVadgh		DGNQVadgh	DGNQVadgh		NQadg	

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Hospitality (e.g. restaurants, hotels)
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2331	44	49	21	139	38	57	85	81	47	46	25	53	22	89	66	25	193	38	22	24	73	97	30	78	46	54	164	45	83	68	103	70	150	107	
		14%	9%	10%	4%	28%	8%	11%	17%	16%	10%	9%	5%	11%	4%	18%	13%	5%	39%	8%	4%	5%	15%	19%	6%	16%	9%	11%	33%	9%	17%	14%	21%	30%	21%		
			CKMPST	CKMPSTW		ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMST	CEKMPRSTW	ABCEFIJKLMP RSTWYzb	ABCEFIJKLMP RSTWYzb	CKMPSTW	CKMPSTW		CKMPRSTW		ABCEFIJKLMP RSTWYzb	ACEIJKMPRST WYb		ABCEFGHIJK LMNOPRSTUV WXYZbcdefgh	CKMPST			ABCEIJKLMPR STWYb	ABCEFIJKLMO PRSTUWYzbdf		ABCEIJKLMPR STWYzb	CKMPST	CKMPRSTW	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMPST	ABCEFIJKLMP RSTWYzb	ACEIKMPRST WYb	ABCEFIJKLMO PRSTUWYzbdf	ABCEIJKLMPR STWYb	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	
A fair amount		6127	145	195	111	193	185	141	235	179	166	170	147	160	197	288	200	92	193	197	171	164	181	243	103	148	142	156	184	158	223	295	159	196	200	208	
		36%	29%	39%	22%	39%	37%	28%	47%	36%	33%	34%	29%	32%	40%	58%	40%	19%	39%	39%	34%	33%	36%	49%	21%	30%	28%	31%	37%	32%	45%	59%	32%	39%	40%	42%	
			CPW	ACFIJLKPSTW XYZbe		ACFIKLPTWXY Zbe	ACFKLPWXYZ b	CPW	ABCEFGHIJL MOPQRSTUW XYZabefg	ACFKPWY	CPW	CFKPWY	CPW	CPW	ACFIKLPTWXY Zbe	ABCEFGHIJK LMOPQRSTUW WXYZabcefgh	ACEIJKLPSTW XYZbe		ACFKLPWXYZ be	ACFIJLKPSTW XYZbe	CFKPWY	CPW	ACFKPWXY	ABCEFGHIJL MOPQRSTUW XYZabefgh			CPW	CPW	CPW	ACFKPWXY	CPW	ABCEFGHIJL STUWXYZabe	ABCEFGHIJK LMOPQRSTUW WXYZabcefgh	CPW	ACFIJLKPSTW XYZbe	ACFIKLPTWXY YZbe	ACFIJLKPSTW XYZbe
Not very much		5653	206	163	242	105	156	213	138	181	180	201	194	192	164	73	161	261	74	168	170	238	177	120	249	207	199	201	92	183	128	101	164	132	96	127	
		33%	41%	33%	48%	21%	31%	43%	28%	36%	36%	40%	39%	38%	33%	15%	32%	52%	15%	34%	34%	48%	35%	24%	50%	41%	40%	40%	18%	37%	26%	20%	33%	26%	19%	26%	
			BDEGMNQOR SVacdefgh	DGNQVacdfg h	ABDEFGHIJLM NOQRSUVYZa bcdefgh	NQ	DNQVacdfgh	BDEGHIMNO QRSUVacdefg h	DNQadg	DGNQVacdfg h	DGNQVacdfg h	BDEGMNQOR SVacdefgh	BDEGMNQORVa cdefgh	DGNQVacdfg h		DNQVacdfgh	ABDEFGHIJKL MNOQRSUVX YZabcefgh			DGNQVacdfg h	DGNQVacdfg h	ABDEFGHIJLM NOQRSUVYZa bcdefgh	DGNQVacdfg h	NQ	ABDEFGHIJKL MNOQRSUVX YZabcefgh	BDEGMNQOR SVacdefgh	BDEGMNQOR SVacdefgh	BDEGMNQOR SVacdefgh		DEGNQVacdfg h	NQag	NQ	DGNQVacdfg h	DNQadg		NQag	
Not at all		1437	59	45	65	33	47	54	26	30	47	47	68	50	46	20	44	85	24	48	30	48	48	15	59	43	51	48	15	39	39	18	58	38	20	32	
		9%	12%	9%	13%	7%	10%	11%	5%	6%	9%	9%	14%	10%	9%	4%	9%	17%	5%	10%	6%	10%	10%	3%	12%	9%	10%	10%	3%	8%	8%	4%	12%	8%	8%	4%	6%
			DGHNQSVabc dfgh	GNQSVadg	BDGHNOQSV Xabcdfgh	Vad	DGHNQSVadg h	DGHNQSVadg h	V	Va	GHNQSVadg	DGHNQSVadg h	BDEGHJULMN OQRSTUVXZa bcdfgh	DGHNQSVadg h	GNQSVadg		GNQVadg	ABDEFGHIJLM NOQRSTUVW XYZabcefgh		DGHNQSVadg h	Va	GHNQSVadg	GHNQSVadg		DGHNQSVabc dfgh	GNQVadg	DGHNQSVadg h	GHNQSVadg		GNQVadg	NVadg		DGHNQSVacd fgh	GNQVadg		Va	
Don't know		1452	46	48	61	30	73	35	17	29	60	36	67	46	70	30	29	37	16	49	107	27	25	59	25	62	41	45	75	27	17	17	64	35	26		
		9%	9%	10%	12%	6%	15%	7%	3%	6%	12%	7%	13%	9%	14%	6%	6%	7%	3%	10%	21%	5%	4%	12%	5%	12%	8%	8%	15%	5%	4%	3%	13%	7%	5%		
			GHOQTUVXcd eh	DGHNOQTUV Xcdeh	DFGHJNOPQT UVXZcdegh	GQe	ABDFGHJLNO PQRTUVXZacd egh	GQde		G	DFGHJNOPQT UVXZcdegh	GQUde	ABDFGHJLNO PQRTUVXZacd egh	DGHOQTUVX cdeh	ABDFGHJLNO PQRTUVXZacd egh	GQ	GQ	GQde		DGHJNOQTU VXcdeh	ABCEFGHIJK LMNOPQRTU VWXYZabcef gh			DFGHJNOPQT UVXcdegh		DFGHJNOPQT UVXZcdegh	GQUde	GGTUVXcdeh	ABDFGHJLNO PQRTUVXZacd egh				BDFGHJLNOP QRTUVXZcdeg h	GQde			
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		8458	189	245	132	332	223	198	320	259	213	216	172	213	219	377	267	117	386	235	193	187	253	340	133	226	188	210	347	203	306	364	262	266	350	315	
		50%	38%	49%	26%	67%	45%	40%	64%	52%	43%	43%	34%	43%	44%	75%	53%	23%	77%	47%	39%	38%	51%	68%	27%	45%	38%	42%	70%	61%	73%	52%	53%	70%	63%		
			CPW	ACFIJLKPSTW YZb		ABCEFGHIJLM OPRSTUWXYZ bef	ACKPSTWY	CPW	ABCEFGHIJKL OPRSTUWXYZ bef	ACEFIJKLMPs TWYzb	CKPW	CKPSTWY	CPW	CKPW	CKPTW	ABCEFGHIJK LMOPRSTUV WXYZbcefgh	ACEFIJKLMPR STWXYzb		ABCEFGHIJK LMOPRSTUV WXYZabcefgh	ACFKPSTWYb	CPW	CPW	ACEFIJKLMPs TWYzb	ABCEFGHIJLM OPRSTUWXYZ bcef		ACKPSTWY	CPW	CKPW	ABCEFGHIJLM OPRSTUWXYZ bcef		ABCEFGHIJLM OPRSTUWXYZ bef	LMOPRSTUW XYZbcefh	ACEFIJKLMPR STWXYzb	ACEFIJLM STWXYzb	ABCEFGHIJL MOPRSTUWXY YZbcefh	ABCEFGHIJLM OPRSTUWXYZ bef	
Bottom2Box (Not very much/Not at all)		7090	265	208	307	137	203	267	163	212	227	248	261	241	210	93	205	346	98	216	200	286	225	134	307	249	250	249	108	222	167	119	221	170	116	159	
		42%	53%	42%	61%	27%	41%	53%	33%	42%	45%	50%	52%	48%	42%	19%	41%	69%	20%	43%	40%	57%	45%	27%	62%	50%	50%	50%	22%	45%	33%	24%	44%	34%	23%		
			BDEGHIMNO QRSUVabcdef gh	DGNQVacdfg h	ABDEFGHIJL MNOQRSUVX YZabcefgh	NQa	DGNQVacdfg h	BDEGHIMNO QRSUVabcdef gh	DNQVadg	DGNQVacdfg h	DGNQSVacdfg h	BDEGHMNOQ RSVacdfgh	BDEGHIMNO QRSUVabcdef gh	BDEGHMNOQ RSVacdfgh	DGNQVacdfg h		DGNQVacdfg h	ABCEFGHIJK LMNOQRSTU VWXYZabcef gh		DGNQVacdfg h	DGNQVacdfg h	BDEGHJLMN LMNOQRSTU VWXYZa bcdefgh	DGNQVacdfg h	NQ	ABDEFGHIJL MNOQRSUVX YZabcefgh	BDEGHMNOQ RSVacdfgh	BDEGHMNOQ RSVacdfgh	BDEGHMNOQ RSVacdfgh		DGNQVacdfg h	DNQVadg		DGNQVacdfg h	DNQVadg		NQadg	

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-E-commerce/online retail/delivery companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2361	40	44	19	133	47	53	104	85	39	47	27	56	51	132	54	28	195	42	20	30	69	96	20	61	40	62	162	37	73	70	98	61	130	139
		14%	8%	9%	4%	27%	9%	11%	21%	17%	8%	10%	5%	11%	10%	26%	11%	6%	39%	9%	4%	6%	14%	19%	4%	12%	8%	12%	32%	7%	15%	14%	20%	12%	26%	28%
			CSW	CKPSW		ABCEFGHIJKL MOPRSTUVW XYZZbcdef	CKPSTW	CKPSTW	ABCEFIJKLMO PRSTUWXYZb cdf	ABCEFIJKLMO PRSTWYZbf	CSW	CKPSTW		CIKPSTWb	CKPSTW	ABCEFGHIJKL MOPRSTUVW XYZZbcdef	CKPSTW		ABCEFGHIJKL LMNOPRSTUV WXYZZbcdefg h	CKPSW			ABCEIJKPRST WYb	ABCEFIJKLMO PRSTUWXYZb f		ACIKPRSTWYb	CSW	ABCIKPRSTWY b	ABCEFGHIJKL MOPRSTUVW XYZZbcdef	CSW	ABCEIJKPRST WYb	ABCEFIJKLMO PRSTUWXYZb cdf	ABCIKPRSTWY b	ABCEFIJKLMO PRSTUWXYZb cdf	ABCEFIJKLMO PRSTUWXYZb cdf	
A fair amount		5722	128	148	71	191	140	134	262	143	121	151	87	140	245	285	178	99	191	177	142	211	167	247	103	117	133	190	190	123	194	283	156	186	209	179
		34%	26%	30%	14%	38%	28%	27%	53%	29%	24%	30%	17%	28%	49%	57%	36%	20%	38%	36%	28%	42%	33%	49%	21%	23%	27%	38%	38%	25%	39%	57%	31%	37%	42%	36%
			CKP	CIKPWXb		ABCEFHJIKLPS WXYbe	CKPW	CKPW	ABCEFHJIKL OPQRSTUWX YZZbcdefgh	CKPW	CK	CIKPWXb		CKPW	ABCEFHJIKL OPQRSTUWX YZZbcdefgh	ABCEFHJIKL MOPRSTUVW WXYZZbcdefgh	ABCEFHJIKLPS WXYb	C	ABCEFHJIKLPS WXYbe	ABCEFHJIKLPS WXYb	CKPW	ABCEFHJIKLO PRSUWXYbeh	ABCEFHJIKL OPQRSTUWX YZZbcdefgh		C	CK	CKPW	ABCEFHJIKLPS WXYbe	ABCEFHJIKLPS WXYbe	CK	ABCEFHJIKLPS WXYbe	ABCEFHJIKL MOPRSTUV WXYZZbcdefgh	ABCEFHJIKLPS WXYbe	ABCEFHJIKLPS SUWXYbe	ABCEFHJIKLPS WXYb	
Not very much		5478	187	188	244	89	172	208	105	185	182	212	202	196	96	47	181	223	82	169	180	199	180	102	224	208	211	160	89	173	158	110	169	140	96	113
		32%	37%	38%	49%	18%	34%	42%	21%	37%	36%	42%	40%	39%	19%	9%	36%	45%	16%	34%	36%	40%	36%	21%	45%	42%	42%	32%	18%	35%	32%	22%	34%	28%	19%	23%
			DGMNQVadfg h	DGMNQVZac dfgh	ABDEFGHIJKL MNOQRSTUV Zbcdefgh	N	DGMNQVadfg h	DEGMNQRSV Zbcdefgh	NQ	DGMNQVadfg h	DGMNQVadfg h	BDEGIMNOQ RSUVZabcdef gh	DEGMNQRVZa cdfgh	N		DGMNQVadfg h	ABDEGHIMN OQRSUVZabc defgh	N	DGMNQVadfg h	DGMNQRVZa cdfgh	DGMNQVadfg h	DGMNQVadfg h	N	ABDEGHIMN OQRSUVZabc defgh	DEGMNQRVZ abcdefgh	DEGIMNQRSV Zbcdefgh	DGMNQVadg h	N	DGMNQVadfg h	DGMNQVadg h	NQ	DGMNQVadfg h	DGMNQVadg h	N	DNQ	
Not at all		1873	80	61	116	52	71	66	18	57	90	50	130	60	37	13	53	95	18	61	29	40	62	22	87	85	59	46	22	70	48	20	42	45	31	41
		11%	16%	12%	23%	10%	14%	13%	4%	11%	18%	10%	26%	12%	7%	3%	11%	19%	4%	12%	6%	8%	12%	4%	17%	17%	12%	9%	4%	14%	14%	8%	9%	6%	8%	
			BDGHJLMNO QRSTVZacdef gh	GMNQSTVade fgh	ABDEFGHIJLM NOQRSTUVW XYZZbcdefgh	GNQSVadg	DGJMNQSTVZ acdefgh	GMNQSTVZad efgh		GMNQSVadg	BDEFGHJLMN OQRSTUVVYZa cdefgh	GNQSVadg	ABDEFGHIJLMN NOPRSTUVW WXYZZbcdefg h	GMNQSTVade gh	GNQd		GNQSVadg	BDEFGHJLMN OQRSTUVVYZa bcdefgh		GMNQSTVade fgh	GN	GNQVad	GMNQSTVade gh		BDGHJLMNO OQRSTUVVZacd efgh	BDGHJLMNO QRSTUVVZacde fgh	GMNQSTVadg	GNQSVad		GMNQSTVZa cdefgh	GNQSVad		GNQVad	GNQSVad	N	GNQVad
Don't know		1566	66	60	51	34	70	40	10	30	68	40	55	48	70	24	34	56	15	51	129	20	22	33	67	29	57	42	38	97	28	17	34	69	34	27
		9%	13%	12%	10%	7%	14%	8%	2%	6%	14%	8%	11%	10%	14%	5%	7%	11%	3%	10%	26%	4%	4%	7%	13%	6%	11%	8%	8%	19%	6%	4%	7%	7%	7%	6%
			DFGHJNOQTU VXZacdegh	DFGHJNOQTU VXZacdegh	GHNQTUXcdh	GQTd	DFGHJLNOQR TUVXZacdegh	GNQTud		GQ	DFGHJLNOQR TUVXZacdegh	GNQTud	DGHJNOQTU VXcdegh	DGHNQTXcd h	DFGHJLNOQR TUVXZacdegh	G	GQd	DGHNQQTUV Xcdegh		DGHNQQTUV Xcdeh	ABCEFGHIJKL LMNOPQRTU VWXYZZacdef gh	G	G	GQd	DFGHJLNOQT UVXZacdegh	GQ	DGHJNOQTU VXcdegh	GNQTud	GQTd	ABCEFGHIJKL LMNOPQRTU VWXYZZacdefg h	GQ			DFGHJLNOQR TUVXZacdegh	GQd	G
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8084	167	192	90	325	187	186	366	228	160	199	113	196	297	417	232	127	385	220	162	241	236	343	123	178	172	252	351	160	266	353	254	246	339	319
		48%	34%	38%	18%	65%	38%	37%	73%	46%	32%	40%	23%	39%	59%	83%	46%	25%	77%	44%	32%	48%	47%	69%	25%	36%	35%	50%	70%	32%	53%	71%	51%	49%	68%	64%
			CKPW	CIKPSWb		ABCEFHJIKLO PRSTUWXYZb cef	CIKPSWb	CKPW	ABCEFHJIKL MOPRSTUWX YZZbcfh	ABCEFIJKLPS WXYb	CKPW	ACIKPSWYb	C	ACIKPSWb	ABCEFHJIKLO PRSTUWXYZb ef	ABCEFGHIJKL LMOPQRSTUW WXYZZbcdefg h	ABCEFIJKLPS WXYb	C	ABCEFHJIKL MOPRSTUUVW XYZZabcdefgh	ABCEFIKLPSW XYb	CKPW	ABCEFIJKLPS WXYb	ABCEFIJKLPS WXYb	ABCEFIJKLMO OPRSTUWXYZ bcef	C	CKPW	CKPW	ABCEFIJKLPRS WXYb	ABCEFIJKLMO OPRSTUWXYZ bcefh	CKPW	ABCEFIJKLMO PRSWXYb	ABCEFIJKLPRS WXYb	ABCEFIJKLPRS WXYb	ABCEFIJKLMO PRSTUWXYZb cef	ABCEFIJKLMO PRSTUWXYZb cef	
Bottom2Box (Not very much/Not at all)		7350	267	248	359	141	242	273	123	242	272	261	332	256	133	60	234	318	100	230	209	239	242	124	311	293	270	206	111	243	205	129	211	185	127	154
		43%	53%	50%	72%	28%	49%	55%	25%	48%	55%	52%	66%	51%	27%	12%	47%	64%	20%	46%	42%	48%	49%	25%	62%	59%	54%	41%	22%	49%	41%	26%	42%	37%	25%	31%
			DGMNQRSV Zacdefgh	DGMNQSVZac defgh	ABDEFGHIJKL MNOPQRSTU VWXYZZbcdef gh	NQa	DGMNQSVZac defgh	DEGMNQRS TVZacdefgh	NQ	DGMNQSVZac dfgh	DEGHMNOQR STVZabcdefgh	DGMNQRSV Zacdefgh	ABDEFGHIJLM NOQRSTUVVY Zabcdefgh	DGMNQRSVZ acdefgh	NQ		DGMNQVadfg h	ABDEFGHIJLM NOQRSTUVVYZ abcdefgh	N	DGMNQVadfg h	DGMNQVadfg h	DGMNQSVZac dfgh	DGMNQSVZac dfgh	N	ABDEFGHIJLM NOQRSTUVVYZ abcdefgh	BDEGHJLMNO QRSTUVZabcd efgh	DGMNQQRST VZacdefgh	DGMNQVadg h	N	DGMNQSVZac defgh	DGMNQVadg h	NQ	DGMNQVadg h	DGMNQVadg h	N	GNQVa

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Q4A. Thinking about each of the groups below, to what extent would you say you trust them to be environmentally responsible? For example, that they will do things like helping to reduce waste and carbon emissions in ...?-Financial service providers (banks, pensions, insurance etc)
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	1001	501	501	1001	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2231	23	48	29	47	39	114	82	50	39	23	57	20	119	62	30	179	39	18	37	49	89	21	51	37	44	152	36	77	92	111	64	125	128	
		13%	5%	10%	6%	20%	10%	8%	23%	16%	10%	8%	5%	12%	4%	24%	12%	6%	36%	8%	4%	7%	10%	18%	4%	10%	8%	9%	30%	7%	15%	18%	22%	13%	25%	26%
				ACKMPSW		ABCEFIUKLMO PRSTUWXYZb f	ACKMPSW	AKMSW	ABCEFIUKLMP OPRSTUVWXY Zbcf	ABCEFIUKLMP RSTUWXYZb	ACKMPSW	AKMSW		ACFIKMPRST WYb		ABCEFIUKLMP OPRSTUVWXY Zbcf	ACFIKMPRST WYb	S	ABCEDEFGHIUK LMNOPRSTUV WXYZbcdefgh	AKMSW		KMSW	ACKMPSW	ABCEFIUKLMO PRSTUWXYZb f		ACKMPSW	KMSW	AKMSW	ABCEDEFGHIUK LMNOPRSTUV WXYZbcdef	KMSW	ABCEFIUKLMP RSTUWXYZb	ABCEFIUKLMO PRSTUWXYZb f	ABCEFIUKLMP OPRSTUWXYZb bcf	ABCEFIUKLMP OPRSTUWXYZb bcf	ABCEFIUKLMP OPRSTUWXYZb bcf	
A fair amount		5569	114	146	80	185	161	128	259	120	108	128	107	119	183	305	156	107	190	160	139	196	170	248	105	142	157	153	194	130	229	273	123	162	206	188
		33%	23%	29%	16%	37%	32%	26%	52%	24%	22%	26%	21%	24%	37%	61%	31%	21%	38%	32%	28%	39%	34%	50%	21%	28%	32%	31%	39%	26%	46%	55%	25%	32%	41%	38%
			C	ACHIKLPW		ABCFHIUKLOP RSWXZbe	ACFIUKLPWb e	C	ABCEDEFGHIUKL MOPQRSTUW XYZZabcefhg	C	C	CKW	C	C	ABCFHIUKLPS WXbe	ABCEDEFGHIUK LMOPQRSTUW WXYZZabcefhg	ACHUKLPWe	C	ABCEFIUKLO PRSWXYZZbef	ACFIUKLPWb e	CIKPW	ABCFHIUKLO PRSWXYZZbef	ACFIUKLPWb e	ABCEDEFGHIUKL MOPQRSTUW XYZZabcefhg		CIKPW	ACFIUKLPWe	ACHUKLPWe	ABCEFIUKLO PRSWXYZZbef	CK	ABCEDEFGHIUKL MOPQRSTUW XYZZabefh	ABCEDEFGHIUKL MOPQRSTUW XYZZabcefhg	C	ACFIUKLPWb e	ABCEFIUKLO PRSUWXYZbe f	ABCFHIUKLOP RSWXYZbe
Not very much		5405	210	172	213	121	152	210	93	201	177	200	183	180	150	35	151	216	90	164	181	189	192	108	210	220	172	184	95	167	134	99	186	142	100	109
		32%	42%	34%	43%	24%	30%	42%	19%	40%	35%	40%	37%	36%	30%	7%	30%	43%	18%	33%	36%	38%	38%	22%	42%	44%	35%	37%	19%	34%	27%	20%	37%	28%	20%	22%
			BDEGILMNOQ RSVYabdcfgh	DGNQVacdfg h	BDEGIKLMNO QRSVYabdcfgh	GNQ	DGNQVacdh	BDEGIKLMNO QRSVYabdcfgh	N	BDEGMNOQR Vabdcfgh	DGNQVacdfg h	BDEGMNOQR VYabdcfgh	DEGMNOQVa cdfgh	DEGMNOQVa cdfgh	DGNQVacdh		DGNQVacdh	BDEGIKLMNO QRSVYabdcde fgh	N	DGNQVacdfg h	DEGMNOQVa cdfgh	DEGMNOQVRV acdfgh	DEGMNOQVRV acdfgh	N	BDEGIKLMNO QRSVYabdcfgh	BDEGIKLMNO QRSVYabdcde fgh	DGNQVacdfg h	DEGMNOQVa cdfgh	N	DGNQVacdh	GNQadg	N	DEGMNOQVa cdfgh	GNQVacdh	N	N
Not at all		2023	95	79	95	63	59	79	17	69	100	89	106	81	52	15	82	82	24	69	42	48	58	28	93	60	62	59	24	63	38	13	49	56	31	42
		12%	19%	16%	19%	13%	12%	16%	4%	14%	20%	18%	21%	16%	11%	3%	17%	16%	5%	14%	8%	10%	12%	6%	19%	12%	12%	12%	5%	13%	8%	3%	10%	11%	6%	8%
			DEGHMNOQRS TUVXYZabcde fgh	EGMNQSTUV Zacdefgh	DEGHMNOQRS TUVXYZabcde fgh	GNQSVacdgh	GNQSVacdgh	EGMNQSTVac defgh		GNQSTVacdg h	BDEGHMNQR STUVXYZabcd efgh	DEGMNQSRST UVXYZabcdef gh	BDEFGHLMN Zacdefgh	EGMNQSTUV Zacdefgh	GNQVacd		EGMNQSTUV Zacdefgh	EGMNQSTUV Zacdefgh		GNQSTVacde gh	GNQVacd	GNQVacd	GNQVacd	d	DEGHMNOQRS TUVXYZabcde fgh	GNQVacdg	GNQSVacdgh	GNQSVacdgh		GNQSVacdgh	Gnd		GNQVacd	GNQVacdg	Gnd	GNQad
Don't know		1772	59	55	82	32	81	44	17	28	66	44	81	63	95	27	49	64	16	67	120	31	30	28	71	27	71	60	35	103	22	23	31	77	39	34
		10%	12%	11%	17%	6%	16%	9%	3%	6%	13%	9%	16%	13%	19%	6%	10%	13%	3%	13%	24%	6%	6%	6%	14%	6%	14%	12%	7%	21%	4%	5%	6%	15%	8%	7%
			DGHNQTVUVX acdeh	DGHNQTVUVX acdeh	ABDFGHJINOQ TUVXacdegh	GQ	ABDFGHJINOQ TUVXZacdegh	GNQcd			DFGHJNQTVUV Xacdegh	GHNQVXcd	ABDFGHJLNO QTUVXZacdeg h	DFGHJNQTVUV Xacdegh	ABDFGHJLNO PQRTUVXZacd egh		DGHNQTVUVXc de	DFGHJNQTVUV Xacdegh		DFGHJNOQTV VXacdegh	ABCEDEFGHIUK LMNOPQRTU VWXYZacdefg h	GQ	GQ		DFGHJNOQTV VXacdegh		DFGHJNOQTV VXacdegh	DGHJNQTVUVX acdegh	GQ	ABDEFGHIUKL NOPQRTUVW XYZZacdefgh			GQ	BDFGHJNOQT UVXacdegh	GQ	GQ
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		7800	137	193	109	284	208	166	373	202	158	168	130	176	203	423	217	137	370	199	156	233	220	336	127	193	195	197	346	167	306	365	235	225	330	316
		46%	27%		22%	57%	42%	33%	75%	40%	32%	34%	26%	35%	41%	85%	44%	27%	74%	40%	31%	47%	44%	67%	25%	39%	39%	39%	69%	33%	61%	73%	47%	45%	66%	63%
				ACFIUKPSWb		ABCEFIUKLMP OPRSTUWXYZ bef	ACFIUKLPWb	CKPW	ABCEDEFGHIUKL MOPRSTUVW XYZZabcefhg	ACFIUKPSWb	CKW	ACKPW		ACKPW	ACFIUKPSWb	ABCEDEFGHIUK LMOPRSTUV WXYZZabcefhg	ACFIUKLPWb		ABCEDEFGHIUKL MOPRSTUVW XYZZabcefhg	ACFIUKPSWb	CKW	ABCFIUKLPRS WXYZb	ACFIUKLPWb	ABCEDEFGHIUKL MOPRSTUWXY Z2bcf		ACIKPSW	ACIUKPSW	ACFIKPSWb	ABCEDEFGHIUKL MOPRSTUWXY Z2bcf	ACKPW	ABCEFIUKLMO OPRSTUWXYZ bef	ABCEFIUKLMO OPRSTUWXY Z2bcf	ABCFHIUKLPRS WXYZb	ABCFHIUKLPRS WXYZb	ABCEDEFGHIUKL MOPRSTUWXY Z2bcf	ABCEDEFGHIUKL MOPRSTUWXY Z2bcf
Bottom2Box (Not very much/Not at all)		7427	305	251	308	184	211	289	110	270	276	289	289	260	202	49	234	299	114	234	223	236	250	135	303	280	234	243	119	230	172	112	235	198	131	151
		44%	61%	50%	62%	37%	42%	58%	22%	54%	55%	58%	58%	52%	41%	10%	47%	60%	23%	47%	45%	47%	50%	27%	61%	56%	47%	49%	24%	46%	23%	23%	47%	40%	26%	30%
			BDEGHLMNOQ QRSTUUVYZabc defgh	DEGMNQSVa cdfgh	BDEGHILMNO QRSTUUVYZabc defgh	GNQVacdh	DGNQVacdh	BDEGLMNOQ RSTUUVYZabcd efgh	N	DEGMNOQRS TVYabdcdefgh	DEGMNOQRS TVYZabdcdefgh	BDEGLMNOQ RSTUUVYZabcd efgh	BDEGLMNOQ RSTUUVYZabcd efgh	DEGMNQSV abcdfgh	GNQVacdh		DGNQVacdfg h	BDEGLMNOQ RSTUUVYZabcd efgh	N	DGMNQVacdf gh	DGNQVacdfg h	DGMNQVacdf gh	DEGMNQVac dfgh	GN	BDEGHLMNOQ QRSTUUVYZabc defgh	DEGMNOQRS TVYZabdcdefgh	DGNQVacdfg h	DEGMNQVac dfgh	N	DGNQVacdfg h	GNQVacd	N	DGMNQVacdf gh	GNQVacdh	N	GNQad

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Q4B. [SUMMARY - TOP2BOX (A GREAT DEAL / A FAIR AMOUNT)] - Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Answering (unwtd)	22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	500	501	501	501	501	501	501	501	501	501	1001	501	501		
	16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	9159	234	278	176	328	259	218	344	272	203	225	165	264	241	408	315	147	399	242	222	209	284	350	177	252	204	227	361	197	315	381	219	305	380	357	
Hospitality (e.g. restaurants, hotels)	54%	47%	56%	35%	66%	52%	44%	69%	54%	41%	45%	33%	53%	48%	82%	63%	29%	80%	48%	44%	42%	57%	70%	35%	51%	41%	45%	72%	39%	63%	76%	44%	61%	76%	72%	
		CIKPWb	ACFIUKMPRST WY2be		ABCEFHUJUKLM PRSTUWXYZb e	CFUIKPSTWYZ be	CKPW	ABCEFHUJUKLM OPRSTUWXYZ bcef	ACFIUKPRSTW Y2be	KP	CKPWb		CFUIKPSTWYZ be	CIKPWYb	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefh	ABCEFHUJUKLM PRSTUWXYZb e		ABCEDEFGHIUK LMOPRSTUV WXYZabcdefh	CIKPTWYb	CKPW	CKPW	ACFIUKMPRST WY2be	ABCEFHUJUKLM OPRSTUWXYZ bcef	P	CFIKPTWYb	KP	CKPW	ABCEFHUJUKLM MOPRSTUWX Y2bcef	KP	ABCEFHUJUKLM PRSTWXYZbe	ABCEDEFGHIUK LMOPRSTUV WXYZbcef	CKPW	ABCEFHUJUKLM PRSTWXYZbe	ABCEDEFGHIUK LMOPRSTUV WXYZbcef	ABCEFHUJUKLM MOPRSTUWX Y2bcef	
		9047	214	255	140	341	226	201	405	265	186	216	150	217	203	432	265	186	404	226	229	286	257	355	160	227	199	254	361	196	317	396	284	267	393	335
Technology companies	53%	43%	51%	28%	68%	45%	40%	81%	53%	37%	43%	30%	43%	41%	86%	53%	37%	81%	45%	46%	57%	52%	71%	32%	45%	40%	51%	72%	39%	63%	79%	57%	53%	79%	67%	
		CKW	ACEFIUKLMPR SWYb		ABCEFHUJUKLM OPRSTUWXYZ bef	CIKPWb	CKW	ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	ACEFIUKLMPR SWXYb	CK	CIKPW		CIKPW	CKW	ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	ACEFIUKLMPR SWXYb	CK	ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	CIKPWYb	CIKPWYb	CIKPWYb	ABCEFIUKLMP RSWXYZb	ABCEFHUJUKLM OPRSTUWXYZ bcef	CIKPW	CKW	ACFIUKLMPR WYb	ABCEFHUJUKLM OPRSTUWXYZ bcef	CKW	ABCEFHUJUKLM OPRSTUWXYZ bcef	ABCEFHUJUKLM OPRSUWXYZb ef	ABCEDEFGHIUK LMOPRSTUVW XYZabcfeh	RSWXYb	ACEFIUKLMP RSWXYb	ABCEDEFGHIUK LMOPRSTUVW XYZabcfeh	ABCEFHUJUKLM OPRSTUWXYZ bef	
		8627	147	259	190	325	256	162	407	223	226	217	165	240	201	394	305	137	389	203	240	225	215	315	207	173	179	215	358	240	324	333	227	279	389	263
Public transport providers (e.g. taxis, buses, trains, trams)	51%	29%	52%	38%	65%	51%	32%	81%	45%	45%	43%	33%	48%	40%	79%	61%	27%	78%	41%	48%	45%	43%	63%	41%	35%	36%	43%	72%	48%	65%	67%	46%	56%	78%	53%	
			ACFIUKMPRST UWXYZe	AP	ABCEFHUJUKLM PRSTUWXYZb efh	ACFIUKMPRST UWXYZe		ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	ACFKPX Y	ACFKPX Y	AFKPY	P	ACFKMPRWX Y	AFKP	ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	ABCEFHUJUKLM PRSTUWXYZb eh		ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	AFKPY	ACFKMPRWX Y	ACFKPX Y	AFKPY	ABCEFHUJUKLM PRSTUWXYZb efh	AFKPY	P	AP	AFKPY	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFKMPRWX Y	ABCEFHUJUKLM PRSTUWXYZb efh	ABCEFHUJUKLM PRSTUWXYZb efh	ACFKPX Y	ACFIUKLMPR STUWXYZbe	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKMPRST UWXYZe	
		8617	196	239	141	338	212	181	376	260	188	201	139	223	182	426	266	127	410	228	249	219	238	336	146	200	181	248	371	181	306	379	236	284	365	345
Manufacturers of household goods (groceries, toiletries, cleaning products etc)	51%	39%	48%	28%	68%	42%	36%	75%	52%	38%	40%	28%	45%	36%	85%	53%	25%	82%	46%	50%	44%	48%	67%	29%	40%	36%	50%	74%	36%	61%	76%	47%	57%	73%	69%	
		CKPW	ACEFIUKMPW XYb		ABCEFHUJUKLM OPRSTUWXYZ bcef	CFKMPWYb	CKPW	ABCEDEFGHIUK LMOPRSTUVW WXYZbcefh	ACEFIUKLMPR TWXYb	CKPW	CKPW		CFIKMPWYb	CKPW	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ACEFIUKLMPR TWXYb		ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ACEFIUKMPWY b	ACEFIUKLMPT WXYb	CFIKMPWYb	ACFIUKMPW Yb	ABCEFHUJUKLM OPRSTUWXYZ bcef	CKPW	CKPW	ACEFIUKMPW XYb	ABCEDEFGHIUK LMOPRSTUVW XYZbcef	CKPW	ABCEFHUJUKLM OPRSTUWXYZ be	ABCEFHUJUKLM MOPRSTUVW XYZbcefh	ACEFIUKMPW Yb	ABCEFIUKLMPR STUWXYZbe	ABCEDEFGHIUK LMOPRSTUVW XYZbcef	ABCEFHUJUKLM OPRSTUWXYZ bcef		
		8513	211	243	139	337	214	205	355	262	150	198	123	206	192	417	261	146	396	243	217	233	217	337	137	226	197	229	369	146	297	364	249	276	372	348
Clothing and fashion brands/companies	50%	42%	49%	28%	67%	43%	41%	71%	52%	30%	40%	25%	41%	38%	83%	52%	29%	79%	49%	43%	47%	43%	68%	27%	45%	39%	46%	74%	29%	59%	73%	50%	55%	75%	70%	
		CIKPWb	ACEFIUKLMPS WYb		ABCEFHUJUKLM OPRSTUWXYZ bcef	CIKPWb	CIKPWb	ABCEFHUJUKLM OPRSTUWXYZ bcef	ACEFIUKLMPS UWXYZb	K	CIKPWb		CIKPWb	CIKPWb	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ACEFIUKLMPS UWXYZb		ABCEDEFGHIUK LMOPRSTUV WXYZbcefh	ACEFIUKLMPS WYb	CIKPWb	CIUKMPWYb	CIKPWb	ABCEFHUJUKLM OPRSTUWXYZ bcef	CIKPWb	CIKPWb	CIUKMPWYb	ABCEDEFGHIUK LMOPRSTUVW XYZbcef		ABCEFHUJUKLM OPRSTUWXYZ be	ABCEFHUJUKLM OPRSTUWXYZ bcef	ACEFIUKLMPS WYb	ABCEFIUKLMPR STUWXYZb	ABCEDEFGHIUK LMOPRSTUVW XYZbcef	ABCEFHUJUKLM OPRSTUWXYZ bcef		
		8439	156	222	147	329	242	180	382	238	157	175	139	203	195	435	239	150	397	196	194	252	231	344	160	222	196	214	357	187	324	363	256	250	377	330
Financial service providers (banks, pensions, insurance etc)	50%	31%	44%	29%	66%	49%	36%	76%	48%	31%	35%	28%	41%	39%	87%	48%	30%	79%	39%	39%	50%	46%	69%	32%	45%	39%	43%	71%	37%	65%	73%	51%	50%	75%	66%	
			ACFIUKPRSWb		ABCEFHUJUKLM OPRSTUWXYZ bef	ACFIUKLMPRS WYZb	CKP	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKLMPRS WYb		CK		ACIUKPW	ACIKPW	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ACFIUKLMPRS WYb		ABCEDEFGHIUK LMOPRSTUVW XYZabcdefh	ACIKPW	ACIKPW	ABCFIUKLMPR SWYZb	ACFIUKLMPRS WYb	ABCEFHUJUKLM OPRSTUWXYZ bef		ACFIUKPWb	ACIKPW	ACFIUKPW	ABCEFHUJUKLM OPRSTUWXYZ bcef	ACIKP	ABCEFHUJUKLM OPRSTUWXYZ bef	ABCEDEFGHIUK LMOPRSTUWX YZbcefh	ABCFIUKLMPR SWYZb	ABCEFIUKLMPR SWYZb	ABCEFHUJUKLM MOPRSTUVW XYZbcefh	ABCEFHUJUKLM OPRSTUWXYZ bef	
		8422	175	231	123	332	218	186	377	240	156	207	138	206	237	427	261	125	405	234	191	221	250	337	126	189	194	248	354	167	296	365	252	279	363	313
E-commerce/online retail/delivery companies	50%	35%	46%	25%	66%	44%	37%	75%	48%	31%	41%	28%	41%	41%	85%	52%	25%	81%	47%	38%	44%	50%	67%	25%	38%	39%	50%	71%	33%	59%	73%	50%	56%	73%	63%	
		CKPW	ACFIUKLPSWX Yb		ABCEFHUJUKLM OPRSTUWXYZ bcef	ACFIKPSWb	CIKPW	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKLPSWX Yb	CPW	ACIKPWb		ACIKPWb	ACFIUKLPSWX Yb	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ABCEFIUKLPST WXYb		ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ACFIUKLPSWX Yb	CIKPW	ACFIKPSWb	ACEFIUKLP SWYb	ABCEFHUJUKLM OPRSTUWXYZ bcef	CIKPW	CIKPW	ACEFIUKLP SWYb	ABCEFHUJUKLM OPRSTUWXYZ bcefh	CIKPW	ABCEFHUJUKLM OPRSTUWXYZ be	ABCEDEFGHIUK LMOPRSTUWX YZbcefh	ACEFIUKLP SWYb	ABCEFIUKLMPR STUWXYZb	ABCEFHUJUKLM MOPRSTUWX YZbcefh	ABCEFHUJUKLM OPRSTUWXYZ bef		
		7716	126	209	118	300	200	151	354	219	169	174	133	192	162	400	240	94	380	185	226	238	217	317	115	166	149	209	360	181	275	364	219	239	357	280
Car/automotive manufacturers	45%	25%	42%	24%	60%	40%	30%	71%	44%	34%	35%	27%	38%	32%	80%	48%	19%	76%	37%	45%	48%	43%	63%	23%	33%	30%	42%	72%	36%	55%	73%	44%	48%	71%	56%	
		P	ACFIUKMPRW XYb		ABCEFHUJUKLM OPRSTUWXYZ bef	ACFIUKMPWX Y	CPW	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKMPRW XYb	ACKPW	ACKPW	P	ACFKMPWY	ACKPW	ABCEDEFGHIUK LMOPRSTUV WXYZabcdefg h	ABCEFIUKLM RWXYZb		ABCEDEFGHIUK LMOPRSTUV WXYZbcefh	ACFKPWY	ACEFIUKLMPR WXYb	ABCEFIUKLMP RWXYb	ACFIUKMPRW XYb	ABCEFHUJUKLM OPRSTUWXYZ bcefh	ACKPW	CPW	ACFIUKMPRW Y	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFKPWY	ABCEFHUJUKLM OPRSTUWXYZ bef	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKMPRW XYb	ABCEFIUKLMPR RWXYZb	ABCEFIUKLMPR RWXYZb	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ABCEFHUJUKLM OPRSTUWXYZ bef	
		7625	146	223	100	305	199	164	367	224	146	159	119	184	140	396	218	105	364	175	230	197	213	321	99	199	155	192	346	153	304	375	221	230	373	285
Airlines	45%	29%	45%	20%	61%	40%	33%	73%	45%	29%	32%	24%	37%	28%	79%	44%	21%	73%	35%	46%	39%	43%	64%	20%	40%	31%	38%	69%	31%	61%	75%	44%	46%	75%	57%	
		CKPW	ACFIUKLMPR WYZb		ABCEFHUJUKLM OPRSTUWXYZ bef	ACFIUKMPRW Yb	CKPW	ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACFIUKLMPR WYb	CKPW	CKPW		ACIUKMPWYb	CPW	ABCEDEFGHIUK LMOPRSTUVW WXYZabcfeh	ACFIUKLMPR WYb		ABCEDEFGHIUK LMOPRSTUVW XYZbcefh	ACIUKMPW	ACEFIUKLMPR TWYZb	ACFIUKMPWY b	ACFIUKLMPR WYb	ABCEFHUJUKLM OPRSTUWXYZ bafh		ACFIUKMPWY b	CKPW	ACIUKMPWYb	ABCEDEFGHIUK LMOPRSTUWX YZbcefh	CKPW	ABCEFHUJUKLM OPRSTUWXYZ bef	ABCEDEFGHIUK LMOPRSTUVW					

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Q4B. [SUMMARY - BOTTOM2BOX (NOT VERY MUCH / NOT AT ALL)] - Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd)	22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Answering (wtd)	16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Oil and gas companies	8300	321	279	337	161	245	325	139	252	290	313	308	278	302	98	270	361	109	280	185	285	301	126	308	312	301	271	82	268	199	156	267	220	128	221	
	49%	64%	56%	68%	32%	49%	65%	28%	51%	58%	63%	62%	56%	60%	20%	54%	72%	22%	56%	37%	57%	60%	25%	62%	62%	60%	54%	16%	54%	40%	31%	54%	44%	26%	44%	
		BDEGHILMNO RSTVZabcdfgh	DGNQSVacdfgh	BDEGHILMNO OQRSTUVYZa bcdefgh	NQVag	DGNQSVacdfg	BDEGHILMNO RSTVZabcdfgh	NQa	DGNQSVacdfgh	DEGHILMNO STVZabcdfgh	BDEGHILMNO SVZabcdfgh	DGNQSVacdfgh	DEGHILMNO STVZabcdfgh	DGNQSVacdfgh	DEGHILMNO STVZabcdfgh		DGNQSVacdfgh	ABDEGHILMNO OQRSTUVWXYZa bcdefgh	a	DEGHILMNO STVZabcdfgh	GNQVag	DEGHILMNO STVZabcdfgh	DEGHILMNO STVZabcdfgh	Na	BDEGHILMNO SVZabcdfgh	BDEGHILMNO SVZabcdfgh	DEGHILMNO STVZabcdfgh	DGNQSVacdfgh		DGNQSVacdfgh	GNQVadg	NQa	DGNQSVacdfgh	DGNQSVadg	a	DGNQSVadg
Airlines	7633	294	231	327	156	225	293	119	253	271	297	300	269	257	76	250	334	122	256	160	273	263	139	325	261	272	263	119	238	170	103	250	192	92	182	
	45%	59%	46%	65%	31%	45%	59%	24%	51%	54%	59%	60%	54%	51%	15%	50%	67%	24%	51%	32%	55%	53%	28%	65%	52%	54%	53%	24%	48%	34%	21%	50%	39%	19%	36%	
		BDEGHILMNO RSVZabcdfgh	DGNQSVacdfgh	BDEGHILMNO OQRSTUVXYZ abcdefgh	GNQadg	DGNQSVacdfgh	BDEGHILMNO RSVabcdfgh	Ng	DGNQSVacdfgh	BDEGHILMNO QRSUVXZabcdfgh	BDEGHILMNO QRSTUVXYZa bcdefgh	BDEGHILMNO QRSTUVXYZa bcdefgh	BDEGHILMNO QRSUVXZabcdfgh	BDEGHILMNO QRSUVXZabcdfgh		DGNQSVacdfgh	ABDEGHILMNO OQRSTUVXYZa bcdefgh	Ng	BDEGHILMNO XYZabcdfgh	BDEGHILMNO QRSUVXZabcdfgh	GNQadg	BDEGHILMNO QRSUVXZabcdfgh	BDEGHILMNO QRSUVXZabcdfgh	Ndg	BDEGHILMNO OQRSTUVXYZ abcdefgh	DGNQSVacdfgh	BDEGHILMNO QRSUVXZabcdfgh	BDEGHILMNO QRSUVXZabcdfgh	N	DGNQSVacdfgh	GNQVadg		DGNQSVacdfgh	DGNQSVadg		GNQVadg
Car/automotive manufacturers	7505	310	238	304	159	218	306	129	253	242	279	289	260	245	64	229	351	102	248	164	233	264	136	298	299	276	250	104	214	191	108	261	179	112	189	
	44%	62%	48%	61%	32%	44%	61%	26%	51%	48%	56%	58%	52%	49%	13%	46%	70%	20%	50%	33%	47%	53%	27%	60%	60%	55%	50%	21%	43%	38%	22%	52%	36%	22%	38%	
		BDEGHILMNO OQRSTUVYZa bcdefgh	DGNQSVacdfgh	BDEGHILMNO QRSTUVZabcde fgh	GNQadg	DGNQSVacdfgh	BDEGHILMNO QRSTUVZabcde fgh	NQa	DGNQSVacdfgh	DGNQSVacdfgh	BDEGHILMNO RSTVZabcdfgh	BDEGHILMNO RSTVZabcde fgh	DGNQSVacdfgh	DGNQSVacdfgh		DGNQSVacdfgh	ABDEFGHIUKLMNO QRSTUVWXYZa bcdefgh	N	DGNQSVacdfgh	GNQVadg	DGNQSVacdfgh	DEGHILMNO QRSUVXZabcdfgh	NQa	BDEGHILMNO QRSTUVZabcde fgh	BDEGHILMNO QRSTUVZabcde fgh	BDEGHILMNO QRSTUVZabcde fgh	DEGHILMNO QRSTUVZabcde fgh	N	DGNQSVacdfgh	DGNQSVadg	N	DEGHILMNO QRSUVXZabcdfgh	GNQVadg	N	DGNQSVadg	
Clothing and fashion brands/companies	6849	245	207	283	133	200	259	129	218	266	258	302	247	220	56	212	297	88	198	176	243	260	130	278	247	239	232	96	254	176	109	217	154	93	126	
	40%	49%	41%	57%	27%	40%	52%	26%	44%	53%	52%	61%	50%	44%	11%	43%	59%	18%	40%	35%	49%	52%	26%	57%	49%	48%	47%	19%	51%	35%	22%	43%	31%	19%	25%	
		BDEGHILMNO QRSUVZabcde fgh	DGNQSVacdfgh	ABDEGHILMNO OQRSTUVXYZa bcdefgh	NQag	DGNQSVacdfgh	BDEGHILMNO OQRSTUVXYZa bcdefgh	NQag	DGNQSVacdfgh	BDEGHILMNO QRSUVZabcde fgh	ABDEGHILMNO OQRSTUVXYZa bcdefgh	BDEGHILMNO OQRSTUVXYZa bcdefgh	BDEGHILMNO OQRSTUVXYZa bcdefgh	BDEGHILMNO OQRSTUVXYZa bcdefgh		DGNQSVacdfgh	ABDEGHILMNO OQRSTUVXYZa bcdefgh	N	DGNQSVacdfgh	DGNQVadgh	BDEGHILMNO QRSUVZabcde fgh	BDEGHILMNO QRSUVZabcde fgh	NQag	ABDEGHILMNO OQRSTUVXYZa bcdefgh	BDEGHILMNO QRSUVZabcde fgh	BDEGHILMNO QRSUVZabcde fgh	DEGHILMNO QRSUVZabcde fgh	N	BDEGHILMNO QRSUVZabcde fgh	DGNQVadgh	N	DGNQSVacdfgh	GNQadgh	N	NQag	
Financial service providers (banks, pensions, insurance etc)	6807	278	232	272	140	180	283	109	235	249	283	271	240	216	44	223	286	90	234	191	222	249	122	253	246	238	235	104	205	148	114	219	169	89	141	
	40%	56%	46%	54%	28%	36%	57%	22%	47%	50%	57%	54%	48%	43%	9%	45%	57%	18%	47%	38%	44%	50%	25%	51%	49%	48%	47%	21%	41%	30%	23%	44%	34%	18%	28%	
		BDEGHILMNO QRSTUVZabcde fgh	DGNQSVacdfgh	BDEGHILMNO QRSTUVZabcde fgh	GNQag	DGNQSVacdfgh	BDEGHILMNO QRSTUVXYZa bcdefgh	N	DGNQSVacdfgh	DGNQSVacdfgh	BDEGHILMNO QRSTUVXYZa bcdefgh	BDEGHILMNO QRSTUVXYZa bcdefgh	DGNQSVacdfgh	DGNQSVacdfgh		DGNQSVacdfgh	BDEGHILMNO QRSTUVXYZa bcdefgh	N	DGNQSVacdfgh	DGNQVadgh	DGNQSVacdfgh	DGNQSVacdfgh	NQg	DEGHILMNO QRSTUVXYZa bcdefgh	DEGHILMNO QRSTUVXYZa bcdefgh	DEGHILMNO QRSTUVXYZa bcdefgh	DEGHILMNO QRSTUVXYZa bcdefgh	N	DGNQSVacdfgh	GNQadg	N	DEGHILMNO QRSTUVXYZa bcdefgh	DGNQVadgh	N	GNQag	
Public transport providers (e.g. taxis, buses, trains, trams)	6771	300	196	232	144	157	298	84	252	189	240	259	212	215	80	167	305	100	237	157	254	269	144	218	308	253	247	104	167	155	147	247	146	82	206	
	40%	60%	39%	46%	29%	32%	60%	17%	51%	38%	48%	52%	42%	43%	16%	33%	61%	20%	47%	32%	51%	54%	29%	44%	62%	51%	49%	21%	34%	31%	30%	49%	29%	16%	41%	
		BCDEGHILKLM NOQRSTVWVY Zabcdfgh	DGNQSVab cdfg	BDEGHILMNO QRSUVZabcde fgh	GNQag	GNQag	BCDEGHILKLM NOQRSTVWVY Zabcdfgh		BDEGHILMNO SVWabcdfgh	DGNQSVacdfg	BDEGHILMNO Vabdfgh	BDEGHILMNO SVWabcdfgh	DGNQSVacdfgh	DGNQSVab cdfg		GNQag	BCDEGHILKLM NOQRSTUVVW YZabcdfgh		BDEGHILMNO Vabdfgh	GNQag	BDEGHILMNO SVWabcdfgh	BDEGHILMNO SVWabcdfgh	GNQag	DEGHILMNO QRSUVZabcde fgh	BCDEGHILKLM NOQRSTUVVW YZabcdfgh	BDEGHILMNO QRSUVZabcde fgh	BDEGHILMNO QRSUVZabcde fgh	GNQag	GNQag	GNQag	GNQag	BDEGHILMNO QRSUVZabcde fgh	GNQag		DGNQSVab cdfg	
E-commerce/online retail/delivery companies	6745	269	208	289	135	196	278	105	230	248	245	280	235	170	43	207	312	80	207	183	245	231	122	284	281	228	212	110	218	171	110	213	140	104	153	
	40%	54%	42%	58%	27%	39%	56%	21%	46%	50%	49%	56%	47%	34%	9%	41%	62%	16%	41%	37%	49%	46%	25%	57%	56%	46%	43%	22%	44%	34%	22%	43%	28%	21%	31%	
		BDEGHILMNO QRSUVYZabcde fgh	DGMNQSVacdfgh	BDEGHILMNO OQRSTUVYZa bcdefgh	GNQg	DGNQVadfg	BDEGHILMNO OQRSTUVYZa bcdefgh	NQ	DEGHILMNO QSVZabcdfgh	BDEGHILMNO SVZabcdfgh	BDEGHILMNO SVZabcdfgh	BDEGHILMNO OQRSTUVYZa bcdefgh	BDEGHILMNO OQRSTUVYZa bcdefgh	BDEGHILMNO OQRSTUVYZa bcdefgh		DGMNQSVacdfgh	ABDEFGHIUKLMNO OQRSTUVYZa bcdefgh	N	DGMNQSVacdfgh	DGNQVadfg	BDEGHILMNO SVZabcdfgh	DEGHILMNO SVZabcdfgh	NQ	BDEGHILMNO OQRSTUVYZa bcdefgh	BDEGHILMNO OQRSTUVYZa bcdefgh	DEGHILMNO SVZabcdfgh	DGMNQSVacdfgh	NQ	DGMNQSVacdfgh	DGNQVadfg	NQ	DGMNQSVacdfgh	GNQadg	N	GNQVadg	
Manufacturers of household goods (groceries, toiletries, cleaning products etc)	6693	253	208	277	131	199	282	107	219	225	255	271	227	234	48	202	310	78	212	146	253	237	129	269	275	255	214	92	211	166	96	237	144	101	129	
	39%	51%	42%	55%	26%	40%	56%	22%	44%	45%	51%	54%	45%	47%	10%	41%	62%	16%	42%	29%	51%	47%	26%	54%	55%	51%	43%	18%	42%	33%	19%	48%	29%	20%	26%	
		BDEGHILMNO SVZabcdfgh	DGNQSVacdfgh	BDEGHILMNO QRSUVZabcde fgh	GNQadg	DGNQSVacdfgh	BDEGHILMNO QRSUVZabcde fgh	NQ	DGNQSVacdfgh	DGNQSVacdfgh	BDEGHILMNO RSVZabcdfgh	BDEGHILMNO QRSUVZabcde fgh	DEGHILMNO QRSUVZabcde fgh	DGNQSVacdfgh	DGNQSVacdfgh		DGNQSVacdfgh	ABDEGHILKLMNO OQRSTUVWXYZa bcdefgh	N	DGNQSVacdfgh	GNQadg	BDEGHILMNO SVZabcdfgh	BDEGHILMNO SVZabcdfgh	NQad	BDEGHILMNO QRSUVZabcde fgh	BDEGHILMNO QRSUVZabcde fgh	BDEGHILMNO SVZabcdfgh	DGNQSVacdfgh	N	DGNQSVacdfgh	DGNQVadgh	N	BDEGHILMNO QRSUVZabcde fgh	GNQadg	N	NQad
Hospitality (e.g. restaurants, hotels)	6200	219	176	239	143	164	251	142	206	211	234	250	189	173	64	155	301	89	192	164	267	200	114	235	219	227	228	103	206	161	99	247	124	89	116	
	37%	44%	35%	48%	29%	33%	50%	28%	41%	42%	47%	50%	38%	35%	13%	31%	60%	18%	39%	33%	53%	40%	23%	47%	44%	46%	46%	21%	41%	32%	20%	49%	25%	18%	23%	
		BDEGHILMNO SVacdfgh	DGNQVadfg	BDEGHILMNO QRSUVabcdfgh	NQVadgh	NQVadfg	BDEGHILMNO QRSUVabcdfgh	NQVadgh	BDEGHILMNO QSVacdfgh	BDEGHILMNO QSVacdfgh	BDEGHILMNO QRSUVabcdfgh	ABDEGHILMN OQRSUVXabcdfgh	DEGHILMNO QRSUVabcdfgh	DGNQVadfg		NQVadfg	ABDEFGHIUKLMNO OQRSTUVWXYZa bcdefgh	N	DEGHILMNO QRSUVabcdfgh	GNQVadfg	ABDEGHILMN OQRSUVXabcdfgh	DEGHILMNO QRSUVabcdfgh	NQ	BDEGHILMNO RSUVacdfgh	BDEGHILMNO QRSUVabcdfgh	BDEGHILMNO QRSUVabcdfgh	BDEGHILMNO QRSUVabcdfgh	N	BDEGHILMNO QRSUVabcdfgh	NQVadfg	N	BDEGHILMNO QRSUVabcdfgh	NQg		NQ	
Technology companies	6132	227	189	270	123	190	257	80	212	218	237	262	226	198	44	201	254	77	203	156	190	216	107	245	243	232	200	105	197	149	80	176	158	77	134	
	36%	45%	38%	54%	25%	38%	51%	16%	42%	44%	48%	53%	45%	40%	9%	40%																				

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...? -Oil and gas companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		2389	45	46	30	165	51	54	110	94	39	46	31	60	16	102	53	20	193	49	24	33	64	81	31	68	35	56	174	33	74	96	62	173	91		
		14%	9%	9%	6%	33%	10%	11%	22%	19%	8%	9%	6%	12%	3%	20%	11%	4%	39%	10%	5%	7%	13%	16%	6%	14%	7%	11%	35%	7%	19%	15%	19%	12%	35%	18%	
			MPS	CKMPSW		ABCEFGHIJ KLMNOPRSTUV WXYZbcdefh	CKMPSTWYb	CKMPSTWYb	ABCEFIJKLMO PRSTUVWXYZ bdf	ABCEFIJKLMO PRSTUVXYZb f	MPS	CKMPSW	M	CKMPSTWYb		ABCEFIJKLMO PRSTUVXYZb df	CKMPSTWYb		ABCEFGHIJK LMNOPRSTUV WXYZbcdefh	CKMPSTWb		M	BCIJKMPSTW Yb	ABCEFIJKLMO PRSTWY2b	M	ABCIKMPST WYb	MP		CKMPSTWYb	ABCEFGHIJK LMNOPRSTUV WXYZbcdefh	M	ABCEFIJKLMO PRSTUVYZbf	ABCEIJKMPRS TWYb	ABCEFIJKLMO PRSTUVXYZb f	BCIJKMPSTW Yb	ABCEFGHIJK LMNOPRSTUV WXYZbcdefh	ABCEFIJKLMO PRSTUVYZbf
A fair amount		4510	69	128	55	138	125	79	236	122	86	95	76	115	91	264	141	54	180	96	174	154	110	244	75	94	83	138	209	84	180	245	111	141	170	149	
		27%	14%	26%	11%	28%	25%	16%	47%	24%	17%	19%	15%	23%	18%	53%	28%	11%	36%	19%	35%	31%	22%	49%	15%	19%	17%	28%	42%	17%	36%	49%	22%	28%	34%	30%	
				ACFIJKMPRW XYb		ACFIJLMPRU WXYbe	ACFIJKMPRW XYb	CP	ABCEFGHIJK LMOPQRSTUW XYZZbcdefgh	ACFIJKMPRW Yb	CP	ACKP	CP	ACFIKWPYb	CP	ABCEFGHIJK LMOPQRSTUW XYZZbcdefgh	ACFIJLMPRU WXYbe		ABCEFGHIJK LMOPRUVXYZ befh	ACKPW	ABCEFGHIJK LMOPRUVXYZ bef	ABCEFGHIJKLM PRUVXYbe	ACFIKWPYb	ABCEFGHIJK LMOPQRSTUW XYZZbcdefgh	P	CP	CP	ACFIJKMPRU WXYbe	ABCEFGHIJK LMOPRSTUW YZZbcdefgh	CP	ABCEFGHIJK LMOPRSTUW XYZZbcdefgh	ACFIKWPYb	ACFIJLMPRU WXYbe	ABCEFGHIJK LMPRUVXYbe	ACFIJLMPRU WXYbe		
Not very much		5121	164	158	195	101	144	205	112	176	148	171	140	144	188	84	164	182	82	159	154	210	182	106	173	206	188	180	62	147	132	139	155	135	104	130	
		30%	33%	32%	39%	20%	29%	41%	23%	35%	30%	34%	28%	29%	38%	17%	33%	36%	16%	32%	31%	42%	36%	21%	35%	41%	38%	36%	13%	30%	27%	28%	31%	27%	21%	26%	
			DGNQVacfgh	DGNQVacfgh	BDEGIKLNQRS Vabbcdefgh	a	DGNQVacg	ABDEGIJKLNO QRSVWabcde fgh	NQa	DEGIKLNQVac dfgh	DGNQVacg	DEGIKLNQVac dfgh	DGNQVacg	DGNQVacg	BDEGIKLNQRS Vabbcdefgh		DGNQVacfgh	DEGIKLNQSVa bcdfgh		DGNQVacfgh	DGNQVacg	ABDEGIJKLNO QRSVWabcde fgh	DEGIKLNQSVa bcdfgh	Qa	DEGIKLNQVac dfgh	ABDEGIJKLNO QRSVWabcde fgh	BDEGIKLNQRS Vabbcdefgh	DEGIKLNQVac cdfgh		DGNQVacg	DNQa	DNQVacg	DGNQVacg	DGNQVacg	a	DNQa	
Not at all		3179	158	120	143	60	101	120	27	77	142	142	168	135	114	14	106	179	27	121	31	75	119	20	135	106	114	92	20	121	66	16	113	85	24	91	
		19%	32%	24%	29%	12%	20%	24%	5%	15%	28%	28%	34%	27%	23%	3%	21%	36%	5%	24%	6%	15%	24%	4%	27%	21%	23%	18%	4%	24%	13%	3%	23%	17%	5%	18%	
			BDEFGHLMNO QRSTUVXYZa bcdefgh	DGHNQSTVZa cdfgh	DEGHNOQST VXYZacdefgh	GNQSVadg	DGHNQSTVac dg	DGHNQSTVZa cdfgh	N	GNQSVadg	DEGHMNOQS TVXYZacdefgh	BDEGHMNOQ RSTVXYZacde fgh	ABDEFGHIJLMN OQRSTUVWX YZZbcdefgh	DEGHNOQST VXZacdfgh	DGHNQSTVac dfg		DGHNQSTVac dg	BCDEFGHIJKLM NOPRSTUVW XYZZbcdefgh	N	DEGHNOQSTVZ acdgh	Nd	GNQSVadg	DGHNQSTVZa cdfgh		DEGHNOQST VZacdfgh	DGHNQSTVac dg	DGHNQSTVac dfg	DGNQSVacd		DGHNQSTVZa cdfgh	GNQSVadg		DGHNQSTVac dfg			DGNQSVacd	
Don't know		1800	64	48	77	36	79	42	15	32	85	47	86	47	91	36	7%	65	18	75	117	29	25	49	86	26	81	34	35	115	29	26	25	76	30	38	
		11%	13%	10%	16%	7%	16%	8%	3%	6%	17%	10%	7%	10%	18%	7%	13%	4%	4%	15%	23%	6%	5%	10%	17%	5%	16%	7%	7%	23%	6%	5%	5%	15%	6%	8%	
			DFGHILNOQTU XZacdeg	GHQTUXcddeg	BDFGHILNOQ TUVXZacdeg	GQ	BDFGHILNOQ TUVXZacdeg	GQUe		GQ	BDFGHILNOQ TUVXZacdeg	GHQTUXcddeg	ABDFGHILNO PQTUVXZacde gh	GHQTUXcddeg	ABDFGHILNO PQTUVXZacde gh	GQ	GQ	DFGHILNOQTU XZacdeg		BDFGHILNOQ TUVXZacdeg	LMNOPORTU VWXYZacdefg h	G		GHQTUXcddeg	BDFGHILNOQ TUVXZacdeg		BDFGHILNOQ TUVXZacdeg	GQ	GQ	ABCEFGHIJK LMNOPORTUV WXYZacdefgh	G			BDFGHILNOQ TUVXZacdeg	G	GQ	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																					
Top2Box (A Great deal/A Fair amount)		6899	114	173	85	302	176	133	346	216	125	140	107	175	107	365	195	74	373	145	198	187	173	325	106	162	118	195	383	117	273	319	207	203	343	240	
		41%	23%	35%	17%	61%	35%	27%	69%	43%	25%	28%	21%	35%	21%	73%	39%	15%	75%	29%	40%	37%	35%	65%	21%	32%	24%	39%	77%	24%	55%	64%	42%	41%	69%	48%	
			CP	ACFIJKMPRW Yb		ABCEFGHIJKLM OPRSTUVWXYZ bcefh	ACFIJKMPRW Yb	CKP	ABCEFGHIJK LMOPRSTUVW YZZbcfh	ABCEFIJKLMP RUWXYb	CP	ACKMPW	P	ACFIJKMPRW Yb	P	ABCEFGHIJK LMOPRSTUVW XYZZbcdefh	ACFIJKMPRW XYb		ABCEFGHIJK LMOPRSTUV WXYZbcdefh	ACKMPWYb	ABCEFIJKLMP RUWXYb	ACFIJKMPRW Yb	ABCEFIJKLMP OPRSTUVXYZ bcefh	P	ACIJKMPWYb	CP	ACFIJKMPRW Yb	ABCEFGHIJK LMOPRSTUV WXYZZbcdefgh	CP	ABCEFIJKLMP OPRSTUVXYZ bcefh	ABCEFIJKLMP RUWXYb	ABCEFIJKLMP RUWXYb	ABCEFIJKLMP RUWXYb	ABCEFIJKLMP RUWXYb	ABCEFIJKLMO PRSTUVXYZb ef		
Bottom2Box (Not very much/Not at all)		8300	321	279	337	161	245	325	139	252	290	313	308	278	302	98	270	361	109	280	185	285	301	126	308	312	301	271	82	268	199	156	267	220	128	221	
		49%	64%	56%	68%	32%	49%	65%	28%	51%	58%	63%	62%	56%	60%	20%	54%	72%	22%	56%	37%	57%	60%	25%	62%	62%	60%	54%	16%	54%	40%	31%	54%	44%	26%	44%	
			BDEGHILNOQ RSTVZabcdefg h	DEGNQSVacd fgh	BDEGHILMLN OQRSTUVYZa bcdefgh	NQVacg	DGNQSVacd	BDEGHILNOQ RSTVZabcdefg h	NQa	DGNQSVacd	DEGNQSVacd fgh	BDEGHILNOQR STVZabcdefgh	BDEGHILNOQR SVZabcdefgh	DEGNQSVacd fgh	DEGNQSVacd fgh	DEGNQSVacd fgh	DGNQSVacd fgh	a	ABDEFGHIJKLM NQORSTUVW WXYZZbcdefg h	DEGNQSVacd fgh	GNQVacg	DEGHNQSVacd fgh	DEGHNQSVab cdfgh	Na	BDEGHILNOQR SVZabcdefgh	BDEGHILNOQR SVZabcdefgh	DEGHNQSVacd fgh	DGNQSVacd	DGNQSVacd fgh	DGNQSVacd fgh	NQa	DGNQSVacd fgh	DGNQSVacd fgh	a	DGNQSVacd		

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?-Car/automotive manufacturers

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		2370	39	47	36	147	42	49	98	84	42	47	27	52	22	116	64	27	178	46	36	29	63	74	36	67	32	57	170	44	99	79	100	65	159	99
		14%	8%	9%	7%	29%	8%	10%	20%	17%	8%	9%	5%	11%	4%	23%	13%	5%	36%	9%	7%	6%	13%	15%	7%	13%	6%	11%	34%	9%	20%	16%	20%	13%	32%	20%
			M	KMPTY		ABCEFGHIJ KLMNOPRSTUV WXYZbcdefh	KMP	KMPT	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ABCEFIJ KLMNOPRSTUV WXYZb	KM	KMPTY		KMPSTY		ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACEFIJ KLMNOPRSTUV WXYZb		ABCEFIJ KLMNOPRSTUV WXYZbcdefh	KMPT	M		ACEFIJ KLMNOPRSTUV WXYZbcdefh	ABCEFIJ KLMNOPRSTUV WXYZb		ABCEFIJ KLMNOPRSTUV WXYZb		CKMPSTWY	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	KMP	ABCEFIJ KLMNOPRSTUV WXYZb	ABCEFIJ KLMNOPRSTUV WXYZb	ABCEFIJ KLMNOPRSTUV WXYZb	ABCEFIJ KLMNOPRSTUV WXYZb		
A fair amount		5346	88	162	81	153	158	102	256	135	127	127	106	139	140	284	176	67	203	139	190	210	154	243	79	100	117	152	190	138	175	285	119	173	198	182
		32%	18%	32%	16%	31%	32%	20%	51%	27%	25%	25%	21%	28%	28%	57%	35%	13%	41%	28%	38%	42%	31%	49%	16%	20%	24%	31%	38%	28%	35%	57%	24%	35%	40%	36%
				ACFHIJ KLMNOPR WXYe		ACFIJ KLMNOPR WXYe	ACFIJ KLMNOPR WXYe	P	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFKP WXY	ACPW	ACFKP WXY	CPW	ACFKP WXY	ACFKP WXY	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFIJ KLMNOPR WXYbe		ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFKP WXY	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFIJ KLMNOPRSTUV WXYZbcdefh	ABCEFIJ KLMNOPRSTUV WXYZbcdefh		P	ACPW	ACFIJ KLMNOPR WXYe	ACDEFIJ KLMNOPRSTUV WXYZbcdefh	ACFKP WXY	ACFIJ KLMNOPR WXYbe	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFIJ KLMNOPR WXYbe	ACDEFIJ KLMNOPRSTUV WXYZbcdefh		
Not very much		5276	192	159	212	101	147	226	110	187	139	195	169	180	163	52	155	214	82	164	139	180	196	120	203	219	187	189	81	154	142	94	180	122	92	132
		31%		32%	42%	20%	29%	45%	22%	37%	28%	39%	34%	36%	33%	10%	31%	43%	16%	33%	28%	36%	39%	24%	41%	44%	37%	38%	16%	31%	28%	19%	36%	24%	18%	27%
			BDEGINO QRSVab cdgh	DGNQVadg	BDEGI KLMNO QRSTV abcdgh	N	DGNQVadg	ABDEGI KLMNO QRSTV YZa bcdgh	NQa	BDEGINO QSVab cdgh	DGNQadg	BDEGI KLMNO QRSTV abcdgh	DEGINO QSVab cdgh	DGNQVadg	DGNQVadg		DGNQVadg	BDEGI KLMNO QRSTV abcdgh	N	DGINO QSVab cdgh	DGNQadg	DEGINO QSVab cdgh	BDEGI KLMNO QRSVab cdgh	NQag	BDEGI KLMNO QRSVab cdgh	BDEGI KLMNO QRSVab cdgh	BDEGINO QSVab cdgh	BDEGINO QSVab cdgh	N	DGNQVadg	DGNQadg	N	DEGINO QSVab cdgh	NQadg	N	DNQadg
Not at all		2229	118	79	92	58	72	80	19	66	103	85	120	80	83	13	74	137	20	84	25	53	68	16	94	80	89	61	23	60	49	14	80	57	20	56
		13%		16%	18%	12%	14%	16%	4%	13%	21%	17%	24%	16%	17%	3%	15%	28%	4%	17%	5%	11%	14%	3%	19%	16%	18%	12%	5%	12%	10%	3%	16%	12%	4%	11%
			BDEFGH IJKLMN OQRSTU VWXYZ abcdefgh	DGNQST Vadcf gh	DGHNQST VZa bcdgh	GNQSVadg	GNQSTVadg	DGNQSTVadcf gh		GNQSVadg	BDEGH IJKLO QSTUV Zabcdgh	DGNQSTVab cdgh	BCDEFGH IJKLMN OQRSTU VWXYZ Zabcdgh	DGNQSTVab cdgh	DGNQSTVadcf gh		GNQSTVadg	BCDEFGH IJKLMN OQRSTU VWXYZ Zabcdgh		DGNQSTVab cdgh	N	GNQSVadg	GNQSVadg		DEGHNQST UVZabcdgh	GNQSTVadcf gh	DGNQSTVab cdgh	GNQSVadg		GNQSVadg	GNQSVadg		DGNQSTVadcf gh	GNQSVadg		GNQSVadg
Don't know		1778	62	53	79	41	82	43	17	28	90	47	78	48	93	36	31	55	18	67	110	29	19	46	87	34	75	41	37	105	34	28	21	82	32	31
		11%		11%	16%	8%	16%	9%	3%	6%	18%	9%	16%	10%	19%	7%	6%	11%	4%	13%	22%	6%	4%	9%	18%	7%	15%	8%	7%	21%	7%	6%	4%	16%	6%	6%
			DGHNOQ TUXZac degh	GHNOQ TUXc degh	BDFGH IJKLO PQTUV XZacde gh	GQUe	BDFGH IJKLO PQTUV XZacde gh	GQUe		G	ABDFGH IJKLO PQRTUV XZacde gh	GHOQTU deh	BDFGH IJKLO PQRTUV XZacde gh	GHOQTU deh	ABDFGH IJKLO PQRTUV XZacde gh	GQUe	G	GHNOQ TUXc degh		DFGH IJKLO PQRTUV XZacde gh	ABCEFGH IJKLO PQRTUV WXYZac degh	G		GHQTU de	ABDFGH IJKLO PQRTUV XZacde gh	GQU	BDFGH IJKLO PQRTUV XZacde gh	GQUe	GQUe	ABCEFGH IJKLO PQRTUV XZacde gh	GQU		BDFGH IJKLO PQRTUV XZacde gh	G	G	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		7716	126	209	118	300	200	151	354	219	169	174	133	192	162	400	240	94	380	185	226	238	217	317	115	166	149	209	360	181	275	364	219	239	357	280
		45%	25%	42%	24%	60%	40%	30%	71%	44%	34%	35%	27%	38%	32%	80%	48%	19%	76%	37%	45%	48%	43%	63%	23%	33%	30%	42%	72%	36%	55%	73%	44%	48%	71%	56%
			P	ACFIJ KLMNOPR WXYb		ABCEFIJ KLMNOPR STUVWXY Zbcdefh	ACFIJ KLMNOPR WXY	CPW	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFIJ KLMNOPR WXYb	ACKPW	ACKPW	P	ACFKMPWY	ACKPW	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ABCEFIJ KLMNOPR STUVWXYZb		ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFKP WY	ACEFIJ KLMNOPR WXYb	ABCEFIJ KLMNOPR WXYb	ACFIJ KLMNOPR STUVWXYZ bcdefh	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACKPW	CPW	ACFIJ KLMNOPR STUVWXYZ bcdefh	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFKP WY	ABCEFIJ KLMNOPRSTUV WXYZbcdefh	ACFIJ KLMNOPR STUVWXYZ bcdefh	ABCEFIJ KLMNOPR STUVWXYZ bcdefh	ABCEFIJ KLMNOPR STUVWXYZ bcdefh	ABCEFIJ KLMNOPR STUVWXYZ bcdefh		
Bottom2Box (Not very much/Not at all)		7505	310	238	304	159	218	306	129	253	242	279	289	260	245	64	229	351	102	248	164	233	264	136	298	299	276	250	104	214	191	108	261	179	112	189
		44%		48%	61%	32%	44%	61%	26%	51%	48%	56%	58%	52%	49%	13%	46%	70%	20%	50%	33%	47%	53%	27%	60%	60%	55%	50%	21%	43%	38%	22%	52%	36%	22%	38%
			BDEGH IJKLMN OQRSTU VYZa bcddefgh	DGNQSTVadcf gh	BDEGH IJKLMNO QRSTUVZabcd efgh	GNQadg	DGNQSTVadcf h	BDEGH IJKLMNO QRSTUVZabcd efgh	NQa	DEGNQSTVab cdgh	DGNQSTVadcf h	BDEGH IJKLMNO QRSTUVZabcd efgh	DEGNQSTVab cdgh	DGNQSTVab cdgh	DGNQSTVadcf h		DGNQSTVadcf h	ABCEFGH IJKLO MNQOQRSTU VWXYZZabcd efgh	N	DEGNQSTVab cdgh	GNQVadg	DGNQSTVadcf gh	DEGNQSTVab cdgh	NQa	BDEGH IJKLMNO QRSTUVZabcd efgh	BDEGH IJKLMNO QRSTUVZabcd efgh	BDEGINO QRS TVab cdgh	DEGNQSTVab cdgh	N	DGNQSTVadcf gh	DGNQSTVadg	N	DEGNQSTVab cdgh	GNQVadg	N	DGNQVadg

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...? -Public transport providers (e.g. taxis, buses, trains, trams)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		2644	42	64	48	150	54	52	52	154	86	59	52	41	64	34	107	89	31	208	43	28	34	73	97	44	66	39	72	155	57	108	52	92	68	164	118
		16%	8%	13%	10%	30%	11%	10%	10%	31%	17%	12%	10%	8%	13%	7%	21%	18%	6%	42%	9%	6%	7%	15%	19%	9%	13%	8%	14%	31%	12%	22%	10%	18%	14%	33%	24%
				AKMPRSTWY	S	ABCEFHUKLM NOPRSTUVW XYZbcefh	MPST	PST	ABCEFHUKLM NOPRSTUVW XYZbcefh	ABCEFIUKLMP RSTWYbdf	KMPRSTY	MPST	S	AKMPRSTWY		ABCEFIUKLMP RSTUWXYZbdf	ABCEFIUKLMP RSTWYbdf		ABCEDEFGHIUK LMNOPRSTUV WXYZabcdeh	S			ACIKMMPRSTW Y	ABCEFIUKLMP RSTUWXYZbdf	S	AKMPRSTWY		ACIKMMPRSTW Y	ABCEFIUKLM NOPRSTUVW XYZbcefh	KMPST	ABCEFIUKLMP RSTUWXYZbdf	PS	ABCEFIUKLMP RSTWXYbdf	ACIKMMPRSTW Y	ABCEFIUKLM NOPRSTUVW XYZbcefh	OPRSTUWXYZ bdef	
A fair amount		5983	105	194	142	175	202	110	252	137	168	165	124	176	167	287	216	106	182	161	212	192	142	219	163	107	140	144	203	182	216	281	135	211	225	144	
		35%	21%	39%	28%	35%	40%	22%	50%	27%	34%	33%	25%	35%	33%	57%	43%	21%	36%	32%	42%	38%	29%	44%	33%	21%	28%	29%	41%	37%	43%	56%	27%	42%	45%	29%	
				ACFHUKPRUW XYZeh	AFPX	ACFHKPUXYZeh	ACDFHIUKLMP RUWXYZeh		ABCEDEFGHIUK LMOPQRSTUV WXYZabcefh	APX	AFHKPXeh	AFHKPXeh		ACFHKPUXYZeh	AFKPXeh	ABCEDEFGHIUK LMOPQRSTUV WXYZabcefh	ACDFHIUKLMP QRUWXYZbeh		ACFHKPUXYZeh	AFKPXeh	ACDFHIUKLMP QRUWXYZbeh	ACFHUKPRUXY Zeh	AFPX	ACDFHIUKLMP QRUWXYZbeh	AFKPX		AFPX	AFPX	ACFHUKMPRUW WXYZeh	ACFHKPUXYZeh	ACDFHIUKLMP MOPQRSTUV WXYZabcefh	ABCEDEFGHIUK MOPQRSTUV WXYZabcefh	AP	ACDFHIUKLMP QRUWXYZbeh	ABCEDEFGHIUKLM PQRUWXYZbeh	AFPX	
Not very much		4977	201	147	170	94	119	228	71	194	131	179	164	162	161	64	128	202	79	168	136	207	185	119	163	211	189	176	76	132	129	125	167	99	68	136	
		29%		30%	34%	19%	24%		14%	39%	26%	36%	33%	32%	32%	26%			16%	34%	27%	41%	37%	24%	33%	42%	38%	35%	15%		26%	25%	33%	20%	14%	27%	
			BDEGIKLMNO QRSVWabcde fgh	DEGNQVafg	DEGINOQSVa bcdh	GNg	DGNQag	BCDEGHUKLM NOQRSUVWY Zabcefh		BDEGIKLMNO QSVWabcdfg h	DGNQafg	BDEGINOQSV abcdfgh	DEGINOQSVa bcdh	DEGINOQSVa bcdh	DEGINOQSVa bcdh	DEGINOQV acdfg		DGNQafg	BDEGIKLMNO QRSVWabcde fgh		DEGINOQSVa bcdh	DGNQafg	BCDEGIUKLMN OQRSVWZabc deh	BDEGINOQSV abcdfgh	DGNQag	DEGINOQSVa bcdh	BCDEGIUKLMN OQRSVWZabc deh	BDEGINOQSV abcdfgh	BDEGINOQSV abcdfgh								
Not at all		1794	99	49	62	50	39	70	13	59	58	60	94	50	55	16	39	104	21	69	21	47	84	26	55	97	64	71	28	35	26	22	80	47	14	70	
		11%	20%	10%	12%	10%	8%	14%	3%	12%	12%	12%	19%	10%	11%	3%	8%	21%	4%	14%	4%	9%	17%	5%	11%	19%	13%	14%	6%	7%	5%	4%	16%	10%	3%	14%	
			BCDEFGHIJLM NOQRSTVWY Zabcefh	GNQSVacd	EGNOQSVabc d	GNQSVacd	GNQSDg	BDEGLNOQST Vabcefh		EGNOQSVabc d	EGNOQSVabc d	EGNOQSVabc d	BCDEFGHIJLM NOQRSTVWY Zabcefh	GNQSVacd	GNQSVacd		GNQSDg	BCDEFGHIJLM NOQRSTVWY Zabcefh		BDEGLNOQST Vabcefh	G	GNQSVacd	BDEGHILMN OQSTVWabce d	G	GNQSVacd	BCDEFGHIJLM NOQRSTVWY Zabcefh	EGNOQSVabc d	BDEGLNOQST Vabcefh									
Don't know		1601	53	45	78	31	87	40	10	25	85	43	76	48	83	26	29	58	11	60	103	21	16	40	75	19	68	38	93	21	20	26	75	29	31		
		9%	11%	9%	16%	6%	17%	8%	2%	5%	17%	9%	15%	10%	17%	5%	6%	12%	2%	12%	21%	4%	3%	8%	15%	4%	14%	8%	8%	14%	4%	4%	5%	15%	6%	6%	
			DGHNOQTUX cdegh	DGHNOQTUX cde	ABDFGHJLNO QTUVXZacdeg h	GQU	ABDFGHJLNO PQRTUVXZacd egh	GHQTUXcd		GQ	ABDFGHJLNO PQRTUVXZacd egh	GHNOQTUXc de	ABDFGHJLNO QRTUVXZacde gh	DGHNOQTUX cdegh	ABDFGHJLNO PQRTUVXZacd egh	GQ	GQ	DGHNOQTUX Zcdegh		BDFGHJNOQT UVXZacdeg	ABCEDEFGHIJKL NOPORTUVW XYZacdeh	G		GHQTUXcd	ABDFGHJLNO QTUVXZacdeg h		BDFGHJLNOQ TUVXZacdeg	GQTUXcd	GQTUXcd	ABDFGHJLNO PQRTUVXZacd egh	G		GQ	ABDFGHJLNO QTUVXZacdeg h	GQ	GQU	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		8627	147	259	190	325	256	162	407	223	226	217	165	240	201	394	305	137	389	203	240	225	215	315	207	173	179	215	358	240	324	333	227	279	389	263	
		51%	29%	52%	38%	65%	51%	32%	81%	45%	45%	43%	33%	48%	40%	79%	61%	27%	78%	41%	48%	45%	43%	63%	41%	35%	36%	43%	72%	48%	65%	67%	46%	56%	78%	53%	
				ACFHUKMPRT UWXYZeh	AP	ABCEFHUKLM PRSTUWXYZb efh	ACFHUKMPRT UWXYZeh		ABCEFHUKL MOPRSTUVW XYZabcefh	ACFKPX	ACFKPX	AFKPX	P	ACFKMPRWX Y	AFKP	ABCEDEFGHIUKL MOPRSTUVW XYZabcefh	ABCEFHUKLM PRSTUWXYZb eh		ABCEDEFGHIUKL MOPRSTUVW XYZabcefh	AFKPX	ACFKMPRWX Y	ACFKPX	ABCEFHUKLM PRSTUWXYZb efh	AFKPX	P	AP	AFKPX	ABCEDEFGHIUKL MOPRSTUVW XYZbcefh	ACFKMPRWX Y	ABCEFHUKLM PRSTUWXYZb efh	ABCEFHUKLM PRSTUWXYZb efh	ACFKPX	ACFHUKLMPR STUWXYZbe	ABCEDEFGHIUKLM MOPRSTUVW XYZbcefh	ACFHUKMPRT UWXYZeh		
Bottom2Box (Not very much/Not at all)		6771	300	196	232	144	157	298	84	252	189	240	259	212	215	80	167	305	100	237	157	254	269	144	218	308	253	247	104	167	155	147	247	146	82	206	
		40%	60%	39%	46%	29%	32%	60%	17%	51%	38%	48%	52%	42%	43%	16%	33%	61%	20%	47%	32%	51%	54%	29%	44%	62%	49%	21%	34%	30%	30%	49%	29%	16%	41%		
			BCDEGHUKLM NOQRSTVWY Zabcefh	DEGINOQSV cdfg	BDEGINOQSV abcdfg	GNQag	GNQag	BCDEGHUKLM NOQRSTVWY Zabcefh		BDEGILMNOQ SVWabcefh	DEGINOQSVacd g	BDEGILMNOQSV abcdfg	BDEGILMNOQ SVWabcefh	DEGINOQSV cdfg	DEGINOQSVab cdfg		GNQag	BCDEGHUKLM NOQRSTUVW YZabcefh		BDEGILMNOQSV Wabcefh	GNQag	BDEGILMNOQSV Wabcefh	BCDEGILMN OQRSVWabce d	GNQag	DEGINOQSVa bcdfg	BCDEGHUKLM NOQRSTUVW YZabcefh	BDEGILMNOQSV Wabcefh	BDEGILMNOQSV Wabcefh		GNQag	GNQag	GNQag	BDEGILMNOQSV Wabcefh	GNQag		DEGINOQSV cdfg	

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?-Airlines

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd)		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Answering (wtd)		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2448	43	69	29	144	55	53	118	84	40	45	26	53	17	115	71	26	181	44	35	35	61	69	28	68	40	61	174	39	106	73	91	65	182	110
		14%	9%	14%	6%	29%	11%	11%	24%	17%	8%	9%	26	11%	3%	23%	14%	5%	36%	9%	7%	7%	12%	14%	6%	14%	8%	12%	35%	8%	21%	15%	18%	13%	36%	22%
			KMP	ACUJKMPRST Wyb		ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMPSTW	CKMPSTW	ABCEFGHIJKL OPRSTUVWXY Zbdef	ACEFIJKLMPR STUWYZb	KM	CKMPW		CKMPSTW		ABCEFGHIJKL OPRSTUVWXY Zbdf	ACUJKMPRST Wyb		ABCEFGHIJKL LMNOPRSTUV WXYZbcdefh	KMPW	M	M	CIKMPRSTWY b	ACUJKMPRST Wyb		ACUJKMPRST WYb	KM	CIKMPRSTWY b	ABCEFGHIJKL LMNOPRSTUV WXYZbcdefh	M	ABCEFIJKLMO PRSTUVWXYZ bdf	ACUJKMPRST Wyb	ABCEFIJKLMP RSTUWYZbf	ACUJKMPRST Wyb	ABCEFGHIJKL LMNOPRSTUV WXYZbcdefh	ABCEFGHIJKL OPRSTUVWXY Zbdf
A fair amount		5177	103	153	70	161	144	111	249	140	106	114	92	131	123	281	147	79	184	132	195	162	151	252	71	131	115	131	172	114	198	302	130	165	191	175
		31%	21%	31%	14%	32%	29%	22%	50%	28%	21%	23%	19%	26%	25%	56%	29%	16%	37%	26%	39%	32%	30%	50%	14%	26%	23%	26%	35%	23%	40%	60%	26%	33%	38%	35%
			CW	ACFIJKLMPR Wyb		ACFIJKLMPR WXYZbe	ACFIJKPWYb	CPW	ABCEFGHIJKL MOPQRSTUW XYZabcdfgh	ACFIJKPW	CPW	CKPW	CW	ACIKPW	CKPW	ABCEFGHIJKL LMOPQRSTUW WXYZabcdfgh	ACFIJKPWYb		ABCEFGHIJKL OPRUWXYZbe	ACIKPW	ABCEFGHIJKL MOPRTUWXY Zbef	ACFIJKLMPR WYZe	ACFIJKPWYb	ABCEFGHIJKL MOPQRSTUW XYZabcdfgh		CKPW	CKPW	ACIKPW	ACFIJKLMPR WXYZbe	CPW	ABCEFGHIJKL MOPRTUWXY Zbef	ABCEFGHIJKL LMOPQRSTUW WXYZabcdfgh	CKPW	ACFIJKLMPR WXYZbe	ABCEFGHIJKL OPRUWXYZbe	ABCEFGHIJKL RWXYZbe
Not very much		5174	193	158	190	100	151	218	101	183	153	185	150	170	160	65	169	201	92	155	131	214	187	117	189	189	173	185	83	166	131	90	179	128	83	134
		30%	39%	32%	38%	20%	30%	44%	20%	37%	31%	37%	30%	34%	32%	13%	34%	40%	18%	31%	26%	43%	37%	23%	38%	38%	35%	37%	17%	33%	26%	18%	36%	26%	17%	27%
			BDEGIKMNQR SVacdfgh	DGNQSVacdfg	BDEGIKNQRS Vacdfgh	N	DGNQVadfg	BDEGHIJKLM NOQRSVYZab cdefgh	N	DEGIKNQRSV acdfgh	DGNQVadfg	BDEGIKNQRS Vacdfgh	DGNQVadfg	DGNQSVadfg h	DGNQSVadfg		DGNQSVadfg h	BDEGIKLMNO QRSVabcdfgh	N	DGNQSVadfg	DGNQadg	BDEGIKLMN OQRSVYabcd efgh	BDEGIKNORS Vacdfgh	Nag	BDEGIKNORS Vacdfgh	BDEGIKNORS Vacdfgh	DGNQSVadfg h	BDEGIKNORS Vacdfgh	17%	DGNQSVadfg h	DGNQadg		DEGIKNORS Vacdfgh	DGNQadg		DGNQadg
Not at all		2459	101	73	137	57	74	75	17	70	118	112	150	99	97	11	81	133	30	100	29	60	76	22	136	71	99	77	36	72	39	13	71	65	9	48
		15%	20%	15%	27%	11%	15%	15%	4%	14%	24%	22%	30%	20%	19%	2%	16%	27%	6%	20%	6%	12%	15%	4%	27%	14%	20%	16%	7%	14%	8%	3%	14%	13%	2%	10%
			BDEFGHNPQST UVXabcdefgh	GNQSVacdfgh	ABDEFGHILMN OQRSTUWXYZ abcdefgh	GNQSVacdfg	GNQSVacdfgh	GNQSVacdfgh		GNQSVacdfgh	BDEFGHNPQST TUVXZabcdef gh	BDEFGHNPQST TUVXZabcdef gh	ABDEFGHILMN OQRSTUWXYZ Zabcdefgh	BDEFGHNPQST h	BDGHNQSTVa bcdefgh		DGNQSTVadcfgh	ABDEFGHILMN OQRSTUWXYZ abcdefgh	Gndg	BDEFGHNPQST UVXZabcdefgh	GNDg	GNQSVacdfg	GNQSVacdfgh	g	ABDEFGHILMN NOQRSTUWXYZ Zabcdefgh	GNQSVacdfgh	BDEFGHNPQSTV Xabcdefgh	DGNQSVacdfgh	Gndg	GNQSVacdfgh	GNVdgh		GNQSVacdfgh	GNQSVacdfgh		GNQSVdgh
Don't know		1741	59	47	74	39	76	43	14	22	83	44	81	47	104	28	32	61	14	69	110	30	25	40	76	40	73	46	34	108	27	22	29	77	35	33
		10%	12%	9%	15%	8%	15%	9%	3%	4%	17%	9%	16%	9%	21%	6%	6%	12%	3%	14%	22%	6%	5%	8%	15%	8%	7%	9%	7%	5%	4%	6%	6%	16%	7%	7%
			DGHNQQTUa cdegh	GHNOQTUcde	BDFGHJLNOQ TUVXZacdegh	GHQd	BDFGHJLNOQ TUVXZacdegh	GHQUd			ABDFGHJLNO PQTUVXZacde gh	GHNQUcde	ABDFGHJLNO PQTUVXZacde gh	GHNQTUcde	ABCEFGHIJKL NOPQRTUUVW XYZacdfgh	GQ	GQ	DGHJNOQTU VXacdegh		BDFGHJLNOQ TUVXZacdegh	ABCEFGHIJKL LNOPQRTUUV WXYZacdfgh	GQ		GHQd	BDFGHJLNOQ TUVXZacdegh	GHQd	BDFGHJLNOQ TUVXZacdegh	GHNQUcde	GQ	ABCEFGHIJKL LNOPQRTUUV WXYZacdfgh			GQ	BDFGHJLNOQ TUVXZacdegh	GQ	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		7625	146	223	100	305	199	164	367	224	146	159	119	184	140	396	218	105	364	175	230	197	213	321	99	199	155	192	346	153	304	375	221	230	373	285
		45%	29%	45%	20%	61%	40%	33%	73%	45%	29%	32%	24%	37%	28%	79%	44%	21%	73%	35%	46%	39%	43%	64%	20%	40%	31%	38%	69%	31%	61%	75%	44%	46%	75%	57%
			CKPW	ACFIJKLMPR WYzb		ABCEFGHIJKL OPRSTUVWY Zbcef	ACFIJKMPRWYb	CKPW	ABCEFGHIJKL MOPRSTUVW XYZbcefh	ACFIJKLMPR WYzb	CKPW	CKPW		ACUJKMPWYb	CPW	ABCEFGHIJKL LMOPRSTUV WXYZabcdfh	ACFIJKLMPR WYb		ABCEFGHIJKL MOPRSTUVW XYZbcefh	ACIKMPW	ACEFIJKLMPR TWYzb	ACFIJKMPWYb	ACFIJKLMPR WYb	ABCEFGHIJKL OPRSTUVWXYZ befh		ACFIJKMPWYb	CKPW	ACUJKMPWYb	ABCEFGHIJKL MOPRSTUWX YZbcefh	CKPW	ABCEFGHIJKL MOPRSTUVW XYZbcefh	ABCEFGHIJKL MOPRSTUVW XYZbcefh	ACFIJKLMPR WYb	ACEFIJKLMPR WYzb	ABCEFGHIJKL MOPRSTUVW XYZbcefh	ABCEFGHIJKL OPRSTUVWXY Zbcef
Bottom2Box (Not very much/Not at all)		7633	294	231	327	156	225	293	119	253	271	297	300	269	257	76	250	334	122	256	160	273	263	139	325	261	272	263	119	238	170	103	250	192	92	182
		45%	59%	46%	65%	31%	45%	59%	24%	51%	54%	59%	60%	54%	51%	15%	50%	67%	24%	51%	32%	55%	53%	28%	65%	52%	54%	53%	24%	48%	34%	21%	50%	39%	19%	36%
			BDEGHMNOQ RSVZabcdfgh	DGNQSVacdfgh	BDEFGHIJLMN OQRSTUWXYZ abcdefgh	GNQadg	DGNQSVacdfgh	BDEGHMNOQ RSVabcdfgh	Ng	DGNQSVacdfgh	BDEGNQSVab cdfgh	BDEGHILMNO QRSUVXZabcd efgh	BDEGHILMNO QRSUVXYZa bcdfgh	BDEGNQSVab cdfgh	DEGNQSVadcfgh		DGNQSVacdfgh	ABDEFGHIJKL MNOQRSTUUV XYZabcdfgh	Ng	BDEGNQSVacdfgh	GNQadg	BDEGNQSVab cdfgh	BDEGNQSVacdfgh	Ndg	BDEFGHIJLMN OQRSTUWXYZ abcdfgh	DEGNQSVacdfgh	BDEGNQSVab cdfgh	BDEGNQSVacdfgh	N	DGNQSVacdfgh	GNQVadg		DGNQSVacdfgh	DGNQSVadg		GNQVadg

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?-Manufacturers of household goods (groceries, toiletries, cleaning products etc)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		2489	43	49	37	162	49	48	105	85	47	49	30	58	21	129	66	32	190	52	29	26	87	88	33	69	43	65	169	41	88	84	78	69	150	120
		15%	9%	10%	7%	32%	10%	10%	21%	17%	9%	10%	6%	12%	4%	26%	13%	6%	38%	10%	6%	5%	18%	18%	7%	14%	9%	13%	34%	8%	18%	17%	16%	14%	30%	24%
		MT	KMPSTW	M	ABCEFGHIJLMNOPRSTUVWXYZbcdefh	KMPSTW	KMST	ABCEFGHIJLMOPRSTWXYZbef	ABCEFIJLMRSTWYb	KMST	KMPSTW		CKMPSTW		ABCEFGHIJLMOPRSTUVWXYZbcdefgh	ABCIKMPSTWYb		ABCEFGHIJLMNOPRSTUVWXYZbcdefgh	KMPSTW			ABCEFIJLKMPRSTWYb	ABCEFIJLKMPRSTWYzb		ABCIKMPSTWYb	MST	ACKMPSTWYb	ABCEFGHIJLMNOPRSTUVWXYZbcdefh	M	ABCEFIJLKMPRSTWYzb	ABCEFIJLKMPRSTWYb	ABCEFIJLKMPRSTWYb	ABCEFIJLKMPRSTWYb	ABCEFIJLKMPRSTWYb	ABCEFIJLKMPRSTWYb	
A fair amount		6128	153	190	104	176	163	134	272	175	141	151	109	165	161	297	199	94	220	175	221	193	151	248	113	131	138	184	202	140	218	295	158	216	215	225
		36%	31%	38%	21%	35%	33%	27%	54%	35%	28%	30%	22%	33%	32%	59%	40%	19%	44%	35%	44%	39%	30%	50%	23%	26%	28%	37%	40%	28%	44%	59%	32%	43%	43%	45%
			CKPW	ACEFIJLKMPUWXYbe		CFIJKPWXYb	CFKPWX	CKP	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	CFIKPWXYb	CKPW	CKPW		CFKPWXY	CKPW	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	ACEFIJLKMPUWXYbe		ABCEFGHIJLMOPRUWXYZbe	CFIJKPWXYb	ABCEFGHIJLMOPRTUWXYZbe	ACEFIJLKMPUWXYbe	CKPW	ABCEFGHIJLMOPRTUWXYZabef		ABCIKMPSTWYb	CKP	ACFIJKPWXYb	ACEFIJLKMPUWXYbe	CKP	ABCEFGHIJLMOPRUWXYZbe	ABCEFGHIJLMOPQRSTUWXYZabcdfgh	CKPW	ABCEFGHIJLMOPRUWXYZbe	ACCEFGHIJLMOPRUWXYbe	ABCEFGHIJLMOPRTUWXYZbe
Not very much		5034	181	158	213	86	149	223	89	170	155	194	166	175	177	37	147	210	55	152	127	219	181	110	207	199	188	163	67	157	130	86	180	107	85	92
		30%	36%	32%	43%	17%	30%	45%	18%	34%	31%	39%	33%	35%	36%	7%	29%	42%	11%	30%	25%	44%	36%	22%	41%	40%	38%	33%	14%	31%	26%	17%	36%	22%	17%	19%
			DEGNOQRSVa	DGNQSVadcfgh	BDEGHIKLMNOQRSVZabcdefgh	NQ	DGNQVadcfgh	ABDEGHIJLMNOQRSUVYZabcdefgh	NQa	DGNQSVadcfgh	DGNQSVadcfgh	BDEGIKNOORSVZabcdfgh	DGNQSVadcfgh	DEGNOQRSVa	DEGNOQSVadcfgh		DGNQVadcfgh	BDEGHIKLMNOQRSVZabcdfgh		DGNQSVadcfgh	DGNQadgh	ABDEGHIKLMNOQRSUVYZabcdefgh	DEGNOQRSVa	DNQa	BDEGHIKLMNOQRSVZabcdfgh	BDEGIKNOORSVZabcdfgh	BDEGINOQRSVabcfgh	DGNQSVadcfgh	N	DGNQSVadcfgh	DGNQadgh	NQ	DEGNOQRSVadcfgh	DNQa	NQ	NQa
Not at all		1658	72	50	63	45	50	59	18	49	69	61	105	52	57	11	56	101	23	60	19	35	56	19	62	76	67	51	24	55	36	9	57	36	16	37
		10%	15%	10%	13%	9%	10%	12%	4%	10%	14%	12%	11%	11%	11%	2%	11%	20%	5%	12%	4%	7%	11%	4%	12%	15%	14%	10%	5%	11%	7%	2%	12%	7%	3%	7%
			BDEGHLNQSTVadcfgh	GNQSTVadcfgh	GNQSTVadcfgh	GNQSVadg	GNQSVadg	GNQSTVadcfgh		GNQSVadg	BDEGHLNQSTVadcfgh	DGNQSTVadcfgh	ABCEFGHIJLMNOQRSTUVWXYZabcdefgh	GNQSTVadcfgh	GNQSTVadcfgh		GNQSTVadcfgh	ABCEFGHIJLMNOQRSTUVWXYZabcdefgh	Nd	DGNQSTVadcfgh		GNSVd	GNQSTVadcfgh		GNQSTVadcfgh	BDEGHLNQSTVZadcfgh	DGNQSTVadcfgh	GNQSVadg	Nd	GNQSTVadcfgh	GNSVd		GNQSTVadcfgh	GNQSVd		GNSVd
Don't know		1690	50	53	82	31	89	37	16	21	88	44	90	50	84	27	32	63	12	61	104	28	25	34	85	25	64	37	37	108	28	25	27	72	34	25
		10%	10%	11%	17%	6%	18%	7%	3%	4%	18%	9%	18%	10%	17%	5%	6%	13%	2%	12%	21%	6%	5%	7%	17%	5%	22%	8%	7%	22%	6%	5%	5%	14%	7%	5%
			DGHNOQTUXcdeh	DFGHNOQTUVXZcdegh	ABDFGHJLNOQRTUVXZacdegh	GQ	ABDFGHJLNOQRTUVXZacdegh	GHQ			ABDFGHJLNOQRTUVXZacdegh	DGHNQTXcd	ABDFGHJLNOQRTUVXZacdegh	DGHNOQTUVXcdeh	ABDFGHJLNOQRTUVXZacdegh	Q	GQ	DFGHJNOQTUVXZacdegh		DFGHJNOQTUVXZacdegh	ABDFGHJLNOQRTUVXZacdegh	GQ	Q	GQ	ABDFGHJLNOQRTUVXZacdegh	Q	DFGHJNOQTUVXZacdegh	GHQ	GHQ	GHQ	ABDFGHJLNOQRTUVXZacdegh	GQ		ABDFGHJLNOQTUVXZacdegh	GQ	Q
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8617	196	239	141	338	212	181	376	260	188	201	139	223	182	426	266	127	410	228	249	219	238	336	146	200	181	248	371	181	306	379	236	284	365	345
		51%	39%	48%	28%	68%	42%	36%	75%	52%	38%	40%	28%	45%	36%	85%	53%	25%	82%	46%	50%	44%	48%	67%	29%	40%	36%	50%	74%	36%	61%	76%	47%	57%	73%	69%
			CKPW	ACEFIJLMPWXYb		ABCEFGHIJLMOPRSTUVWXYZbcef	CFKMPWYb	CKPW	ABCEFGHIJLMOPRSTUVWXYZbcef	ACEFIJLKMPRTWXYb	CKPW	CKPW		CFIKMPWYb	CKPW	ABCEFGHIJLMOPRSTUVWXYZabcdfgh	ACEFIJLKMPRTWXYb		ABCEFGHIJLMOPRSTUVWXYZabcdfgh	ACFIJLMPWYb	ACEFIJLKMPRTWXYb	CFIKMPWYb	ACFIJLMPWXYb	ABCEFGHIJLMOPRSTUVWXYZbcef		CKPW	CKPW	ACEFIJLMPWXYb	ABCEFGHIJLMOPRSTUVWXYZbcef	CKPW	ABCEFGHIJLMOPRSTUVWXYZbcef	ACFIKMPWXYb	ABCEFIJLKMPRSTUWXYZbe	ABCEFIJLKMPRSTUWXYZbcef	ABCEFIJLKMPRSTUWXYZbcef	
Bottom2Box (Not very much/Not at all)		6693	253	208	277	131	199	282	107	219	225	255	271	227	234	48	202	310	78	212	146	253	237	129	269	275	255	214	92	211	166	96	237	144	101	129
		39%	51%	42%	55%	26%	40%	56%	22%	44%	45%	51%	54%	45%	47%	10%	41%	62%	16%	42%	29%	51%	47%	26%	54%	55%	43%	18%	42%	33%	19%	48%	29%	20%	26%	
			BDEGHNQORSVZabcdfgh	DGNQSVadcfgh	BDEGHILMNQRSUVZabcdefgh	GNQadg	DGNQSVadcfgh	BDEGHILMNQRSUVZabcdefgh	NQ	DGNQSVadcfgh	DGNQSVadcfgh	BDEGHILNOQRSUVZabcdfgh	BDEGHILMNQRSUVZabcdfgh	DEGNSVadcfgh	DEGNSVadcfgh		DGNQSVadcfgh	ABCEDEGHIJLMNOQRSTUVWXYZabcdfgh	N	DGNQSVadcfgh	GNQadg	BDEGHNQORSVZabcdfgh	BDEGNOQSVadcfgh	NQad	BDEGHILMNQRSVZabcdfgh	BDEGHILMNQRSUVZabcdfgh	BDEGHINOQRSVZabcdfgh	DGNQSVadcfgh	N	DGNQSVadcfgh	DGNQVadgh	N	BDEGNOQSVadcfgh	GNQadg	N	NQad

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?-Technology companies
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd)		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	1001	501	501	1001	501	501
Base: All Answering (wtd)		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
A great deal		2824	53	66	35	163	56	56	144	83	215	60	44	30	130	130	85	47	215	51	38	48	75	96	35	79	45	61	169	61	99	129	80	171	118	
		17%	11%	13%	7%	33%	11%	11%	29%	17%	10%	12%	9%	13%	6%	26%	17%	9%	43%	10%	8%	10%	15%	19%	7%	16%	9%	12%	34%	12%	18%	20%	26%	16%	34%	24%
			MW	CIKMPRSTVY		ABCEFHUKLM NOPRSTUVW XYZbcdefh	CMSW	CMSW	ABCEFHUKLM OPRSTUVWXY Zbcdfh	ACEFIUKLMPR STWYZb	M	CKMSW		CKMSWY		ABCEFHUKLM OPRSTUVWXY Zbcdfh	ACEFIUKLMPR STWYZb		ABCEDEFGHIJK LMNOPRSTUV WXYZabcdefg h	CMSW		M	CIKMPRSTWY	ABCEFIUKLMP RSTWYZb		ACEIKMPRST WY		CKMSW	ABCEFHUKLM NOPRSTUVW XYZbcdefh	CKMSW	ABCEFHUKLMP RSTWYZb	ABCEFHUKLMP RSTWYZb	ABCEFHUKLM OPRSTUVWXY Zbcdf	ACEFIUKMPRS TWY	ABCEFHUKLM NOPRSTUVW XYZbcdefh	ABCEFHUKLM OPRSTUVXYZ bcf
A fair amount		6223	161	189	105	178	170	145	261	180	138	156	106	153	173	302	180	139	190	175	191	238	183	259	125	148	154	193	192	135	226	297	155	188	221	216
		37%	32%	38%	21%	36%	34%	29%	52%	36%	28%	31%	21%	31%	35%	60%	36%	28%	38%	35%	38%	48%	37%	52%	25%	30%	31%	39%	39%	27%	45%	59%	31%	38%	44%	43%
			CKW	ACFIUKLPWXY be		CFIKLPWb	CIKPWb	CK	ABCEDEFGHIJKL MOPQRSUWXY YZabcefgh	CFIKLPWb	CK	CKW		CKW	CIKPWb	ABCEDEFGHIJK LMOPQRSTUW WXYZabcefgh	CFIKLPWb	CK	CFIUKLPWXYyb e	CFIKPWb	ACFIUKLPWXY be	ABCEDEFGHIJKL MOPQRSUWXY YZabef	ABCEDEFGHIJKL MOPQRSUWXY YZabcefgh			CK	CKW	ACFIUKLPWXY be	CFIUKLPWXYyb e	CK	ABCEDEFGHIJKL MOPQRSUWXY YZbef	ABCEDEFGHIJK LMOPQRSTUW WXYZabcefgh	CKW	CFIUKLPWXYyb e	ABCEDEFGHIJKL MOPRUWXYyb ef	ABCEDEFGHIJKL MOPRUWXYyb ef
Not very much		4531	152	134	211	81	143	196	66	155	138	178	162	159	136	35	144	184	55	140	133	155	169	95	182	195	176	151	91	143	114	71	129	108	55	96
		27%	31%	27%	42%	16%	29%	39%	13%	31%	28%	36%	32%	32%	27%	7%	29%	37%	11%	28%	27%	31%	34%	19%	36%	39%	35%	30%	18%	29%	23%	14%	26%	22%	11%	19%
			DGNQVacdfig h	DGNQVadfigh	ABDEGHUKLM NOQRSTUVYZ abcdefgh	NQg	DGNQVacdfig h	ABDEGHUKLM NOQRSTVZab cdefgh	N	DGNQVacdfig h	DGNQVadfigh	BDEGIMNOQ RSVZabcdefgh	BDGNQSVacd efgh	DGNQVadfigh		DGNQVacdfig h	ABDEGIMNO QRSVZabcdef gh	N	DGNQVacdfig h	DGNQVacdfig h	DGNQVadfigh	DGNQVacdfig h	BDGIMNQRSV acdefgh	GNQg	BDEGIMNOQ RSVZabcdefgh	ABDEGHUKLM NOQRSTVZab cdefgh	BDEGIMNOQ RSVabcdefgh	DGNQVacdfig h	GNQg	DGNQVacdfig h	DGNQdg	N	DGNQVadgh	DGNQdg		GNQg
Not at all		1601	75	55	59	42	46	61	13	57	80	60	100	68	62	10	57	71	22	64	23	35	46	12	63	48	55	49	13	54	35	9	47	49	22	38
		9%	15%	11%	12%	8%	9%	12%	3%	11%	16%	12%	20%	14%	13%	2%	11%	14%	4%	13%	5%	7%	9%	2%	13%	10%	11%	10%	3%	11%	7%	2%	9%	10%	5%	8%
			BDEGNQSTUV XZacdefgh	GNQSTVacdfig h	GNQSTVacdfig h	GNQSVadg	GNQSVadg	DGNQSTVacdfig h		GNQSTVacdfig h	BDEGHJNOQ TUVVXYZabcde fgh	DGNQSTVacdfig h	ABCEDEFGHIJL MNOPQRSTU VWXYZabcdef gh	DGNQSTUVa cdefgh	DGNQSTVacdfig h		GNQSTVacdfig h	DEGNQSTUVX Zacddefgh	Nd	DEGNQSTVacdfig h	GNVd	GNVad	GNQSVadg		DGNQSTVacdfig h	GNQSVadg	GNQSTVacdfig h	GNQSVadg		GNQSTVacdfig h	GNVad		GNQSVadg	GNQSVadg	Nd	GNQSVad
Don't know		1820	59	57	90	36	84	42	15	23	96	47	88	57	98	24	34	60	19	71	115	24	27	38	95	29	70	46	34	107	34	24	40	75	30	31
		11%	12%	11%	18%	7%	17%	8%	3%	5%	19%	18%	11%	20%	5%	7%	12%	4%	14%	23%	5%	5%	8%	19%	6%	14%	9%	7%	21%	7%	5%	8%	15%	6%	6%	
			DGHNOQTUV Xacdgh	DGHNOQTUV Xacdgh	ABDFGHJLNO PQTUVVXZacde gh	GQ	ABDFGHJLNO PQTUVVXZacde gh	GHNQTd			ABDFGHJLNO PQRTUVVXZacd efgh	GHNQSTUVx dgh	ABDFGHJLNO PQRTUVVXZacd efgh	DGHNOQTUV Xacdgh	ABDFGHJLNO PQRTUVVXZacd efgh		GQ	DGHNOQTUV Xacdgh		DFGHJNOQTU VXZacdgh	ABCEDEFGHIJKL NOPQRTUVVXY Zacddefgh	G	GHQ	ABDFGHJLNO PQRTUVVXYZac degh	G	DFGHJNOQTU VXZacdgh	GHNQTud	GQ	ABDEFGHJLNO OPQRTUVVXYZ acddefgh	GQ		GHNQT	BDFGHJLNOQ TUVVXZacdgh	G	G	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		9047	214	255	140	341	226	201	405	265	186	216	150	217	203	432	265	186	404	226	229	286	257	355	160	227	199	254	361	196	317	396	284	267	393	335
		53%	43%	51%	28%	68%	45%	40%	81%	53%	37%	43%	30%	43%	41%	86%	53%	37%	81%	45%	46%	57%	52%	71%	32%	45%	40%	51%	72%	39%	63%	79%	57%	53%	79%	67%
			CKW	ACEFIUKLMPR SWYb		ABCEFHUKLM OPRSTUWXYZ bef	CIKPWb	CKW	ABCEDEFGHIJKL MOPRSTUVW XYZabccefh	ACEFIUKLMPR SWXYb	CK	CIKPW		CIKPW	CKW	ABCEDEFGHIJK LMOPQRSTUW WXYZabcdefg h	ACEFIUKLMPR SWXYb	CK	ABCEDEFGHIJKL MOPRSTUVW XYZabccefh	CIKPWYb	CIKPWYb	ABCEFIUKLMP RSWXYZb	ACEFIUKLMPR SWYb	ABCEFHUKLM OPRSTUWXYZ bcef		CIKPW	CKW	ACFIUKLMPR WYb	ABCEFHUKLM OPRSTUWXYZ bcef	CKW	ABCEFHUKLM OPRSUWXYZb ef	ABCEFHUKL MOPRSTUVW XYZabccefh	ABCEFIUKLMP RSWXYb	ACEFIUKLMPR SWXYb	ABCEDEFGHIJKL MOPRSTUVW XYZabccefh	ABCEFHUKLM OPRSTUWXYZ bef
Bottom2Box (Not very much/Not at all)		6132	227	189	270	123	190	257	80	212	218	237	262	226	198	44	201	254	77	203	156	190	216	107	245	243	232	200	105	197	149	80	176	158	77	134
		36%	45%	38%	54%	25%	38%	51%	16%	42%	44%	48%	53%	45%	40%	9%	40%	51%	15%	41%	31%	38%	43%	21%	49%	46%	40%	21%	39%	30%	16%	35%	32%	16%	27%	
			BDEGNQSTVa cdefgh	DGNQSVacdfig h	ABDEGHULM NOQRSTUVYZ abcdefgh	GNQdg	DGNQSVacdfig h	BDEGHILMNO QRSTUVZabcd efgh	N	DGNQSVacdfig h	BDEGNQSVacdfig h	BDEGMNOQR STVZabcdefgh	ABDEGHULM NOQRSTUVYZ abcdefgh	BDEGNQSTVa bcdefgh	DGNQSVacdfig h		DGNQSVacdfig h	BDEGHIMNO QRSTUVZabcd efgh	N	DGNQSVacdfig h	DGNQVadg	DGNQSVacdfig h	DGNQSVacdfig h	GNQg	BDEGHMNOQ RSTVZabcdefg h	BDEGMNOQR STVZabcdefgh	BDEGMNQRS TVZabcdefgh	DGNQSVacdfig h	GNQ	DGNQSVacdfig h	GNQVadg	N	DGNQVadgh	DGNQVadg	N	GNQVadg

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...?-Clothing and fashion brands/companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd)		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	1001	501	501	501	501	
	Base: All Answering (wtd)	16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	A great deal	2545	60	65	31	161	50	69	101	88	45	53	30	50	18	126	68	33	181	55	30	38	70	96	25	67	53	61	165	40	86	74	102	73	153	130
		15%	12%	13%	6%	32%	10%	14%	20%	18%	9%	11%	6%	10%	4%	25%	14%	7%	36%	11%	6%	8%	14%	19%	5%	13%	11%	12%	33%	8%	17%	15%	21%	15%	31%	26%
			CKMPSTWb	CIKMPSTWb		ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMPSW	CEIKLMPSTW b	ABCEFIJKLMO PRSTUWXYZb df	ABCEIJKLMR STWYZb	KMSW	CKMPSW		CKMPSW		ABCEFGHIJL MNOPSTUVW XYZZbcdf	CIKMPSTWb	M	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMPSTW		M	CEIKLMPSTW b	ABCEFIJKLMO PRSTUWXYZb f		CIKMPSTWb	CKMPSW	CKMPSTWb	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	M	ABCEIJKLMR STWYZb	CEIKLMPSTW b	ABCEFIJKLMO PRSTUWXYZb df	CEUKLMPRST WYb	MOPRSTUVW XYZZbcdf	MOPRSTUVW XYZZbcdf
A fair amount		5968	151	178	108	175	163	136	254	174	105	145	93	156	174	291	193	113	216	188	187	196	147	241	112	160	144	168	204	107	211	291	147	204	219	218
		35%	30%	36%	22%	35%	33%	27%	51%	35%	21%	29%	19%	31%	35%	58%	39%	23%	43%	38%	37%	39%	29%	48%	22%	32%	29%	34%	41%	21%	42%	58%	29%	41%	44%	44%
			CIKPWb	ACFIKPUWYb e		CFIJKPWYbe	CFIKPWb	IKb	ABCEFGHIJL MOPQRSTUW XYZZabcdfgh	CFIJKPWYb		CIKPWb		CIKPWb	CFIJKPWb	ABCEFGHIJK LMOPQRSTUW WXYZZabcdfgh	ACEFIJKLPUW XYbe		ABCEFGHIJL MPRSUWXYZ be	ACEFIJKLPUW Ybe	ACFIKLUWY be	ACEFIJKLUW XYbe	CIKPWb	ABCEFGHIJL MOPRSTUWX YZabef		CIKPWb	CIKPWb	CFIKPWb	ACEFIJKLUW XYZbe		ABCEFGHIJL MPUWXYZbe	ABCEFGHIJK LMOPQRSTUW WXYZZabcdfgh	CIKPWb	ABCEFGHIJL MPUWXYZbe	ABCEFGHIJK MPRSUWXYZ be	ABCEFGHIJL MPRSUWXYZ be
Not very much		5000	175	145	207	89	144	195	112	168	169	184	177	179	147	42	142	189	62	135	151	205	187	116	196	194	178	170	77	193	132	99	166	108	75	94
		29%	35%	29%	41%	18%	29%	39%	22%	34%	34%	37%	36%	36%	29%	8%	28%	38%	12%	27%	30%	41%	37%	23%	39%	39%	36%	34%	15%	39%	27%	20%	33%	22%	15%	19%
			BDEGNOQRVa cdfgh	DGNQVadfgh	BDEGHIKMNO QRSVZacdfg h	NQ	DGNQVadfgh	BDEGMNOQR SVacdfgh	DNQag	DGNQRVacdf gh	BDEGMNOQR SVacdfgh	BDEGMNOQR SVacdfgh	BDEGMNOQR SVacdfgh	DGNQVadfgh		DGNQadfgh	BDEGMNOQR SVacdfgh		DGNQadfgh	DGNQVadfgh	BDEGHIKMNO QRSVZacdfg h	BDEGMNOQR SVacdfgh	DNQag	BDEGMNOQR SVacdfgh	BDEGMNOQR SVacdfgh	BDEGMNOQR SVacdfgh	DGNQRVadcf gh	N	BDEGMNOQR SVacdfgh	DNQadfgh	NQ	DGNQRVadcf gh	NQag	N	NQ	
Not at all		1848	69	62	76	44	57	64	17	50	97	75	125	68	74	14	70	108	26	62	25	39	73	14	82	53	61	63	19	61	44	10	51	46	17	32
		11%	14%	12%	15%	9%	11%	13%	3%	10%	19%	15%	25%	14%	15%	3%	14%	22%	5%	12%	5%	8%	15%	3%	16%	11%	12%	13%	4%	12%	9%	2%	10%	9%	4%	6%
			DGNQSTVadcf gh	DGNQSTVadcf gh	DGHNQSTVac defgh	GNQSVadg	GNQSTVadgh	DGNQSTVadcf gh		GNQSVadgh	ABDEFGHIJLM NOQRSTUWXY Zabcdfgh	DEGHNQSTVX acdefgh	ABCEFGHIJL MNOQRSTUV WXYZZabcdfgh h	DGNQSTVadcf gh	DGHNQSTVac defgh		DGNQSTVadcf gh	ABCEFGHIJL MNOQRSTUV WXYZZabcdfgh h	d	DGNQSTVadcf gh	Vd	GNSVadg	DGHNQSTVac defgh		BDEGHNQRST VXacdfgh	GNQSVadgh	GNQSTVadgh	DGNQSTVadg h		GNQSTVadgh	GNQSVadg		GNQSVadgh	GNQSVadg		GNVd
Don't know		1637	43	50	78	31	86	36	17	20	84	44	75	47	88	26	27	58	16	59	108	23	23	33	85	27	64	39	35	99	27	27	34	70	35	26
		10%	9%	10%	16%	6%	17%	7%	3%	4%	17%	9%	15%	9%	18%	5%	5%	12%	3%	12%	22%	5%	5%	7%	17%	5%	13%	8%	7%	20%	5%	5%	7%	14%	7%	5%
			GHOQTU	DGHNOQTUV Xcdeh	ABDFGHJLNO QTUVXZacdeg h	GQ	ABDFGHJLNO PQRTUVXZac degh	GHQ		ABDFGHJLNO PQRTUVXZacde gh	GHNOQTUxc dh	ABDFGHJLNO QRTUVXZacde gh	DGHNOQTUXc cdh	ABDFGHJLNO PQRTUVXZac degh		DFGHNOQTU VXZacdegh		DFGHJNOQTU VXZacdegh	ABCEFGHIJK LNOPQRTUV WXYZZacdefgh				GQ	ABDFGHJLNO PQRTUVXZacd efgh		ADFGHJNOQT UVXZacdegh	GHQTU	GQ	ABDFGHJLKL NOPRTUVXYZ acdefgh			GHQ	ABDFGHJLNO QTUVXZacdeg h	GQ		
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8513	211	243	139	337	214	205	355	262	150	198	123	206	192	417	261	146	396	243	217	233	217	337	137	226	197	229	369	146	297	364	249	276	372	348
		50%	42%	49%	28%	67%	43%	41%	71%	52%	30%	40%	25%	41%	38%	83%	52%	29%	79%	49%	43%	47%	43%	68%	27%	45%	39%	46%	74%	29%	59%	73%	50%	55%	75%	70%
			CIKPWb	ACEFIJLMP S WYb		ABCEFGHIJLM OPRSTUWXYZ bcef	CIKPWb	CIKPWb	ABCEFGHIJLM OPRSTUWXYZ bcef	ACEFIJLMP S UWXYZb	K	CIKPWb		CIKPWb	CIKPWb	ABCEFGHIJK LMOPRSTUV WXYZZbcdfgh h	ACEFIJLMP S UWXYZb		ABCEFGHIJK LMOPRSTUV WXYZbcdefh	ACEFIJLMP S WYb	CIKPWb	CIKMPWYb	CIKPWb	ABCEFGHIJLM OPRSTUWXYZ bcef		CIKPWb	CIKPWb	CIKMPWYb	ABCEFGHIJK MOPRSTUVW XYZZbcf		ABCEFGHIJLM OPRSTUWXYZ be	ABCEFGHIJLM OPRSTUWXYZ bcef	ACEFIJLMP S WYb	ABCEFGHIJK RSTUWXYZb	MOPRSTUVW XYZZbcf	ABCEFGHIJK RSTUWXYZ bcef
Bottom2Box (Not very much/Not at all)		6849	245	207	283	133	200	259	129	218	266	258	302	247	220	56	212	297	88	198	176	243	260	130	278	247	239	232	96	254	176	109	217	154	93	126
		40%	49%	41%	57%	27%	40%	52%	26%	44%	53%	52%	61%	50%	44%	11%	43%	59%	18%	40%	35%	49%	52%	26%	56%	49%	48%	47%	19%	51%	35%	22%	43%	31%	19%	25%
			BDEGNOQRSV acdfgh	DGNQSVadcf gh	ABDEGHLMN OQRSTVXYZac defgh	NQag	DGNQSVadcf gh	BDEGHMNOQ RSVadefgh	NQag	DGNQSVadcf gh	BDEGHMNOQ RSVZacdefgh	BDEGHMNOQ RSVadefgh	ABDEFGHIJLM NOQRSTUVXY Zacdefgh	BDEGHNOQR SVacdefgh	DGNQSVadcf gh	DGNQSVadcf gh	ABDEFGHIJLM NOQRSTUVXY Zacdefgh	N	DGNQSVadcf gh	DGNQVadfgh	DGNQVadgh	BDEGNOQRSV acdfgh	BDEGHMNOQ RSVadefgh	NQag	ABDEGHLMN OQRSTVYZacd efgh	BDEGNOQRSV acdfgh	BDEGNQRSVa cdfgh	DEGNQRSVac dfgh	N	BDEGHMNOQ RSVadefgh	DGNQVadgh	N	DGNQSVadcf gh	GNQadgh	N	NQag

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...? Hospitality (e.g. restaurants, hotels)
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		2654	64	69	40	146	62	69	100	97	57	51	27	66	15	107	94	31	195	43	28	24	86	103	41	79	44	57	162	49	96	82	85	87	155	145
		16%	13%	14%	8%	29%	13%	14%	20%	19%	11%	10%	5%	13%	3%	21%	19%	6%	39%	9%	6%	5%	17%	21%	8%	16%	9%	12%	32%	10%	19%	16%	17%	17%	31%	29%
			CKMPRSTWY	CIKMPRSTWY b	MT	ABCEFGHIJL MNOPRSTUV WXYZbcdef	CKMPRSTWY	CIKMPRSTWY b	ABCEFIJLMP RSTWYZb	ABCEFIJLMP RSTWYZb	KMPST	KMPST	M	CKMPRSTWY		ABCEFIJLMP RSTWYZb	ABCEFIJLMP RSTWYZb	M	ABCEDEFGHIJK LMNOPRSTUV WXYZabcdefg	KMST	M		CEIJKMPRST WYZb	ABCEFIJLMP RSTWYZb	KMT	CIKMPRSTWY b	KMST	KMPST	ABCEFGHIJL MNOPRSTUV WXYZbcdef	KMPST	ABCEFIJLMP RSTWYZb	CIJKMPRSTW YZb	CEIJKMPRST WYZb	ABCEIJKMPR STWYZb	MNOPRSTUV WXYZbcdef	ABCEFGHIJK LMNOPRSTUV WXYZbcdef
A fair amount		6504	170	209	135	183	196	148	244	176	146	174	138	198	227	301	221	116	204	199	194	186	198	247	135	174	161	169	198	148	219	299	134	219	225	213
		38%	34%	42%	27%	37%	39%	30%	40%	35%	29%	35%	28%	40%	45%	60%	44%	23%	41%	40%	39%	37%	40%	247	27%	35%	32%	44%	40%	30%	44%	27%	44%	45%	43%	
			CKPWe	ACDFHIJKPW YZbe		CFIKPWbe	CFIKPWYbe	P	ABCEDEFGHIJL QRSTUWXYZa befh	CIKPWe	P	CFIKPWbe		CFIJKPWYZbe	ACDEFHIJKPST WXYZbe	ABCEDEFGHIJK LMOPQRSTUV WXYZabcdefgh	ACDFHIJKPST WXYZbe		ACFIJKPWYZb e	ACFIJKPWYZb e	CFIKPWYbe	CFIKPWbe	CFIKPWYbe	ABCEDEFGHIJL QRSTUWXYZa befh		CKPWe		CKPWe	CFIKPWYbe	P	ACDFHIJKPTW XYZbe	ABCEDEFGHIJK LMOPQRSTUV WXYZabcdefgh		ACDFHIJKPST WXYZbe	ACDFHIJKPST WXYZbe	ACDFHIJKPW YZbe
Not very much		4757	159	135	194	98	120	199	119	164	148	178	159	141	119	51	113	205	73	145	141	221	160	97	196	180	162	177	86	165	134	91	183	85	76	83
		28%	32%	27%	39%	20%	24%	40%	24%	33%	30%	36%	32%	28%	24%	10%	23%	41%	15%	29%	28%	44%	32%	20%	39%	36%	33%	35%	17%	33%	27%	18%	37%	17%	15%	17%
			DEGMNOQVa dfgh	DNQVadfg h	ABDEGIKLMN OQRSUVYacd fgh	NQ	NQadfg h	ABDEGHJKLM NOQRSUVYab cdfgh	DNQadfg h	BDEGMNOQV acdfgh	DEGMNOQVa dfgh	BDEGILMNQ RSVadcfgh	BDEGMNOQV adfg h	DGNOQVadfg h	NQafgh		NQafgh	ABDEGHJKLM NOQRSUVYab cdfgh	N	DEGMNOQVa dfgh	DGNOQVadfg h	ABDEGHJKLM NOQRSUVXYZ abcdfgh	DEGMNOQVa dfgh	NQ	ABDEGHJKLM NOQRSUVYab cdfgh	BDEGILMNQ RSVadcfgh	36%	BDEGMNOQV adfg h	BDEGILMNQ RSVadcfgh	DNQVadfg h	N	BDEGILMNQ RSVadcfgh	N	N		
Not at all		1443	60	41	45	45	44	52	23	43	63	56	92	47	55	14	42	96	16	47	23	46	40	17	39	40	65	51	17	41	27	7	65	39	13	33
		9%	12%	8%	9%	10%	9%	10%	5%	8%	10%	10%	11%	9%	11%	3%		96	3%	47	10%	23	46	17	39	40	65	51	17	41	27	7	65	39	13	33
			BGNQSUUVa bcdgh	GNQSVacd g	GNQSVacd g	GNQSVacd g	GNQSVacd g	GNQSVacd gh	d	GNQSVadg	BDEGHNOQS UVWXabcdfg h	BGNQSVWacd fgh	ABCEDEFGHIJL MNQQRSTUV WXYZabcdefg h	GNQSVacd g	GNQSVacd gh		GNQSVadg	ABCEDEFGHIJL MNQQRSTUV WXYZabcdefg h		GNQSVacd g	d	GNQSVacd g	GNQSVadg		GNQSVadg	GNQSVadg	BDEGHNOQR SUVWXabcdfg h	GNQSVacd gh		GNQSVadg	Ndg		BDEGHNOQR SUVWXabcdfg h	GNQSVadg		NQVadg
Don't know		1641	46	46	85	29	77	31	14	22	86	41	85	48	85	28	30	52	12	66	115	24	16	36	88	28	68	45	36	97	24	33	70	31	27	
		10%	9%	9%	17%	16%	6%	6%	3%	4%	17%	8%	17%	10%	7%	6%	6%	10%	2%	ABDFGHJLNO QTUVXZacd egh	13%	ABCEFGHIJL LMNOPORTU VWXYZacdefg h		7%	ABDFGHJLNO PQTUVXZacd egh	GQ	ABDFGHJLNO QTUVXZacd egh	DGHNQTUcdh	GQU	ABDFGHJLNO PQTUVXZacd defgh			GQU	ABDFGHJLNO QTUVXZacd egh	GQ	GQ
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		9159	234	278	176	328	259	218	344	272	203	225	165	264	241	408	315	147	399	242	222	209	284	350	177	252	204	227	361	197	315	381	219	305	380	357
		54%	47%	56%	35%	66%	52%	44%	69%	54%	41%	45%	33%	53%	48%	82%	63%	29%	80%	48%	44%	42%	57%	70%	35%	51%	41%	45%	72%	39%	63%	76%	44%	61%	76%	72%
			CIKPWb	ACFIKMPRST WYZbe		ABCEFGHIJL PRSTUWXYZb e	CFIJKPSTWYZ be	CKPW	ABCEFGHIJL OPRSTUWXYZ bcef	ACFIJKPSTW YZbe	KP	CKPWb		CFIJKPSTWYZ be	CIKPWYb	ABCEFGHIJK LMOPRSTUV WXYZabcfeh	ABCEFGHIJL PRSTUWXYZb e		ABCEFGHIJK LMOPRSTUV WXYZabcfeh	CIKPTWYb	CKPW	CKPW	ACFIKMPRST WYZbe	ABCEFGHIJL OPRSTUWXYZ bcef	P	CFIKPTWYb	KP	CKPW	ABCEFGHIJL MOPRSTUWX YZbcef	ABCEFGHIJL PRSTUWXYZbe	ABCEFGHIJK LMOPRSTUV WXYZbcef	ABCEFGHIJL PRSTUWXYZbe	ABCEFGHIJL LMOPRSTUWX XYZbcef	ABCEFGHIJL LMOPRSTUWX YZbcef		
Bottom2Box (Not very much/Not at all)		6200	219	176	239	143	164	251	142	206	211	234	250	189	173	64	155	301	89	192	164	267	200	114	235	219	227	228	103	206	161	99	247	124	89	116
		37%	44%	35%	48%	29%	33%	50%	28%	41%	42%	47%	50%	38%	35%	13%		60%	18%	39%	33%	53%	40%	23%	47%	44%	46%	46%	21%	41%	32%	20%	49%	25%	18%	23%
			BDEGLMNQ SVacdgh	DGNQVadfg h	BDEGLHMNO QRSUVabcdg h	NQVadgh	NQVadfg h	BDEGHILMNO QRSUVabcdg h	NQVadgh	BDEGMNOQS Vacdfgh	BDEGMNOQS Vacdfgh	BDEGHILMNO QRSUVabcdg h	ABDEGHILMN OQRSUVxabc dfgh	DEGNOQSVad fgh	DGNQVadfg h		NQVadfg h	ABCEDEFGHIJK LMNOQRSTU VWXYZabcdef gh	N	DEGNOQSVac dfgh	GNQVadfg h	ABDEGHILM NOQRSUVWX YZabcdfgh	NQ	BDEGLMNQ RSUVacdgh	BDEGMNOQS Vacdfgh	BDEGLMNQ RSVacdfgh	BDEGLMNQ RSVacdfgh	N	BDEGMNOQS Vacdfgh	NQVadfg h	N	BDEGHILMNO QRSUVabcdg h	NQg		NQ	

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...? -E-commerce/online retail/delivery companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Answering (unwtd)		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
Base: All Answering (wtd)		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2477	43	52	35	152	56	44	105	79	45	43	33	62	38	138	69	24	206	57	21	33	74	98	24	53	51	58	162	36	87	68	99	81	134	118	
		15%	9%	10%	7%	30%	11%	9%	21%	16%	9%	9%	7%	12%	8%	28%	14%	5%	41%	11%	4%	7%	15%	20%	5%	11%	10%	12%	32%	7%	17%	14%	20%	16%	27%	24%	
			PSW	CKPSTWb	S	ABCEFGHIJL MOPRSTUVW XYZbcdefh	CKMPSTWb	PSW	ABCEFGHIJLM OPRSTUVWXYZ bdf	ABCEFIJKMPR STWXYb	PSW	PSW	S	ACFIKMPST Wb	S	ABCEFGHIJLM OPRSTUVWXYZ bcdef	ACFIKMPST Wb		ABCEFGHIJLM NOPRSTUVWXYZ bcdefgh	CJKMPSTWb			ABCEFIJKMPST WYb	ABCEFIJLKMO PRSTWXYZbd		KPSTW	KPSTW	CKMPSTWb	ABCEFGHIJLM MOPRSTUVWXYZ bcdefh	S	ABCEFIJKLMP RSTWXYZb	ACFIJKMPST Wb	ABCEFIJKLMO PRSTUWXYZb d	ABCEFIJKLMP RSTWXYZb	ABCEFGHIJLM OPRSTUVWXYZ bcdf		
A fair amount		5945	131	179	89	180	161	142	272	161	111	164	105	144	199	289	192	101	199	178	170	189	176	239	102	135	143	190	192	131	210	297	153	198	229	195	
		35%	26%	36%	18%	36%	32%	28%	54%	32%	22%	33%	21%	29%	40%	58%	38%	20%	40%	36%	34%	38%	35%	48%	20%	27%	29%	38%	38%	26%	42%	59%	31%	40%	46%	39%	
			CKPW	ACFIKLPSWXYb e		ACFIKLPSWXYb	ACIKPWb	CIKPW	ABCEFGHIJLM OPRQRSTUWXYZ abcefgh	ACIKPWb		ACIKPWxb		CIKPW	ACEFIJLKLPS WXYbe	ABCEFGHIJLM OPRQRSTUWXYZ abcefgh	ACEFIJLKPWX Ybe		ACEFIJLKLPS WXYbe	ACFIKLPSWXYb	ACFIKLPSWXYb	ACEFIKLPSWXY be	ACFIKLPSWXYb	ABCEFGHIJLM OPRQRSTUWXYZ abefh		CKPW	CIKPW	ACEFIJLKPWX Ybe	ACEFIKLPSWXY be	CKPW	ABCEFGHIJLM RSUWXYbe	ABCEFGHIJLM OPRQRSTUWXYZ abcefgh	CIKPW	ACEFIJLKLPS WXYbe	ABCEFGHIJLM OPRSTUWXYZ abe	ACEFIJLKLPS WXYbe	ACEFIJLKLPS WXYbe
Not very much		5037	188	152	207	88	148	221	91	177	173	188	170	179	121	38	149	204	60	145	154	199	177	102	215	212	173	168	89	162	135	97	155	100	88	111	
		30%	38%	30%	41%	18%	30%	44%	18%	35%	35%	38%	34%	36%	24%	8%	30%	41%	12%	29%	31%	40%	36%	20%	43%	42%	35%	34%	18%	33%	27%	19%	31%	20%	18%	22%	
			BDEGMNQOR SVacdefgh	DGMNQVadfg h	BDEGIKMNO QRSVYZabcde fgh	NQ	DGNQVadfg h	ABDEGHJIKLM NOQRSUVYZa bcdefgh	NQ	DEGMNQRVa cdfgh	DEGMNQRVa cdfgh	BDEGMNQOR SVabcdefgh	DGMNQRVa cdfgh	BDEGMNQOR SVacdfgh	DGNQag		DGNQVadfg h	BDEGIKMNO QRSVYZabcde fgh	N	DGNQVadfg h	DGMNQVadfg h	BDEGMNQO RSVZabcdefgh	DEGMNQRVa cdfgh	NQ	BDEGHJIKLMN OQRSUVYZab cdefgh	BDEGHJIKLMN OQRSUVYZab cdefgh	DGMNQRVa cdfgh	DGMNQVadfg h	NQ	DGMNQVadfg h	DGNQVadfg h	NQ	DGMNQVadfg h	NQ	NQ	NQ	
Not at all		1709	80	56	82	47	48	57	15	53	75	56	110	56	49	5	58	108	20	62	29	47	53	20	69	69	55	45	21	56	37	13	58	40	16	41	
		10%	16%	11%	16%	9%	10%	11%	3%	11%	15%	11%	22%	11%	12%	1%	12%	22%	4%	12%	6%	9%	11%	4%	14%	14%	11%	9%	4%	11%	7%	3%	12%	8%	3%	8%	
			BDEFGHJLMN OQSTUVVYZab cdfgh	GNQSVacdfg	BDEFGHJLMN OOSTUVVYZab cdfgh	GNQSVadg	GNQSVadg	GNQSVacdfg	N	GNQSVadg	BDEGHJLMNQ STUVZacdfgh		ABCEFGHJIL MNOQRSTUWXYZ abcefgh	GNQSVacdfg	GNQSVadg		GNQSVacdfg	ABCEFGHJIL MNOQRSTUWXYZ abcefgh	N	GNQSVZacdfg h	GNdg	GNQSVadg	GNQSVadg	N	DEGNQSTVZa cdfgh	DEGNQSTVZa cdfgh	GNQSVacdg	GNQSVadg	N	GNQSVacdg	GNQVdg		GNQSVacdfg	GNQVadg	N	GNQVadg	
Don't know		1832	56	61	87	33	86	36	18	30	96	48	83	59	92	30	32	63	15	59	126	33	19	41	90	30	78	40	36	115	32	25	35	80	33	35	
		11%	11%	12%	18%	7%	17%	7%	4%	6%	19%	10%	17%	12%	19%	6%	7%	13%	3%	25%	25%	7%	4%	8%	18%	6%	16%	8%	7%	23%	6%	5%	7%	16%	7%	7%	
			DFGHNOQTU Xacdeg	DFGHNOQTU VXZacdeg	ABDFGHJLNO PQRTUVVXZacd egh	GQU	ABDFGHJLNO PQRTUVVXZacd egh	GQU		GQ	ABDFGHJLNO PQRTUVVXZacd egh	DGHNOQTUX cd	ABDFGHJLNO PQRTUVVXZacd egh	DFGHNOQTU VXZacdeg	ABDFGHJLNO PQRTUVVXZacd egh	GQ	GQ	DFGHNOQTU VXZacdeg		DFGHNOQTU VXZacdeg	LMNOPORTU VWXYZacdefg h	GQ		GQU	ABDFGHJLNO PQRTUVVXZacd egh	Q	ADFGHJINOQR TUVVXZacdeg	GQU	GQU	ABCEFGHIJLM NOPRSTUVVXY Zacdefgh	GQ		GQU	ABDFGHJLNO QRTUVVXZacd egh	GQ	GQU	
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																					
Top2Box (A Great deal/A Fair amount)		8422	175	231	123	332	218	186	377	240	156	207	138	206	237	427	261	125	405	234	191	221	250	337	126	189	194	248	354	167	296	365	252	279	363	313	
		50%	35%	46%	25%	66%	44%	37%	75%	48%	31%	41%	28%	41%	47%	85%	52%	25%	81%	47%	38%	44%	50%	67%	25%	38%	39%	50%	71%	33%	59%	73%	50%	56%	73%	63%	
			CKPW	ACFIKLPSWX Yb		ABCEFGHIJLM OPRSTUVWXYZ bcef	ACFIKPSWb	CIKPW	ABCEFGHIJLM OPRSTUVWXYZ bcef	ACFIKLPSWX Yb	CPW	ACIKPWb		ACIKPWb	ACFIKLPSWX Yb	ABCEFGHIJLM OPRSTUVWXYZ abcefgh	ABCEFIJLPS TUVWXYb		ABCEFGHIJLM NOPRSTUVWXYZ abcefgh	ACFIKLPSWX Yb	CIKPW	ACFIKPSWb	ACEFIJLPSW XYb	ABCEFGHIJLM OPRSTUVWXYZ bcef		CIKPW	CIKPW	ACEFIJLPSW XYb	ABCEFGHIJLM OPRSTUVWXYZ bcef		ABCEFGHIJLM OPRSTUVWXYZ b	ABCEFGHIJLM OPRSTUVWXYZ YZbcefh	ABCEFGHIJLM OPRSTUVWXYZb d	ABCEFGHIJLM OPRSTUVWXYZb d	ABCEFGHIJLM OPRSTUVWXYZ YZbcefh		
Bottom2Box (Not very much/Not at all)		6745	269	208	289	135	196	278	105	230	248	245	280	235	170	43	207	312	80	207	183	245	231	122	284	281	228	212	110	218	171	110	213	140	104	153	
		40%	54%	42%	58%	27%	39%	56%	21%	46%	50%	49%	56%	47%	34%	9%	41%	62%	16%	41%	37%	49%	46%	25%	57%	56%	46%	43%	22%	44%	34%	22%	43%	28%	21%	21%	31%
			BDEGHJLMN QRSUVVYZabcd efgh	DGMNQSVa cdfgh	BDEGHJLMN OQRSTUUVYZa bcdefgh	GNQg	DGNQVadfg	BDEGHJLMN OQRSTUUVYZa bcdefgh	NQ	DEGMNQSVa cdfgh	BDEGMNQOR SVZabcdefgh	BDEGMNQOR SVZacdefgh	BDEGHJLMN OQRSTUUVYZa bcdefgh	BDEGMNQRS Vacdfgh	DGNQVadfg		DGMNQVadfg h	ABCEFGHIJLM MNOQRSTUWY Zabcefgh	N	DGMNQSVa cdfgh	DGNQVadfg	BDEGMNQOR SVZacdefgh	DEGMNQSVa cdfgh	NQ	BDEGHJLMN OQRSTUUVYZa bcdefgh	BDEGHJLMN OQRSTUUVYZa bcdefgh	DEGMNQSVa cdfgh	DGMNQSVa cdfgh	NQ	DGMNQSVa cdfgh	DGNQVadfg	NQ	DGMNQSVa cdfgh	GNQadg	N	GNQVadg	

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Q4B. Thinking about each of the groups below, to what extent would you say you trust them to be socially responsible? For example, that they will do things like supporting local communities and promote gender equality and diversity in ...? -Financial service providers (banks, pensions, insurance etc)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Answering (unwtd) Base: All Answering (wtd) A great deal		22527	500	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	501	1001	1001	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		2555	38	61	31	146	66	57	132	76	44	47	31	53	39	143	68	29	199	34	26	39	78	93	27	57	45	58	162	49	93	88	107	69	150	121
		15%	8%	12%	6%	29%	13%	12%	27%	15%	9%	9%	6%	11%	8%	29%	14%	6%	40%	7%	5%	8%	16%	19%	5%	11%	9%	12%	32%	10%	19%	18%	21%	14%	30%	24%
			ACUJKMPRST W		ABCEFHUKLM OPRSTUVWXY Zbcdef	ACUJKMPRST WY	CKPRSW	ABCEFHUKLM OPRSTUVWXY Zbcdef	ACUJKMPRST WYb	KPSW	CKPRSW		CKPRSW		ABCEFHUKLM OPRSTUVWXY Zbcdef	ACUJKMPRST WY		ABCEDEFGHIJK LMNOPRSTUV WXYZabcdefg h				ACUJKLMPRST WYb	ABCEFHUKLMO PRSTWXYZbf		CKPRSW	SW	ACKMPRSTW	ABCEFGHIJKL MOPRSTUVW XYZbcdefh	KPRSW	ABCEFHUKLM OPRSTUVWXY Zbcdef	ABCFUJKLMPR STWXYZb	ABCEFHUKLM OPRSTUVWXYZ bf	ACUJKMPRST WYb	ABCEFHUKLM OPRSTUVWXY Zbcdef	ABCEFHUKLM OPRSTUVWXYZ bcdef	
A fair amount		5884	118	161	116	183	176	123	250	162	112	128	108	150	157	292	171	121	199	162	168	213	153	251	133	166	151	155	195	138	231	276	149	181	227	209
		35%	24%	32%	23%	37%	35%	25%	50%	32%	23%	26%	22%	30%	31%	58%	34%	24%	40%	32%	34%	43%	31%	50%	27%	33%	30%	31%	39%	28%	46%	55%	30%	36%	45%	42%
			ACFIJKPW		ACFIUKLPWY Zbe	ACFIUKLPWbe		ABCEDEFGHIJK LMOPQRSTUW XYZabefh	ACFIJKP		K		ACFIJKP	ACFIJKP	ABCEDEFGHIJK LMOPQRSTUW XYZabefh	ACFIUKPWb		ABCFHIUKLMP RSUWXYZbe	ACFIJKPW	ACFIJKPWb	ABCEDEFGHIJK MOPRSUWXY Zbef	ACFIKP	ABCEDEFGHIJK MOPQRSTUW XYZabefh	K	ACFIJKPW	ACIKP	ACFIJKP	ABCFHIUKLMP RUWYZbe	IK	ABCEDEFGHIJK MOPQRSUWXY Zabef	ABCEDEFGHIJK MOPQRSTUW XYZabefgh	ACIK	ACFIUKLPWY be	ABCEDEFGHIJK MOPRSUWXY Zbef	ABCEDEFGHIJK MOPRSUWXYZb ef	
Not very much		4852	195	148	210	87	124	202	89	178	150	196	165	154	131	34	153	184	66	158	157	177	196	99	182	195	170	175	77	152	106	100	159	112	76	96
		29%	39%	30%	42%	17%	25%	40%	18%	36%	30%	39%	33%	31%	26%	7%	31%	37%	13%	32%	31%	35%	39%	20%	37%	39%	34%	35%	16%	30%	21%	20%	32%	22%	15%	19%
			BDEGIKLMNO QRSVabcdefg h	DEGNQVacdfg h	BDEGIKLMNO QRSTVYZabcd efgh	N	DGNQVagh	BDEGIKLMNO QRSVYabcdef gh	NQ	BDEGIMNQVa cdfgh	DEGNQVacdfg h	BDEGIKLMNO QRSVabcdefg h	DEGMNQVac dfgh	DEGNQVacdfg h	DGNQVadgh		DEGNQVacdfg h	BDEGILMNOQ SVabcdfgh	N	DEGMNQVac dfgh	DEGNQVacdfg h	BDEGMNQVa cdfgh	BDEGIKLMNO QRSVabcdefg h	NQ	BDEGILMNOQ abcdfgh	BDEGIKLMNO QRSVabcdefg h	DEGMNQVac dfgh	BDEGMNQVa cdfgh	N	DEGNQVacdfg h	NQag	NQ	DEGNQVacdfg h	DGNQag	N	NQ
Not at all		1955	83	84	62	53	56	81	20	57	99	87	106	86	84	9	70	103	24	76	34	45	53	23	71	51	67	60	27	53	42	13	60	57	13	45
		12%	17%	17%	12%	11%	11%	16%	4%	11%	20%	18%	21%	17%	17%	2%	14%	21%	5%	15%	7%	9%	11%	5%	14%	10%	14%	12%	5%	11%	8%	3%	12%	11%	3%	9%
			DEGHNQSTUV XZabcdfgh	CDEGHNQSTU VXZabcdfgh	GNQSVacd	GNQSVadg	GNQSVadg	DEGHNQSTUV Xabcdfgh	N	GNQSVadg	CDEGHNOQR STUVWXYZab cdefgh	CDEGHNQSTU VXYZabcdfgh	ABCEDEFGHJLN OQRSTUVVWX YZabcdfgh	CDEGHNQSTU VXZabcdfgh	DEGHNQSTUV XZabcdfgh		GNQSTVacd h	CDEGHNOQR STUVWXYZab cdefgh	N	DEGNQSTUVX abcdfgh	GNdg	GNQVadg	GNQSVadg	N	GNQSTVacd h	GNQSVadg	GNQSTVacd h	GNQSVadg	N	GNQSVadg	GNQVdg		GNQSVadg	GNQSVadg		GNQVadg
Don't know		1753	65	46	81	31	78	37	9	27	94	42	89	56	89	22	38	64	13	71	115	27	20	33	87	32	66	52	39	109	28	23	26	82	34	29
		10%	13%	9%	16%	6%	16%	7%	2%	5%	19%	9%	18%	11%	18%	4%	8%	13%	3%	14%	23%	5%	4%	7%	17%	6%	13%	10%	8%	22%	6%	5%	5%	16%	7%	6%
			BDFGHJNOQT UVXacdeg	DGHNQTUcde h	BDFGHJLNOQ TUVXZacdeg	GQ	BDFGHJLNOQ TUVXZacdeg	GQU		GQ	ABDFGHJLNO PQRTUVVXYZa cdeg	GHNQTUcde	ABDFGHJLNO PQRTUVVXYZa cdeg	DFGHJLNOQT VXcdeg	BDFGHJLNO QTUVXZacdeg h	G	GNQU	BDFGHJLNOQT UVXacdeg		BDFGHJNOQT UVXZacdeg	ABCEDEFGHIJK LMNOPRTULV WXYZacdfgh	GQ	G	GQ	BDFGHJLNO QTUVXZacdeg h	GQ	BDFGHJNOQT UVXacdeg	DGHNQTUVXc deh	GNQU	ABCEDEFGHJLN OPQRTUVVXYZ acdfgh	GQ	G	GQ	BDFGHJLNOQ TUVXZacdeg	GQ	GQ
Sigma		16999	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8439	156	222	147	329	242	180	382	238	157	175	139	203	195	435	239	150	397	196	194	252	231	344	160	222	196	214	357	187	324	363	256	250	377	330
		50%	31%	44%	29%	66%	49%	36%	76%	48%	31%	35%	28%	41%	39%	87%	48%	30%	79%	39%	39%	50%	46%	69%	32%	45%	39%	43%	71%	37%	65%	73%	51%	50%	75%	66%
				ACFIJKPRSWb		ABCEFHUKLM OPRSTUWXYZ bef	ACFIJKLMPRS WYZb	CKP	ABCEFHUKL MOPRSTUVW XYZbcefh	ACFIJKLMPRS WYb		CK		ACIJKPW	ACIKPW	ABCEDEFGHIJK LMOPQRSTUW WXYZabcdfgh	ACFIJKLMPRS WYb		ABCEDEFGHIJK LMOPRSTUVW XYZabcdefh	ACIKPW	ACIKPW	ABCFUJKLMPR SWYZb	ABCEFHUKLMPRS WYb	ABCEFHUKLM OPRSTUWXYZ bef		ACFIJKPWb	ACIKPW	ACFIJKPW	ABCEFHUKLM OPRSTUWXYZ bcef	ACIKP	ABCEFHUKLM OPRSTUWXYZ bef	ABCFUJKLMPR SWYZb	ABCFUJKLMPR SWYZb	ABCEFHUKL MOPRSTUVW XYZbcefh	ABCEFHUKLM OPRSTUVW XYZbcefh	
Bottom2Box (Not very much/Not at all)		6807	278	232	272	140	180	283	109	235	249	283	271	240	216	44	223	286	90	234	191	222	249	122	253	246	238	235	104	205	148	114	219	169	89	141
		40%	56%	46%	54%	28%	36%	57%	22%	47%	50%	57%	54%	48%	43%	9%	45%	57%	18%	47%	38%	44%	50%	25%	51%	49%	48%	47%	41%	30%	44%	23%	44%	34%	18%	28%
			BDEGHLMNO QRSTVYZabcd efgh	DEGNQSVacd gh	BDEGHLMNO QRSTVYZabcd efgh	GNQag	DGNQVadgh	BDEGHLMNO QRSTUVXYZa bcdefgh	N	DEGNQSVacd gh	DEGMNQSVa bcdefgh	BDEGHLMNO QRSTUVWXYZ abcdefgh	BDEGHLMNO QRSTVYZabcd efgh	DEGNQSVabc dfgh	DEGNQVacd gh		DEGNQSVacd gh	BDEGHLMNO QRSTUVWXYZ abcdfgh	N	DEGNQSVabc dfgh	DGNQVadgh	DEGNQSVacd gh	DEGMNQSVa bcdfgh	NQg	DEGMNQSTV abcdfgh	DEGNQSVabc dfgh	DEGNQSVabc dfgh	DEGNQSVacd gh	N	DGNQVacd gh	GNQadg	N	DEGNQSVacd gh	DGNQVadgh	N	GNQag

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Q4C. [SUMMARY - TOP2BOX (A GREAT DEAL / A FAIR AMOUNT)] - Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (*), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
	9385	234	281	174	338	253	224	375	280	274	229	179	255	239	413	310	201	403	241	213	228	268	356	179	229	208	223	364	228	339	394	232	301	364	355	
Hospitality (e.g. restaurants, hotels)	55%	47%	56%	35%	68%	51%	45%	75%	56%	55%	46%	36%	51%	48%	83%	62%	40%	81%	48%	43%	46%	54%	71%	36%	46%	42%	45%	73%	46%	68%	79%	47%	60%	73%	71%	
		CKPW	ACEFIKLMPRSTWXYZbe		ABCEFHUKLMOPRSTUVWXYZbef	CFKPSWYZ	CKW	ABCEFHUKLMOPRSTUVWXYZbefgh	ACFIKMPRSTWXYZbe	ACFIKMPRSTWXYZbe	CKPW		CFJKPSWYZ	CKPW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFHUKLMOPRSTUVWXYZabcefhg		ABCEFHUKLMOPRSTUVWXYZabcefhg	CKPSWY	CKW	CKW	CKW	ACFIKPSWXYZbe	ABCEFHUKLMOPRSTUVWXYZbef		CKW	CK	CKW	ABCEFHUKLMOPRSTUVWXYZbef	CKW	ABCEFHUKLMOPRSTUVWXYZb	ABCEFHUKLMOPRSTUVWXYZbcefh	CKPW	ACEFIKLMOPRSTUVWXYZbe	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbef
Technology companies	9340	221	240	156	337	233	225	419	270	231	203	127	212	236	436	264	255	405	221	236	307	267	353	176	244	196	261	359	221	347	405	270	264	389	355	
	55%	44%	48%	31%	67%	47%	45%	84%	54%	46%	41%	26%	43%	47%	87%	53%	51%	81%	44%	47%	61%	53%	71%	35%	49%	39%	52%	72%	44%	69%	81%	54%	53%	78%	71%	
		CKW	CIKLWY	K	ABCEFHUKLMOPRSTUVWXYZbef	CIKWY	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWYb	CIKWY	CKW		CKW	CIKWY	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWYb	ACIKLRWYb	ABCEFHUKLMOPRSTUVWXYZabcefhg	CKW	CIKWY	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbef		K	CIKLWY	CK	ACFIKLRWYb	ABCEFHUKLMOPRSTUVWXYZbef	CKW	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWYb	ABCEFIKLMRSWYb	ABCEFHUKLMOPRSTUVWXYZbef		
Manufacturers of household goods (groceries, toiletries, cleaning products etc)	9121	208	263	155	337	229	205	391	266	246	218	140	243	227	412	274	200	394	244	257	263	259	336	145	215	197	242	352	234	335	379	253	284	370	347	
	54%	42%	53%	31%	67%	46%	41%	78%	53%	49%	44%	28%	49%	45%	82%	55%	40%	79%	49%	51%	53%	52%	67%	29%	43%	39%	49%	70%	47%	67%	76%	51%	57%	74%	70%	
		CKW	ACEFIKMPWX Yb		ABCEFHUKLMOPRSTUVWXYZbef	CKPWY	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ACEFIKMPWXY	ACFIKPPWY	CKW		ACFIKPPWY	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ACEFIKLMPRWXYZb	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ACFIKPPWY	ACEFIKMPWX Y	ACEFIKPPWXY	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbef		CKW	CKW	ACFIKPPWY	ABCEFHUKLMOPRSTUVWXYZbef	CKPWY	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefh	ACFIKPPWY	ACEFIKLMOPRSTUVWXYZbe	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbef	
Public transport providers (e.g. taxis, buses, trains, trams)	9119	181	276	179	325	255	181	408	245	264	239	175	254	221	407	303	202	386	237	260	240	201	337	191	163	198	227	365	276	353	364	253	291	381	281	
	54%	36%	55%	36%	65%	51%	36%	82%	49%	53%	48%	35%	51%	44%	81%	61%	41%	77%	47%	52%	48%	40%	67%	38%	40%	40%	46%	73%	55%	71%	73%	51%	58%	76%	56%	
			ACFHUKMPRTUWXYZ		ABCEFHUKLMOPRSTUVWXYZb	ACFKMPUWXY		ABCEFHUKLMOPRSTUVWXYZabcefhg	ACFKPUWXY	ACFKMPRUWXYZ	ACFKPUWXY		ACFKMPUWXY	ACFKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFHUKLMOPRSTUVWXYZb	KX	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACFKPUWXY	ACFKMPRUWXYZ	ACFKPUWXY	X	ABCEFHUKLMOPRSTUVWXYZbcefhg		X	ACFKWX	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACFIKMPRTUWXYZ	ABCEFHUKLMOPRSTUVWXYZbcefhg	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACFKPUWXY	ACEFIKLMOPRSTUVWXYZbe	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACFHUKMPRTUWXYZ		
Financial service providers (banks, pensions, insurance etc)	8998	196	221	154	347	232	189	389	274	208	193	134	209	218	442	257	229	396	217	218	273	249	358	161	233	202	228	361	213	332	392	271	265	376	361	
	53%	39%	44%	31%	69%	46%	38%	78%	55%	42%	39%	27%	42%	44%	88%	51%	46%	79%	43%	44%	55%	50%	72%	32%	47%	40%	46%	72%	43%	66%	78%	54%	53%	75%	72%	
		CKW	CFJKW		ABCEFHUKLMOPRSTUVWXYZbef	ACFIKWY	CK	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWXYZb	CKW	CKW		CKW	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWYb	ACFIKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	CFJKW	CFJKW	ABCEFIKLMRSWXYZb	ABCEFIKLMRSWYb	ABCEFHUKLMOPRSTUVWXYZbef		ACFIKW	CKW	ACFIKW	ABCEFHUKLMOPRSTUVWXYZbef	CKW	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefhg	ABCEFIKLMRSWXYZb	ABCEFIKLMRSWXYZb	ABCEFHUKLMOPRSTUVWXYZbcefhg	ABCEFHUKLMOPRSTUVWXYZbef	
Car/automotive manufacturers	8875	199	236	129	342	214	179	392	266	220	207	136	213	212	433	269	202	396	216	255	274	233	343	148	216	173	235	363	236	334	388	248	268	379	326	
	52%	40%	47%	26%	68%	43%	36%	78%	53%	44%	41%	27%	43%	42%	87%	54%	40%	79%	43%	51%	55%	47%	69%	30%	43%	35%	47%	73%	47%	67%	78%	50%	54%	76%	65%	
		CKW	ACFIKPPWY		ABCEFHUKLMOPRSTUVWXYZbef	CFKWY	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWXYZb	CFKWY	CFKWY		CFKWY	CFKWY	ABCEFHUKLMOPRSTUVWXYZabcefhg	ABCEFIKLMRSWXYZb	CKW	ABCEFHUKLMOPRSTUVWXYZabcefhg	CFKWY	ACEFIKLMPRWXY	ABCEFIKLMRSWXYZb	ACFKWY	ABCEFHUKLMOPRSTUVWXYZbef		CFKWY	CK	ACFIKPPWY	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACFIKPPWY	ABCEFHUKLMOPRSTUVWXYZbcefhg	ABCEFHUKLMOPRSTUVWXYZbcefhg	ACEFIKLMRSWXYZb	ABCEFHUKLMOPRSTUVWXYZbcefhg	ABCEFHUKLMOPRSTUVWXYZbef		
E-commerce/online retail/delivery companies	8802	194	242	113	339	218	187	389	262	208	216	125	201	251	444	265	203	398	209	199	247	251	332	134	205	207	235	386	193	310	366	265	275	389	343	
	52%	39%	48%	23%	68%	44%	38%	78%	52%	42%	43%	25%	40%	50%	89%	53%	41%	80%	42%	40%	50%	50%	66%	27%	41%	41%	47%	77%	39%	62%	73%	53%	55%	78%	69%	
		CKW	ACEFIKLPRSWXYb		ABCEFHUKLMOPRSTUVWXYZbcefh	CFKW	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ACEFIKLPRSWXYb	CKW	CFKW		CKW	ACEFIKLPRSWXYb	ABCEFHUKLMOPRSTUVWXYZabcefhg	ACEFIKLPRSWXYb	CKW	ABCEFHUKLMOPRSTUVWXYZbcefhg	CKW	CKW	ACEFIKLPRSWXYb	ACEFIKLPRSWXYb	ABCEFHUKLMOPRSTUVWXYZbef		CKW	CKW	ACFKLPWYb	ABCEFHUKLMOPRSTUVWXYZbcefh	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFHUKLMOPRSTUVWXYZbcefh	ACEFIKLPRSWXYb	ABCEFIKLMRSWXYb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFHUKLMOPRSTUVWXYZbcefh	
Clothing and fashion brands/companies	8731	202	239	120	344	207	204	382	270	222	204	117	209	214	415	270	196	389	229	216	242	243	330	143	220	185	235	368	169	322	378	254	262	381	351	
	51%	40%	48%	24%	69%	42%	41%	76%	54%	44%	41%	23%	42%	43%	83%	54%	39%	78%	46%	43%	48%	49%	66%	29%	44%	37%	47%	74%	34%	64%	76%	51%	53%	76%	70%	
		CKWb	ACEFIKLPWYb		ABCEFHUKLMOPRSTUVWXYZbef	CKWb	CKWb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWXYZb	CKWYb	CKWb		CKWb	CKWb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWXYZb	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	CIKPPWYb	CKWYb	ACEFIKLPWYb	ACEFIKLPWYb	ABCEFHUKLMOPRSTUVWXYZbef		CKWYb	CKW	ACFIKPPWYb	ABCEFHUKLMOPRSTUVWXYZbcefh	CK	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefh	ACEFIKLPWYb	ABCEFIKLMRSWXYb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFHUKLMOPRSTUVWXYZbef	
Airlines	8579	206	222	109	328	201	193	397	265	198	183	106	193	181	424	260	213	392	197	246	251	239	341	117	235	178	216	373	193	337	373	265	259	375	312	
	51%	41%	44%	22%	66%	40%	39%	79%	53%	40%	37%	21%	39%	36%	85%	52%	43%	78%	39%	49%	50%	48%	68%	24%	47%	36%	43%	75%	39%	67%	75%	53%	52%	75%	62%	
		CKW	CFIKLMRWYb		ABCEFHUKLMOPRSTUVWXYZbef	CKW	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWYZb	CKW	CKW		CKW	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWYZb	CIKMWY	ABCEFHUKLMOPRSTUVWXYZbcefh	CKW	ABCEFIKLMRSWYZb	ABCEFIKLMRSWYb	ABCEFHUKLMOPRSTUVWXYZbef		CEFIKLMRWYb	CKW	CIKMWY	ABCEFHUKLMOPRSTUVWXYZbcefh	CKW	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWYZb	ABCEFIKLMRSWYZb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFHUKLMOPRSTUVWXYZbef		
Oil and gas companies	7978	174	194	108	335	192	165	380	263	178	172	93	175	168	395	218	167	404	173	227	224	216	362	111	183	163	214	371	146	314	347	236	235	383	293	
	47%	35%	39%	22%	67%	38%	33%	76%	53%	36%	34%	19%	35%	34%	79%	44%	33%	81%	35%	46%	45%	43%	72%	22%	37%	33%	43%	74%	29%	63%	70%	47%	47%	77%	59%	
		CKW	CFJKPPWYb		ABCEFHUKLMOPRSTUVWXYZbcefh	CFKWYb	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMOPRSTUVWXYZb	CKWb	CKWb		CKWb	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	ACFIKLMPRWXYb	CKW	ABCEFHUKLMOPRSTUVWXYZbcefh	CKWb	ABCEFIKLMRSWXYb	ABCEFIKLMRSWXYb	ACFIKLMPRWYb	ABCEFHUKLMOPRSTUVWXYZbcefh		CKWb	CKW	ACFIKLMPRWYb	ABCEFHUKLMOPRSTUVWXYZbcefh	CKW	ABCEFHUKLMOPRSTUVWXYZbef	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMRSWXYb	ABCEFIKLMRSWXYb	ABCEFHUKLMOPRSTUVWXYZbcefh	ABCEFIKLMOPRSTUVWXYZbcefh	

Global @dvisor: Sustainability – COP 27
Q4C. [SUMMARY - BOTTOM2BOX (NOT VERY MUCH / NOT AT ALL)] - Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
Oil and gas companies		7212	267	256	312	118	232	280	107	200	229	266	332	271	232	81	248	273	77	249	162	254	246	102	305	289	248	239	89	265	159	129	238	203	78	177	
		42%	53%	51%	62%	24%	46%	56%	22%	40%	46%	53%	66%	54%	46%	16%	50%	55%	15%	50%	32%	51%	49%	20%	61%	58%	50%	48%	18%	53%	32%	26%	48%	41%	16%	35%	
			DEGHIMNQSV acd fgh	DEGHINQSVac d fgh	ABDEGHULM NOPQRSTUVY Zabcde fgh	NQag	DGHNQSVacd f gh	DEGHIMNOQ RSUVYZacde f gh	NQg	DGNQSVacd g	DGNQSVacd f h	DEGHIMNQSV Zacde fgh	ABDEFGHULM NOPQRSTUV WXYZabcde f gh	DEGHIMNOQSV Zacde fgh	DGNQSVacd f h		DGHNQSVacd f gh	DEGHIMNQSV Zacde fgh		DGHNQSVacd f gh	DGNQVadg	DGHNQSVacd f gh	DGNQSVacd f gh	Q	ABDEGHULM NOPQRSTUVY Zabcde fgh	BDEGHIMMO QRSTUVYZac de fgh	DGHNQSVacd f gh	DGHNQSVacd f gh			DEGHIMNOQSV acd fgh	DGNQVag	NQag	DGHNQSVacd f gh	DGNQSVacd g h		DGNQVadg
Airlines		6557	234	225	312	119	220	255	90	198	210	259	310	241	198	57	199	230	89	228	148	226	229	114	300	237	234	228	91	218	132	108	208	178	82	149	
		39%	47%	45%	62%	24%	44%	51%	18%	40%	42%	52%	62%	48%	40%	11%	40%	46%	18%	46%	30%	45%	46%	23%	60%	48%	47%	46%	18%	44%	26%	22%	42%	36%	17%	30%	
			DGHIMNOQSV acd fgh	DGNQSVacd f h	ABDEFGHULM NOPQRSTUVX YZabcde fgh	GNQag	DGMNQSVacd f h	BDEGHIMMO QSVabcde fgh	N	DGMNQSVacd f h	DGNQSVacd f h	BDEFGHULMNOP QRSTUVZabc de fgh	ABDEGHILMNOP NOPQRSTUVX YZabcde fgh	DGHIMMOQSV Vacde fgh	DGNQSVacd g h		DGNQSVacd g h	DGHIMNQSVa cd fgh	N	DGHIMNOQSV acd fgh	DGNQVadg	DGNQSVacd g h	DGNQSVacd f h	GNQg	ABDEFGHULM NOPQRSTUVX YZabcde fgh	DGHIMMOQSV acd fgh	DGHIMNOQSV acd fgh	DGNQSVacd f h	N	DGNQSVacd f h	GNQag	N	DGNQSVacd f h	DGNQSVacd g h	N	DGNQVadg	
Clothing and fashion brands/companies		6436	238	207	285	107	210	253	105	198	188	238	304	230	180	65	192	244	91	206	174	236	229	129	273	253	230	221	91	232	152	94	211	167	81	123	
		38%	48%	41%	57%	22%	42%	51%	21%	40%	38%	48%	61%	46%	36%	13%	38%	49%	18%	41%	35%	47%	46%	26%	55%	51%	46%	44%	18%	46%	30%	19%	42%	33%	16%	25%	
			BDEGHILMN RSVacd fgh	DGNQSVacd f h	ABDEGHULM NOPQRSTUVY Zabcde fgh	Ng	DGMNQSVacd d fgh	BDEGHIMNO QRSVZacde f gh	N	DGNQSVacd f h	DGNQVacd fgh	BDEGHIMNO QRSVacd fgh	ABDEFGHULM NOPQRSTUV WXYZabcde f gh	DGHIMNOQR SVacd fgh	DGNQVadgh		DGNQVacdgh	BDEGHIMNO QRSVacde fgh	N	DGNQSVacd f h	DGNQVadgh	BDEGHIMNOQ RSVacd fgh	DGMNQSVa cd fgh	GNQadg	ABDEGHULM NOQRSTUVYZ abcde fgh	BDEGHILMNO QRSVacde fgh	DGHIMNOQSV Vacde fgh	DGMNQSVac d fgh	N	DGHIMNOQSV Vacde fgh	DGNQadgh	N	DGNQSVacd f h	DGNQVadgh		NQag	
E-commerce/online retail/delivery companies		6313	235	202	301	119	195	268	98	200	199	226	294	236	144	36	185	247	83	228	180	228	214	130	264	264	209	218	72	216	162	114	203	153	73	119	
		37%	47%	40%	60%	24%	39%	54%	20%	40%	40%	45%	59%	47%	29%	7%	37%	49%	17%	46%	36%	46%	43%	26%	53%	53%	42%	44%	15%	43%	32%	23%	41%	31%	15%	24%	
			BDEGHILMNQ QSVacd fgh	DGMNQVacd f gh	ABDEFGHULM NOPQRSTUV WXYZabcde f h	GNQag	DGMNQVacd f gh	ABDEGHULM NOQRSTUVYZ abcde fgh	Nag	DGMNQVacd f gh	DGMNQVacd f gh	BDEGHIMNOQSV Vacde fgh	ABDEGHILMNOP NOPQRSTUV WXYZabcde f gh	BDEGHIMMOQSV acd fgh	GNQag		DGMNQVad f gh	BDEGHIMNO QSVacd fgh	N	BDEGHIMNOQSV acd fgh	DGMNQVad f h	DGMNQSVa cd fgh	GNQag	BDEGHILMNO QRSTUVYZab cde fgh	BDEGHILMNO QRSTUVYZab cde fgh	DGHIMNOQSV acd fgh	DGMNQSVa cd fgh	N	DGMNQSVa cd fgh	DGNQVadgh	NQag	DGMNQVacd f gh	DGNQadgh	N	NQag		
Car/automotive manufacturers		6304	239	213	292	116	206	270	98	200	190	235	279	223	186	49	187	232	85	216	146	208	237	115	262	256	229	221	91	181	138	91	226	166	81	137	
		37%	48%	43%	58%	23%	41%	54%	20%	40%	38%	47%	56%	45%	37%	10%	38%	46%	17%	43%	29%	42%	47%	23%	52%	51%	46%	44%	18%	36%	28%	18%	45%	33%	16%	28%	
			DEGHIMNOQ SVabcde fgh	DGNQSVacd f gh	ABDEGHULM NOPQRSTUVX YZabcde fgh	NQg	DGNQSVacd f h	BDEGHULMN OPQRSTUVYZ abcde fgh	N	DGNQSVacd f h	DGNQSVacd f h	DEGHIMNOQ SVabcde fgh	ABDEGHULM NOPQRSTUVY Zabcde fgh	DGIMNOQSVa bcd fgh	DGNQSVacd g h		DGNQSVacd g h	DGHIMNOQSV Vabcde fgh	N	DGIMNOQSVa bcd fgh	DGNQVadg	DGNQSVacd f h	DEGHIMNOQ SVabcde fgh	NQg	BDEGHILMNO QRSTVYZabc d fgh	BDEGHILMNO QRSTVYZabc d fgh	DGIMNOQSVa bcd fgh	DGIMNOQSVa bcd fgh	91	18%	196	28%	18%	41%	34%	N	GNQadg
Financial service providers (banks, pensions, insurance etc)		6248	249	232	256	114	185	270	96	192	199	249	280	229	187	43	204	217	88	218	169	210	220	109	247	242	221	224	101	196	144	89	203	168	83	114	
		37%	50%	46%	51%	23%	37%	54%	19%	38%	40%	50%	56%	46%	38%	9%	41%	43%	18%	44%	34%	42%	44%	22%	49%	48%	44%	45%	20%	39%	29%	18%	41%	34%	17%	23%	
			DEGHIMNOQ RSTVabcde fgh	DEGHIMNOQ SVabcde fgh	DEGHIMNOP QRSTUVYabc de fgh	NQg	DGNQVacdgh	BDEGHILMNO PQRSTUVYZa bcde fgh	N	DGNQVacdgh	DGNQSVacd f h	DEGHIMNOP QRSTUVYabc de fgh	ABDEGHULM NOPQRSTUV WXYZabcde f h	DEGHIMNOQSV abcde fgh	DGNQVacdgh		DGNQSVacd f h	DEGNQSVacd f gh	N	DEGMNQSVac d fgh	DGNQVadgh	DGNQSVacd f h	DEGNMQSVac d fgh	N	DEGHIMNOQ RSTVabcde fgh	DEGHIMNOQ SVabcde fgh	DEGMNQSVac d fgh	DEGHIMNOQSV acd fgh	N	DGNQSVacd f h	DGNQVadgh	N	DGNQSVacd f h	DGNQVadgh	N	NQg	
Public transport providers (e.g. taxis, buses, trains, trams)		6142	256	170	233	137	163	276	82	221	149	204	246	188	182	76	155	248	101	201	137	243	266	129	221	310	217	227	93	143	122	118	224	139	79	186	
		36%	51%	34%	47%	27%	33%	55%	16%	44%	30%	41%	49%	38%	36%	15%	31%	50%	20%	40%	28%	49%	53%	26%	44%	62%	43%	46%	19%	29%	24%	24%	45%	28%	16%	37%	
			BDEGHULMN OQRSVWYabc de fgh	DGNQSVabc d f g	BDEGHULMNO QRSVabcde fgh	GNQag	DGNQSVacd f gh	BCDEGHUJKLM NOQRSTVWY Zabcde fgh		BDEGHILMNOQ SVabcde fgh	GNQacd g	BDEGINOQSV abcde fgh	BDEGHULMNO QRSVYabcde f h	DEGINOQSVa bcd fgh	DGINQSVabc d f g		GNQacd g	BDEGHILMNO QRSVabcde fgh	N	BDEGINOQSV abcde fgh	GNQag	BDEGHILMNO QRSVabcde fgh	BCDEGHULM NOQRSVWYZ abcde fgh	GNQag	BDEGHILMNOQ SVabcde fgh	ABCEDEFGHIU KLMNOPQRST UVWYZabcde f gh	BDEGHILMNOQ SVabcde fgh	BDEGHILMNOQ SVabcde fgh	93	29%	24%	24%	41%	28%	16%	DGINOQSVab cd fgh	
Manufacturers of household goods (groceries, toiletries, cleaning products etc)		6075	239	183	252	127	189	249	98	197	167	222	274	197	164	68	181	237	86	195	143	216	218	121	262	261	215	215	105	173	135	99	225	149	90	122	
		36%	48%	37%	50%	25%	38%	50%	20%	39%	33%	45%	55%	39%	33%	14%	36%	47%	17%	39%	29%	43%	44%	24%	52%	52%	43%	43%	21%	35%	27%	20%	45%	30%	18%	24%	
			BDEGHILMNO QRSVabcde fgh	DGNQSVacd f h	BDEGHULMN OQRSTUVYZa bcd fgh	GNQdg	DGNQSVacd f h	BDEGHILMNO QRSTVYZabc d f gh	N	DGIMNQSVac d fgh	DGNQVacdgh	BDEGHILMNOQ RSVabcde fgh	ABDEGHULM NOPQRSTUVY Zabcde fgh	DGIMNQSVac d fgh	DGNQVadgh		DGNQSVacd f h	BDEGHILMNO QRSVabcde fgh		DGIMNQSVac d fgh	GNQadg	BDEGHILMNO QRSVabcde fgh	BDEGHILMNOQ SVabcde fgh	GNQg	BDEGHILMNO OQRSTUVYZa bcd fgh	BDEGHILMN OQRSTUVYZa bcd fgh	BDEGHILMNOQ SVabcde fgh	BDEGHILMNOQ SVabcde fgh	N	DGNQSVacd g h	GNQadg	N	BDEGHIMNOQ RSVabcde fgh	GNQVadgh		GNQg	
Hospitality (e.g. restaurants, hotels)		5839	209	165	243	120	164	229	109	187	138	214	256	182	161	62	154	251	74	194	178	249	207	108	234	247	212	237	89	192	136	82	238	132	92	116	
		34%	42%	33%	49%	24%	33%	46%	22%	38%	28%	43%	47%	37%	32%	12%	31%	50%	15%	39%	36%	50%	42%	22%	47%	49%	42%	47%	18%	38%	27%	16%	48%	26%	19%	23%	
			BDEGHIMNOQSV Vacde fgh	DGINQVacd f h	ABDEGHULM NOQRSUVabc d fgh	NQadg	DGINQVacd f h	BDEGHILMNO QRSVabcde fgh	NQd	DGINQVacd f gh	GNQVadg	BDEGHILMNOQ SVacd fgh	BDEGHILMNO QRSUVabcde f h	DGINOQVacd f gh	DGNQVad fgh		DGNQVadgh	ABDEGHULM NOORSUVYab cd fgh		BDEGHIMNOQ Vacde fgh	DGINQVacd f h	ABDEGHULM NOORSUVYab cd fgh	BDEGHIMNOQSV Vacde fgh	NQ	BDEGHILMNO QRSVabcde fgh	ABDEGHILM NOORSUVYab cd fgh	BDEGHILMNOQ SVacd fgh	BDEGHILMNOQ QRSVabcde fgh	N	BDEGHIMNOQVa cd fgh	GNQVadg		BDEGHILMNO QRSVabcde fgh	GNQadg	N	NQd	
Technology companies		5749	210	205	250	112	183	227	69	188	175	240	285	225	155	47	194	187	81	205	149	177	201	110	224	225	212	189	99	178	127	74	195	170	68	113	
		34%	42%	41%	50%	23%	37%	45%	14%	38%	35%	48%	57%	45%	31%	9%	39%	37%	16%	41%	30%	36%	40%	22%	45%	45%	42%	38%	20%	36%	25%	15%	39%	34%	14%	23%	
			DGIMNQSTVa bcd fgh	DGIMNQSTVa bcd fgh	ABDEGHIMN OPQRSTUVYZ abcde fgh	GNQdg	DGNQSVacd g h	DEGHIMNOP QSTVZabcde f gh	N	DGMNQSVac dgh	DGNQSVacd g h	ABDEGHIMN OPQRSTU V																									

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Oil and gas companies

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501			
	Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500			
	A great deal	2798	50	64	24	185	59	66	129	116	61	53	24	64	33	121	77	36	199	51	28	35	70	102	24	76	44	67	188	43	103	82	102	80	206	135	
A fair amount		17%	10%	13%	5%	37%	12%	13%	26%	23%	12%	11%	5%	13%	7%	24%	16%	7%	40%	10%	6%	7%	14%	21%	5%	15%	9%	13%	38%	9%	21%	16%	20%	16%	41%	27%	
			CKSW	CKMPSTWYb		ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMPSTW	CKMPSTWYb	ABCEFIJKLMO PRSTUWXYZb bcdef	ABCEFIJKLMO PRSTUWXYZb df	CKMPSTW	CKMPSTW		CKMPSTWYb		ABCEFIJKLMO PRSTUWXYZb df	ACJKMPRSTW Yb		ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMSTW			CKMPRSTWYb	ABCEFIJKLMO PRSTUWXYZb f		ACJKMPRSTW Yb	CKSW	CKMPSTWYb	ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKSW	ABCEFIJKLMO PRSTUWXYZb f	ACJKMPRSTW Yb	ABCEFIJKLMO PRSTUWXYZb f	ABCEIJKMPRS TWYb	ABCEFGHIJKLMO MNOPRSTUV WXYZbcdefh	ABCEFIJKLMO PRSTUWXYZ bcdef	
		5180	123	130	83	150	133	99	251	147	117	119	70	111	135	274	141	131	205	122	200	190	146	259	87	108	119	148	183	102	211	265	134	155	176	158	
	31%		25%	26%	17%	30%	27%	20%	50%	29%	23%	24%	14%	22%	27%	55%	28%	26%	41%	24%	40%	38%	29%	52%	17%	22%	24%	30%	37%	21%	42%	53%	27%	31%	35%	32%	
			CKW	CFKWb		CFIJKLRWXYb	CFKWb	K	ABCEFGHIJKL MOPQRSTUW XYZabcefg	CFIJKLRWxb	CKW	CKW		CKW	CFKWb	ABCEFGHIJKL MOPQRSTUW XYZabcefg	CFKLWXb	CFKWb	ABCEFGHIJKL MOPRUWXYZ befh	CFKW	ABCEFGHIJKL MOPRUWXYZ befh	ABCEFGHIJKL MOPRUWXYZ befh	ABCEFGHIJKL MOPQRSTUW XYZabcefg		K	CKW	CFIJKLRWXYb	ABCEFGHIJKL MOPRUWXYZ be	K	ABCEFGHIJKL MOPRUWXYZ befh	ABCEFGHIJKL MOPQRSTUW XYZabcefg	CFKWb	ABCFIJKLRWX Yb	ABCEFIJKLMO PRWXYbe	ABCFIJKLRWX Yb		
Not very much		4618	166	147	170	78	135	195	88	144	133	159	144	139	144	63	144	161	52	146	131	198	155	84	183	184	170	166	71	179	110	112	165	111	70	119	
	27%		33%	30%	34%	16%	27%	39%	18%	29%	27%	32%	29%	28%	29%	13%	29%	32%	10%	29%	26%	40%	31%	17%	37%	37%	34%	33%	14%	36%	22%	22%	33%	22%	14%	24%	
			DEGINQSVacd fgh	DGNQVacdfg h	DEGILNQSVac dfgh	Q	DGNQVacdfg	BDEGHJUKLM NOPQRSUVac dfgh	NQ	DGNQVacdfg	DGNQVafg	DEGINQSVacd fgh	DGNQVacdfg	DGNQVacdfg	DGNQVacdfg		DGNQVacdfg	DGINQSVacd gh		DGNQVacdfg h	DGNQVag	ABDEGHJUKLM NOPQRSUVZa cdefgh	DGNQVacdfg h		Q	BDEGHJUKLMN OQRSVacdfg	BDEGHJUKLMN OQRSVacdfg	DEGIKLNQSVa cdfgh	DEGILNQSVac dfgh			BDEGHJUKLMN OQRSVacdfg	DGNQVag	DNQag	DEGINQSVacd fgh	DGNQVag	DGNQVag
Not at all		2595	101	108	142	40	96	85	19	57	95	107	188	132	87	17	104	112	25	103	31	57	90	18	121	104	78	73	18	85	49	17	74	92	8	58	
	15%		20%	22%	28%	8%	19%	17%	4%	11%	19%	21%	38%	26%	18%	4%	21%	22%	5%	21%	6%	11%	18%	4%	24%	21%	16%	15%	4%	17%	10%	3%	15%	12%	2%	12%	
			DGHNQSTVZa cdegh	DFGHNQSTVY Zabcegh	ABDEFGHIJLM NOPQRSTUVX YZabcefg	GNQVadg	DGHNQSTVZa cdegh	DGHNQSTVZac dgh	g	GNQSVadg	DGHNQSTVZa cdgh	DFGHNQSTVY Zabcegh	ABCEFGHIJLM MNOPQRSTU VWXYZabcefg gh	ABDEFGHIJLM NOQRSTUVXY Zabcefg	DGHNQSTVZac dgh		DGHNQSTVYZ acdgh	DFGHNQSTVY Zabcegh	g	DGHNQSTVYZ acdgh	GNVd	GNQSVadg	DGHNQSTVZac dgh		DEFGHIMNQSV TUVYZabcefg gh	DGHNQSTVYZ acdgh	DGHNQSTVZacd g	DGHNQSVacd		DGHNQSTVZac dgh	GNQSVadg		DGHNQSVacd	DGHNQSTVZac dgh		GNQSVadg	
Don't know		1809	59	50	80	47	76	56	13	37	93	62	75	54	100	24	34	60	19	78	110	21	38	36	84	28	89	47	40	90	27	24	26	62	39	30	
	11%		12%	10%	16%	9%	15%	11%	3%	7%	19%	12%	15%	11%	20%	5%	7%	12%	4%	16%	22%	8%	7%		17%	6%	18%	9%	8%	5%	18%	5%	5%	5%	8%	6%	
			GHNOQTUVX cdeh	GNOQTxcdeh	BDFGHLNQQT UVXZacdegh	GNQTxcdeh	BDFGHLNQQT UVXZacdegh	GHNOQTVXcd eh		GQT	ABDFGHJLNO PQTUVXZacde fgh	GHNOQTUVX acdgh	BDFGHLNQQT UVXZacdegh	GHNOQTVXcd eh	ABDEFGHIJKLN NOPRTUVXZa cdefgh	G	GQ	GHNOQTUVX cdegh		BDFGHJLNOQ TUVXZacdefg h	ABCEFGHIJKL NOPQRTUVW XZacdefgh				ABDFGHJLNO PQTUVXZacde fgh	G	ABDFGHJLNO PQTUVXZacde fgh	GNQTxcde	GQT	ABDFGHJLNO PQTUVXZacde fgh	G		GHNOQTUVX acdgh	GQT	G		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		7978	174	194	108	335	192	165	380	263	178	172	93	175	168	395	218	167	404	173	227	224	216	362	111	183	163	214	371	146	314	347	236	235	383	293	
	47%		35%	39%	22%	67%	38%	33%	76%	53%	36%	34%	19%	35%	34%	79%	44%	33%	81%	35%	46%	45%	43%	72%	22%	37%	33%	43%	74%	29%	63%	70%	47%	47%	77%	59%	
			CKW	CFJKPWYb		ABCEFGHIJKL OPRSTUWXYZ befh	CFKWYb	CKW	ABCEFGHIJKL MOPRSTUWXY YZbcdefh	ABCEFIJKLMO PRSTUWXYZb	CKWb	CKWb		CKWb	CKW	ABCEFGHIJKL MOPRSTUWXY YZbcdefh	ACFIJLMPR WXYb	CKW	ABCEFGHIJLK LMOPRSTUV WXYZabcefh	CKWb	ABCEFIJLMP RWXYb	ABCEFIJLMP RWXYb	ACFIJLMPR WYb	ABCEFGHIJKL OPRSTUWXYZ bcefh		CKWb	CKW	ACFIJLMPR WYb	CKW	ABCEFGHIJKL MOPRSTUWXY YZbcefh	ABCEFGHIJKL OPRSTUWXYZ bef	ABCEFIJLMP RWXYb	ABCEFIJLMP RWXYb	ABCEFIJLMP RWXYb	ABCEFGHIJKL MOPRSTUWX YZbcdefh	ABCEFIJLMO PRSTUWXYZb ef	
Bottom2Box (Not very much/Not at all)		7212	267	256	312	118	232	280	107	200	229	266	332	271	232	81	248	273	77	249	162	254	246	102	305	289	248	239	89	265	159	129	238	203	78	177	
	42%		53%	51%	62%	24%	46%	56%	22%	40%	46%	53%	66%	54%	46%	16%	50%	55%	15%	50%	32%	51%	49%	20%	61%	58%	50%	48%	18%	53%	32%	26%	48%	41%	16%		DGNQVadg
			DEGHIMNQSV acdgh	DEGHINQSVac dfgh	ABDEGHULM NOPQRSTUVY Zabcefg	NQag	DGHNQSVacd fgh	DEGHIMNQ RSUVYZacdef gh	NQg	DGNQSVacd	DGNQSVacd	DEGHIMNQSV Zacdefgh	ABDEFGHIJLM NOPQRSTUW WXYZabcefg h	DEGHIMNQSV Zacdefgh	DGNQSVacd	DGHNQSVacd	DGHNQSVacd	DGHNQSVacd	15%	DGHNQSVacd fgh	DGNQVadg	DGHNQSVacd	DGHNQSVacd	Q	ABDEGHULM NOPQRSTUWY Zabcefg	BDEGHIMNO NOPQRSTUVY Zacdefgh	DGHNQSVacd fgh	DGHNQSVacd	DEGHIMNQSV acdgh	DGNQVag	NQag	DGHNQSVacd fgh	DGNQSVacd			DGNQVadg	

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Car/automotive manufacturers

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)	22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501
Base: All Respondents (wtd)	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
A great deal	2900	61	65	32	177	59	73	123	123	19	66	50	25	63	31	143	80	47	196	52	50	45	77	99	33	73	43	71	179	67	114	99	104	186	138	
	17%	12%	13%	6%	35%	12%	15%	25%	19%	13%	10%	5%	13%	6%	29%	16%	9%	39%	10%	10%	9%	16%	20%	7%	15%	9%	14%	36%	14%	23%	21%	17%	37%	28%		
		CKMW	CIKMPTWY		ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMW	CIKMPRSTWY	ABCEFGHIJKL OPRSTUVWXY Zbf	ABCEIJKLM PSTWYZb	CKMPTWY	CKMW		CKMTWY		ABCEFGHIJKL OPRSTUVWXY Zbcdef	CEJKMPRSTW Y	K	ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMW	CKMW	K	CIKMPRSTWY	ABCEFIJKLMP RSTWXYZb		CIKMPRSTWY	K	CIKMPRSTWY	ABCEFGHIJKL MNOPRSTUV WXYZbcdefh	CKMPTWY	ABCEFIJKLMO PRSTUWXYZb	ABCEIJKLM PSTWYZb	ABCEFIJKLMP RSTUWXYZb	ABCEFIJKLMP RSTUWXYZb	ABCEFIJKLMP RSTUWXYZb	ABCEFIJKLMP RSTUWXYZb	
A fair amount	5975	137	171	97	165	155	106	269	171	154	156	111	149	180	290	189	155	200	164	205	229	155	244	115	143	130	164	184	169	220	289	144	184	193		
	35%	27%	34%	19%	31%	31%	21%	54%	34%	31%	31%	22%	30%	36%	58%	38%	31%	40%	33%	41%	46%	31%	49%	23%	29%	26%	33%	37%	34%	44%	58%	29%	37%	39%		
		CFK	ACFKWXYe		CFKWY	CFKW		ABCEFGHIJKL MOPQRSTUW XYZabcdefgh	ACFKWY	CFKW	CFKWY		CFKW	ACFKLWXYe	ABCEFGHIJKL MOPQRSTUW WXYZabcdefgh	ACEFIJKLPUW XYe	CFKW	ABCEFGHIJKLPR UWXYZbe	ACFKWY	ABCEFGHIJKLP RUWXYZbe	ABCEFGHIJKL MOPRUWXYZ abefgh	CFKW	ABCEFGHIJKL MOPQRSUWX YZabefgh		CFK	C	CFKWY	ACFKLWXYe	ACFKWY	ABCEFGHIJKL MPRUWXYZa befh	ABCEFGHIJKL MOPQRSTUW WXYZabcdefgh	ABCEFGHIJKL MOPQRSTUW WXYZabcdefgh	ABCEFIJKLPUW XYe	ACEFIJKLPUW XYe	ACEFIJKLPUW XYe	
Not very much	4507	169	147	197	79	136	200	84	153	120	167	158	150	124	39	132	153	66	145	117	164	178	102	183	187	166	164	69	133	103	78	170	109			
	27%	34%	29%	39%	16%	27%	40%	17%	31%	24%	34%	32%	30%	25%	8%	26%	31%	13%	29%	24%	33%	36%	20%	37%	37%	33%	33%	14%	27%	21%	16%	34%	22%			
		DEGIMNOQS Vabcdfgh	DGINQSVacdf gh	BDEGHJIKLM NOPQRSTVZa bcdfgh	N	DGNQSVacdfg h	ABDEGHJIKLM NOPQRSTVYZ abcdfgh	N	DGIMNQS Vabdfgh	DGNQadg	BDEGHIMNOQ RSVabcdfgh	DGIMNOQS Vabbcdfgh	DGINQSVacdf gh	DGNQadg		DGNQSVacdfg h	DGIMNQS Vabdfgh	N	DGINQSVacdf gh	DGNQadg	DEGIMNOQS Vabcdfgh	BDEGHILMNQ RSVabcdfgh	DNQag	BDEGHILMNOP QRSVabcdfgh	OPQRSVabcdf gh	DGINMNOQS Vabcdfgh	DGINMNOQS Vabcdfgh	N	DGNQSVacdfg h	DNQag	N	DEGIMNOQS Vabcdfgh	DGNQadg	N	NQag	
Not at all	1797	70	67	95	37	70	70	14	46	70	67	121	74	62	10	56	79	19	71	29	45	59	13	79	69	63	57	22	49	35	13	56	57			
	11%	14%	13%	19%	7%	14%	14%	3%	9%	14%	14%	14%	13%	15%	4%	16%	13%	14%	14%	6%	9%	12%	3%	16%	14%	13%	11%	4%	10%	7%	3%	11%	11%			
		DGHNQSTVab cdgh	DGHNQSTVab cdgh	BDEFGHIJMN OQRSTUWXYZ abdefgh	GNQVadg	DGHNQSTVab cdgh	DGHNQSTVab cdgh		GNQSVadg	DGHNQSTVab cdgh	DGHNQSTVab cdgh	ABCEFGHIJL MNOPQRSTU WXYZabcdefg h	DGHNQSTVab cdfgh	DGNQSVacdfg h		DGNQSVacdfg h	DGHNQSTVZ abdefgh		DGHNQSTVab cdgh	GNVd	GNQSVadg	DGNQSVacdfg h		DGHNQSTVZ abdefgh	DGHNQSTVab cdgh	DGNQSVacdfg h	DGNQSVacdfg h		GNQSVadg	GNQVd		DGNQSVacdfg h	DGNQSVacdfg h			
Don't know	1821	62	51	79	42	80	51	10	35	90	59	85	64	102	18	44	66	19	68	98	18	30	42	90	28	98	44	46	83	28	21	27	66			
	11%	13%	10%	16%	9%	16%	10%	2%	7%	18%	12%	17%	13%	20%	4%	9%	13%	4%	14%	20%	4%	6%	8%	18%	6%	20%	9%	17%	6%	4%	5%	6%	8%			
		DGHNQSTUVxc deg	GHNQSTUVxcde deg	BDFGHINOQT UVXZacdeg	GNQTde	BDFGHINOQT UVXZacdeg	GNQTUXcde		GNQT	ABDFGHJLNO PQRTUVXZacd efgh	DGHNQSTUVxc deg	ABDFGHJLNO QRTUVXZacd efgh	DGHNQSTUV XZcdeg	ABDFGHJLNO PQRTUVXZacd efgh		GNQTde	DGHNQSTUV XZcdeg	G	BDGHNOQTU VXZacdeg	ABDFGHJLNO PQRTUVXZacd efgh		G	GNQTd	ABDFGHJLNO PQRTUVXZacd efgh	G	ABDFGHJLNO PQRTUVXZacd efgh	GNQTde	GNQTde	BDFGHINOQT UVXZacdeg	G	G	G	BDGHNOQTU VXZacdeg	GNQTd	GNQT	
Sigma	17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)	8875	199	236	129	342	214	179	392	266	220	207	136	213	212	433	269	202	396	216	255	274	233	343	148	216	173	235	363	236	334	388	248	268	379		
	52%	40%	47%	26%	68%	43%	36%	78%	53%	44%	41%	27%	43%	42%	87%	54%	40%	79%	43%	51%	55%	47%	69%	30%	43%	35%	47%	73%	47%	67%	78%	50%	54%	76%		
		CKW	ACFIKPWY		ABCEFGHIJKL OPRSTUWXYZ bef	CFKWY	CKW	ABCEFGHIJKL MOPRSTUVW XYZabcfeh	ABCEFIJKLMP RUWXY	CFKWY	CFKWY		CFKWY	CFKWY	ABCEFGHIJL LMOPQRSTUW WXYZabcdefg h	ABCEFIJKLMP RUWXYZb	CKW	ABCEFGHIJKL MOPRSTUVW XYZabcfeh	CFKWY	ACEFIJLMP WXY	ABCEFIJLMP RUWXYZb	ACFKWY	ABCEFGHIJKL OPRSTUWXYZ bef		CFKWY	CK	ACFIKPWY	ABCEFGHIJKL OPRSTUWXYZ befh	ACFIKPWY	ABCEFGHIJKL MOPRSTUVW XYZbcfeh	ABCEFGHIJKL MOPRSTUVW XYZbcfeh	ACEFIJLMP WY	ABCEFIJLMP RUWXYZb	ABCEFIJLMP MOPRSTUVW XYZbcfeh	ABCEFIJKLMP RUWXYZb	
Bottom2Box (Not very much/Not at all)	6304	239	213	292	116	206	270	98	200	190	235	279	223	186	49	187	232	85	216	146	208	237	115	262	256	229	221	91	181	138	91	226	166			
	37%	48%	43%	58%	23%	41%	54%	20%	40%	38%	47%	56%	45%	37%	10%	38%	46%	17%	43%	29%	42%	47%	23%	52%	51%	46%	44%	18%	36%	28%	18%	45%	33%			
		DEGHIMNOQ SVabcdfgh	DGNQSVabcd fgh	ABDEGHJLM NOPQRSTUVX YZabdefgh	NQg	DGNQSVacdfg h	BDEGHJLMN OPQRSTUVYZ Zabdefgh	N	DGNQSVacdfg h	DGNQSVacdfg h	DEGHIMNOQ SVabcdfgh	ABDEGHJLM NOPQRSTUVY Zabdefgh	DGIMNOQS Vabcdfgh	DGNQSVacdfg h		DGNQSVacdfg h	DGHIMNOQS Vabcdfgh	N	DGIMNOQS Vabcdfgh	DGNQVadg	DGNQSVacdfg h	DEGHIMNOQ SVabcdfgh	NQg	BDEGHILMNO QRSTVYZabcd efgh	BDEGHILMNO QRSTVZabcd fgh	DGIMNOQS Vabcdfgh	DGIMNOQS Vabcdfgh	N	DGNQSVacdfg h	GNQadg	N	DGIMNOQS Vabcdfgh	DGNQVadg h	N	GNQadg	

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Public transport providers (e.g. taxis, buses, trains, trams)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501		
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		2850	48	74	31	168	67	59	146	90	81	66	46	75	32	111	94	49	201	60	41	37	68	98	45	55	50	67	155	79	132	74	96	81	168		
		17%	10%	15%	6%	34%	14%	12%	29%	18%	16%	13%	9%	15%	7%	22%	19%	10%	40%	12%	8%	7%	14%	20%	9%	11%	10%	13%	31%	16%	26%	15%	19%	16%	34%	21%	
				ACKMPSTWY		ABCEFHUKLM NOPRSTUVW XYZbdefh	ACKMSTW	CMST	ABCEFHUKLM NOPRSTUVW XYZbdefh	ACEFJKMPRST WXYZ	ACFKMPRSTW XY	ACKMSTW		ACKMPSTWY	7%	ABCEFHUKLMP RSTUWXYZbdf f	ACEFJKMPRST UWXYZ		ABCEDEFGHIUK LMNOPRSTUV WXYZabcdefg h	CKMST			CKMSTW	ABCEFJKLMPR STUWXYZ		CM	CM	CKMSTW	ABCEFHUKLM NOPRSTUVW XYZbdefh	ACKMPRSTW XY	ABCEFHUKLM OPRSTUVWXY Zbdef	ACKMPSTWY	ABCEFHJKMPRS TUWXYZ	ACFKMPRSTW XY	ABCEFHUKLM NOPRSTUVW XYZbdefh		
A fair amount		6270	133	202	147	157	187	122	262	155	183	174	129	179	188	296	209	153	185	177	219	204	134	239	146	107	148	161	210	197	221	290	157	210	214		
		37%	27%	40%	30%	31%	37%	25%	52%	31%	37%	35%	26%	36%	38%	59%	42%	31%	37%	35%	44%	41%	27%	48%	29%	22%	30%	32%	42%	39%	44%	58%	31%	42%	43%		
				ACDFHJKLPRU WXYZeh	X	FKX	ACDFHKPUW XYe		ABCEDEFGHIUK MOPQRSTUW XYZZabcefgh	FKX	ACDFHKPUW XY	AFKUWXY		ACFKUWXY	ACDFHKPUW XYe	ABCEDEFGHIUK LMOPQRSTUW WXYZZabcefgh	ACDFHJKLPRU WXYZeh	FX	ACDFKPUWXY	ACFKUWXY	ACDEFGHIUKLM PQRUWXYZeh	ACDFHJKPRU WXYZe		ABCEDEFGHIUKL MPQRUTUWXY Zbefh	X		FKX	ACDFHJKLPRU WXYZeh	ACDFHKPUW XYZe	ACDEFGHIUKLM PQRUWXYZeh	ABCEDEFGHIUKL MOPQRSTUW WXYZZabcefgh	FKX	ACDFHJKLPR UWXYZeh	ACDFHJKLPRU WXYZeh	AFKUX		
Not very much		4574	190	129	180	92	119	210	68	170	110	155	155	128	135	66	113	177	72	138	117	206	193	106	168	216	158	170	75	114	93	100	167	97	68		
		27%	38%	26%	36%	18%	24%	42%	14%	34%	22%	31%	31%	26%	27%	13%	23%	35%	14%	28%	23%	41%	39%	21%	34%	43%	32%	34%	15%	23%	19%	20%	33%	19%	14%		
			BDEGIUKLMN OQRSVYabdcf gh	DGNQacdfg	BDEGILMNOQ RSVabdcfgh	GN	DGNQacfg	BDEGHUKLM NOPQRSVWY Zabdcdefgh		BDEGILMNOQ RSVabdcfgh	GNQag	BDEGILNOQS Vabdcfgh	BDEGILNOQS Vabdcfgh	DGNQacfg	DGNQVacdfg		GNQag	BDEGILMNOQ RSVabdcfgh		DGINOQSVab cdfg	DGNQacfg	BDEGHUKLM NOQRSVWYZ abdcdefgh	BDEGIUKLMN OQRSVYabdcf gh	GNQag	BDEGILMNOQ RSVabdcfgh	BCDEGHUKLM NOPQRSVWY Zabdcdefgh	BDEGILNOQS Vabdcfgh	BDEGILMNOQ RSVabdcfgh		GNQag	GN	GNQg	BDEGILMNOQ RSVabdcfgh	GNQg		DGNQag	
Not at all		1568	67	42	52	45	44	66	14	51	40	49	91	60	47	11	42	71	29	63	20	37	73	23	53	94	58	57	18	29	29	18	57	42	10		
		9%	13%	8%	11%	9%	9%	13%	3%	10%	8%	10%	18%	12%	9%	2%	8%	14%	6%	13%	13%	7%	15%	5%	11%	19%	12%	11%	4%	6%	6%	4%	11%	8%	2%		
			BDEGINOQST Vabdcfg	GNSVadg	GNQSVabcdg	GNQSVabcdg	GNQSVabcdg	BDEGINOQST Vabdcfg		GNQSVabcdg	GNSVadg	GNQSVabcdg	ABCEDEFGHIUL MNOQRSTVW YZabdcdefgh	BEGINOQSTV abdcfg	GNQSVabcdg		GNSVadg	BDEGIJMNOQ STVabdcfg	GNg	BDEGINOQST Vabdcfg		GNSadg	BDEGIJMUNO QSTVabdcfg	Ng	GNQSVabcdg	ABCEDEFGHIUL MNOQRSTVW YZabdcdefg	BGINOQSTVabc dg	GNQSTVabcd g		GNg	GNg		GNQSTVabcd g	GNSVadg		BDEGIJMNOQ STVabdcfg	
Don't know		1739	63	54	89	38	82	43	10	34	86	57	78	59	98	17	42	50	13	62	102	17	33	34	88	27	85	45	42	81	26	18	23	70	40		
		10%	13%	11%	18%	8%	16%	9%	2%	7%	17%	11%	16%	12%	20%	3%	8%	10%	3%	12%	21%	7%	7%	7%	18%	6%	17%	9%	16%	9%	16%	5%	14%	8%	7%		
			DGHNOQTUV Xcdegh	DGHNQTVUVXc deh	ABDFGHJLNO PQRTUVXZacd gh	GNQTde	BDFGHJLNOP QRTUVXZacde gh	GNQTcde		GNQT	ABDFGHJLNO PQRTUVXZacd efgh	DGHNQTVUVXc deh	BDFGHJLNOP QRTUVXZacde gh	DGHNQTVUVXc deh	ABDFGHJLNO PQRTUVXZacd efgh		GNQTcde	GNQTXcde		DFGHNOQTU VXZacdegh	ABDEFGHIJLKN OPQRTUVXZa bcdefgh		GNQT	GNQTD	ABDFGHJLNO PQRTUVXZacd efgh	GQ	BDFGHJLNOP QRTUVXZacde gh	GNQTXcde	GNQTde	BDFGHJLNOP QRTUVXZacdeg h	GQ		BDFGHJLNOP QRTUVXZacdeg h	GNQTD	GNQT		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		9119	181	276	179	325	255	181	408	245	264	239	175	254	221	407	303	202	386	237	260	240	201	337	191	163	198	227	365	276	353	364	253	291	381	281	
		54%	36%	55%	36%	65%	51%	36%	82%	49%	53%	48%	35%	51%	44%	81%	61%	41%	77%	47%	52%	48%	40%	67%	38%	33%	40%	46%	73%	55%	71%	73%	51%	58%	76%		
				ACFHJKMPRT UWXYZ		ABCEFHUKLM PRSTUWXYZb efh	ACFKMPUWXY Y		ABCEFHUKL MOPQRSTUV WXYZabdcdefg h	ACFKPUWXY XYZ	ACFKMPRUW XYZ	ACFKPUWXY		ACFKMPUWXY Y	ACFKX	ABCEFHUKL MOPRSTUVW XYZZabdcdefh	ABCEFHUKLM PRSTUWXYZe	KX	ABCEFHUKL MOPRSTUVW XYZZabcefh	ACFKPUWXY	ACFKMPRUW XYZ	ACFKPUWXY	X	ABCEFHUKLM OPRSTUWXYZ befh		X	ACFKWX	ABCEFHUKL MOPRSTUWX YZbefh	ACFKMPRTU WXYZ	ABCEFHUKLM OPRSTUWXYZ befh	ABCEFHUKLM MOPRSTUWX YZbefh	ACFKPUWXY RSTUWXYZe	ACCEFHUKLM MOPRSTUVW XYZbefh	ACFHJKMPRT UWXYZ			
Bottom2Box (Not very much/Not at all)		6142	256	170	233	137	163	276	82	221	149	204	246	188	182	76	155	248	101	201	137	243	266	129	221	310	217	227	93	143	122	118	224	139	79		
		36%	51%	34%	47%	27%	33%	55%	16%	44%	30%	41%	49%	38%	36%	15%	31%	50%	20%	40%	28%	49%	53%	26%	44%	62%	43%	46%	19%	29%	24%	24%	24%	28%	16%		
			BDEGHJLMN OQRSVWYabc defgh	DGNQSVabcd fg	BDEGILMNO QRSVabdcfgh	GNQag	DGNQSVabdcfg	BCDEGHJUKLM NOQRSTVWY Zabdcdefgh		BDEGILMNOQ SVabdcfgh	GNQacdg	BDEGINOQSV abdcfg	BDEGILMNO QRSVYabdcfg h	DEGINOQSVa bcdfg	DGINQSVabcd fg		GNQacdg	BDEGILMNO QRSVabdcfgh	N	BDEGINOQSV abdcfg	GNQag	BDEGILMNO QRSVabdcfgh	BCDEGHJULM NOQRSVWYZ abdcdefgh	GNQag	BDEGILMNOQ SVabdcfgh	ABCEDEFGHIUK LMNOPQRST UVWYZabdcdef gh	BDEGILMNOQ SVabdcfgh	BDEGILMNOQ SVabdcfgh	BDEGILMNOQ SVabdcfgh		GNQag	GNag	GNg	BDEGILMNOQ SVabdcfgh	GNQag		DGINOQSVab cdfg

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Airlines

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	1001	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2886	56	69	28	182	61	79	140	103	54	48	25	63	26	140	79	55	195	53	40	43	70	89	28	81	48	57	175	56	127	91	112	84	196	134	
		17%	11%	14%	6%	36%	12%	16%	28%	21%	11%	10%	5%	13%	5%	28%	16%	11%	39%	11%	8%	9%	14%	18%	6%	16%	10%	11%	35%	11%	25%	18%	22%	17%	39%	27%	
			CKMW	CIKMRSTWY		ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMSTW	ACIUKMPRST WYzb	ABCEIJKLMP STUWYzb	CKMW	CKMW		CIKMSTW		ABCEFGHIJL OPRSTUVWXY Zbdef	ACIUKMPRST WYzb	CKMW	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMW	KM	KM	CIKMSTWY	ACEIJKLMPRS TWYzb		ACIUKMPRST WYzb	CKMW	CKMSW	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMW	ABCEIJKLMPRS TWYzb	ABCEIJKLMPRS TWYzb	ABCEIJKLMPRS TWYzb	ABCEIJKLMPRS TWYzb	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	ABCEFGHIJL MNOPRSTUV WXYZbcdefh		
A fair amount		5693	150	153	81	146	140	114	257	163	144	135	81	130	155	284	181	158	197	144	206	208	170	252	89	154	130	159	197	137	210	282	153	175	179	178	
		34%	30%	31%	16%	29%	28%	23%	51%	33%	29%	27%	16%	26%	31%	57%	36%	32%	39%	29%	41%	42%	34%	50%	18%	31%	26%	32%	40%	28%	42%	56%	31%	35%	36%	36%	
			CFKW	CFKLW		CFKW	CFKW	CK	ABCEFGHIJL MOPQRSTUW XYZabcefhg	CFJKLWY	CFKW	CKW		CKW	CFKW	ABCEFGHIJL MOPQRSTUW XYZabcefhg	ABCEFGIJKL WYb	CFKLW	ABCEFGHIJL MPRWXYZbe	CFKW	ABCEFGHIJL MPRUWXYZb ef	ABCEFGHIJL MOPQRSTUW XYZabcefhg		CFKW	CKW	CFKLWY	ABCEFGHIJL MPRWXYZbe	CKW	ABCEFGHIJL MPRUWXYZb efh	ABCEFGHIJL MOPQRSTUW XYZabcefhg	CFKW	CDEFIJKLRWY b	CDEFIJKLRWY b	CDEFIJKLRWY b			
Not very much		4482	172	148	181	81	139	182	76	153	126	171	150	150	137	46	129	149	65	140	117	174	166	93	187	162	161	160	71	153	99	97	155	114	71	108	
		26%	34%	30%	36%	16%	28%	36%	15%	31%	25%	34%	30%	30%	27%	9%	26%	30%	13%	28%	23%	35%	33%	19%	37%	32%	32%	32%	14%	31%	20%	19%	31%	23%	14%	22%	
			DEGIMNOQRS Vacdgh	DGINQSVacd gh	BDEGIKLMNO PQRSVacdgh	N	DGNQSVacd gh	BDEGIKLMNO PQRSVacdgh	N	DGINQSVacd gh	DGNQVacd gh	BDEGIKLMNO QRSVacdgh	DGINQSVacd gh	DGINQSVacd gh	DGNQVacd gh		DGNQVacd gh	DGNQSVacd gh		DGNQSVacd gh	DGNQVag	BDEGIMNOQ RSVacdgh	DGINOQRSVa cdfgh	NQ	BDEGHIKLMN OPQRSVabcd efgh	DGINOQSVac d fgh	DGINOQSVac d fgh	DGINOQSVac d fgh	N	DGINQSVacd gh	GNQag	NQ	DGINQSVacd gh	DGNQag	N	DGNQag	
Not at all		2076	62	77	130	38	81	74	13	45	84	87	160	91	61	11	71	81	24	88	31	53	63	21	114	75	73	68	20	65	33	12	54	64	11	41	
		12%	12%	15%	26%	8%	16%	15%	3%	9%	17%	18%	32%	18%	12%	2%	14%	16%	5%	18%	6%	11%	13%	4%	23%	15%	15%	14%	4%	13%	7%	2%	11%	13%	2%	8%	
			DGNQSVacd h	DGHNQSTVac degh	ABDEFGHIJLM NOPQRSTUWX YZabcefhg	GNVadg	DGHNQSTVac degh	DGHNQSTVac dgh		GNQVadg	ADGHMNQST UVacd fgh	ADGHMNQST UVZabcefhg	ABCEFGHIJL MNOPQRSTU VWXYZabcefh gh	ADGHMNQST UVZabcefhg	DGNQSVacd h		DGHNQSVacd gh	DGHNQSTVac degh	GNg	ADGHMNQST UVZabcefhg	GNdg	GNQSVacd g	DGNQSVacd h		ABDEFGHIJLM NOPQRSTUWX YZabcefhg	DGHNQSVacd gh	DGHNQSTVac dgh	DGHNQSVacd gh		DGHNQSVacd gh	GNdg		DGHNQSVacd gh		GNQVadg		
Don't know		1863	60	53	79	53	78	52	13	37	92	58	84	65	122	19	41	56	19	75	106	23	32	45	82	28	88	56	37	89	31	19	27	63	43	39	
		11%	12%	11%	16%	11%	16%	10%	3%	7%	19%	12%	17%	13%	24%	4%	8%	11%	4%	15%	21%	5%	6%	9%	16%	6%	18%	11%	7%	18%	6%	4%	5%	G	GHNQQTUVX acd fgh	GNQtd	GNQtd
			GHNOQTUXac deh	GHNQTUXcde deh	BDFGHIJNOPQ TUVXZacd fgh	GNQTUXcde	BDFGHIJNOPQ TUVXZacd fgh	GNQTUXcde		GNQd	ABDFGHIJLNO PQTUVXZacd fgh	GHNOQTUXac deh	ABDFGHIJLNO PQTUVXZacd fgh	GHNOQTUVX acd fgh	ABCEFGHIJL LNOPRTUV WXYZabcefh h		GNQtd	GHNQTUXacd e		BDFGHJNOPQT UVXZacd fgh	ABCEFGHIJL NOPRTUVW XZacd fgh	5%	G	GNQTde	BDFGHJNOPQT UVXZacd fgh	G	ABDFGHIJLNO PQTUVXZacd fgh	GHNQTUXcde	GNQd	ABDFGHIJLNO PQTUVXZacd fgh		G	GHNQQTUVX acd fgh	GNQtd	GNQtd		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		8579	206	222	109	328	201	193	397	265	198	183	106	193	181	424	260	213	392	197	246	251	239	341	117	235	178	216	373	193	337	373	265	259	375	312	
		51%	41%	44%	22%	66%	40%	39%	79%	53%	40%	37%	21%	39%	36%	85%	52%	43%	78%	39%	49%	50%	48%	68%	24%	47%	36%	43%	75%	39%	67%	75%	53%	52%	75%	62%	
			CKW	CFJKLMRWYb		ABCEFGHIJLM OPRSTUVXYZ bef	CKW	CKW	ABCEFGHIJL MOPRSTUVW XYZbcefh	ABCEFIJKLMP RWYzb	CKW	CKW		CKW	CKW	ABCEFGHIJL LMOPQRSTUV XYZbcefh	ABCEFIJKLMP RWYzb	CIKMWY	ABCEFGHIJL MOPRSTUVW XYZbcefh	CKW	ABCEFIJKLMP RWYzb	ABCEFIJKLMP RWYzb	ACEFIJKLMR WYb	ABCEFGHIJLM OPRSTUVXYZ bef		CEFIJKLMRWY b	CKW	CIKMWY	ABCEFGHIJL MOPRSTUVW XYZbcefh	CKW	ABCEFIJKLM OPRSTUVXYZ bef	ABCEFIJKLM MOPRSTUVW XYZbcefh	ABCEFIJKLMP RWYzb	ABCEFIJKLMP RWYzb	ABCEFGHIJL MOPRSTUVW XYZbcefh	ABCEFGHIJLM OPRSTUVXYZ bef	
Bottom2Box (Not very much/Not at all)		6557	234	225	312	119	220	255	90	198	210	259	310	241	198	57	199	230	89	228	148	226	229	114	300	237	234	228	91	218	132	108	208	178	82	149	
		39%	47%	45%	62%	24%	44%	51%	18%	40%	42%	52%	62%	48%	40%	11%	40%	46%	18%	46%	30%	45%	46%	23%	60%	48%	47%	44%	18%	44%	26%	22%	42%	36%	17%	30%	
			DGHMNOQSV acd fgh	DGNQSVacd h	ABDEFGHIJLM NOPQRSTUWX YZabcefhg	GNQag	DGNQSVacd h	BDEGHIMNO QSVabcefhg	N	DGNQSVacd h	DGNQSVacd h	BDEGHIMNOP QRSTUVWX YZabcefhg	DGHMNOQS Vacd fgh	DGNQSVacd h		DGNQSVacd h	DGHMNOQSVa cdfgh	N	DGHMNOQSV acd fgh	DGNQVadg	DGNQSVacd h	DGNQSVacd h	GNQg	ABDEFGHIJLM NOPQRSTUWX YZabcefhg	DGHMNOQSV acd fgh	DGHMNOQSV acd fgh	DGNQSVacd h	N	DGNQSVacd h	GNQag	N	DGNQSVacd h	DGNQSVacd h	N	DGNQVadg		

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Manufacturers of household goods (groceries, toiletries, cleaning products etc)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	1001	501	501	1001	501	501
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2694	48	63	36	181	57	61	107	91	75	49	29	73	38	127	78	31	209	63	35	38	71	86	36	62	46	60	157	46	90	99	83	146	130	
		16%	10%	13%	7%	36%	11%	12%	21%	18%	15%	10%	6%	15%	8%	25%	16%	6%	42%	13%	7%	8%	14%	17%	7%	12%	9%	12%	32%	9%	19%	18%	20%	17%	29%	26%
			K	CKMPSTW		ABCEFGHIJLMNOPRSTUVWXYZb	CKMPSTW	CKMPSTW	ABCEFGHIJLMNOPRSTUVWXYZb	ABCEFGJKMPRS TWXYZb	ACEJKMPSTW Yb	KPS		ACJKMPSTWY b		ABCEFGHIJLMNOPRSTUVWXYZb	ACEJKMPSTW Yb		ABCEFGHIJLMNOPRSTUVWXYZb	CKMPSTWY			ACJKMPSTWY b	ABCEFGJKMPRS TWYZb		CKMPSTW	K	CKMPSTW	ABCEFGHIJLMNOPRSTUVWXYZb	K	ABCEFGJKMPRS TWXYZb	ABCEFGJKMPRS RSTUVWXYZb	ABCEFGJKLMP TWXYZb	ABCEFGJKMPRS RSTUVWXYZb	ABCEFGHIJLKP QRUWXYZbe	ABCEFGHIJLM OPRSTUVWXYZb
A fair amount		6427	160	200	120	155	172	144	284	175	171	170	111	170	189	285	196	168	185	182	222	226	188	251	109	153	151	182	195	188	241	289	154	200	224	218
		38%	32%	40%	24%	31%	34%	29%	57%	35%	34%	34%	22%	34%	38%	57%	39%	34%	37%	36%	44%	45%	38%	50%	22%	31%	30%	36%	39%	38%	48%	58%	31%	40%	45%	44%
			CKW	ACDEFIJKLPWXYe		CKW	CFKW	KW	ABCEFGHIJLMNOPQRSTUWXYZb	CFKW	CKW	CFKW		CKW	CDFKWXYe	ABCEFGHIJLMNOPQRSTUWXYZb	ACDFJKWXYe	CKW	CDFKWYe	CDFKWXYe	ACDEFHIJLM PQRUWXYZbe	ACDEFHIJLM PQRUWXYZbe	CDFKWXYe	ABCEFGHIJLMNOPRSUWXYZb		CKW	CKW	CFKWY	ACDFKWXYe	CDFKWXYe	ABCEFGHIJLMNOPQRUWXYZb	ABCEFGHIJLMNOPRSTUVWXYZb	CKW	ACDEFIJKLPWXYe	ACDEFHIJLKP QRUWXYZbe	ACDEFHIJLKP QRWXYZe
Not very much		4597	185	136	190	86	137	189	84	156	114	171	178	135	119	57	135	173	67	140	124	180	164	97	202	197	162	169	81	131	109	87	170	103	77	95
		27%	37%	27%	38%	17%	27%	38%	17%	31%	23%	34%	36%	27%	24%	12%	27%	35%	13%	28%	25%	36%	33%	19%	40%	40%	33%	34%	16%	26%	22%	17%	34%	21%	15%	19%
			BDEGHILMNQRSVabcfgh	DGNQVadcfgh	BDEGHILMNQRSVabcfgh	N	DGNQVadcfgh	BDEGHILMNQRSVabcfgh	N	DGIMNQSVadcfgh	DGNQadg	BDEGHILMNQRSVabcfgh	BDEGHILMNQRSVabcfgh	DGNQVadcfgh	DGNQadg		DGNQVadfgh	BDEGHILMNQRSVabcfgh		DGINQVadcfgh	DGNQVadcfgh	BDEGHILMNQRSVabcfgh	BDEGHILMNQSVabcfgh	NQ	BDEGHILMNQRSUVVYabcfgh	BDEGHILMNQRSUVVYabcfgh	BDGILMNQSVabcfgh	BDEGHILMNQRSVabcfgh		DGNQVadfgh	GNQag	N	BDEGHILMNQRSVabcfgh	GNQg		NQ
Not at all		1478	54	47	62	42	52	60	14	41	53	52	96	61	45	11	46	64	19	55	19	36	54	25	60	64	54	47	24	43	26	12	54	47	13	27
		9%	11%	10%	12%	8%	10%	12%	3%	8%	11%	10%	19%	12%	9%	2%	9%	13%	4%	11%	7%	7%	11%	5%	12%	13%	11%	9%	5%	9%	5%	2%	11%	9%	3%	5%
			GNQSTVacdgh	GNQSVacdgh	DGHNQSTVadgh	GNQSVacdgh	GNQSTVacdgh	DGHNQSTVadgh		GNQSVadg	GNQSTVacdgh	GNQSTVacdgh	ABCEFGHIJLMNOPQRSTUWXYZb	DGHNQSTVabcfgh	GNQSVacdgh		GNQSVacdgh	DGHNQSTVabcfgh		GNQSTVacdgh		GNQSDg	GNQSVacdgh	N	DGNQSTVadcfgh	DGHNQSTVabcfgh	GNQSVacdgh	GNQSVacdgh	N	GNQSVacdgh	GNd		GNQSTVacdgh	GNQSVacdgh		GNdg
Don't know		1804	52	54	93	36	82	46	11	38	87	59	85	60	109	20	45	63	20	60	100	21	23	42	93	24	88	42	43	93	30	22	23	67	40	31
		11%	10%	11%	19%	7%	17%	9%	2%	8%	18%	12%	17%	12%	22%	4%	9%	13%	4%	12%	20%	4%	5%	9%	19%	5%	18%	9%	9%	19%	6%	4%	5%	13%	8%	6%
			GNQTUXcdeh	DGHNQTUXcd	ABDFGHILNOPRTUVXZacd	GNQT	ABDFGHILNOPRTUVXZacd	GNQTUXde		GNQT	ABDFGHILNOPRTUVXZacd	DGHNQTUVXZcd	ABDFGHILNOPRTUVXZacd	DGHNQTUVXZcd	ABDEFGHIJLMNOPRTUVXZacd		GNQTUXde	DGHNQTUVXZcd		DGHNQTUVXZcd	ABDFGHILNOPRTUVXZacd	G	G	GNQTUXde	ABDFGHILNOPRTUVXZacd	G	ABDFGHILNOPRTUVXZacd	GNQTUXde	GNQTUXde	GNQTUXde	ABDFGHILNOPRTUVXZacd	G	DFGHNQQTUVXZacd	GNQTUe	G	G
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		9121	208	263	155	337	229	205	391	266	246	218	140	243	227	412	274	200	394	244	257	263	259	336	145	215	197	242	352	234	335	379	253	284	370	347
		54%	42%	53%	31%	67%	46%	41%	78%	53%	49%	44%	28%	49%	45%	82%	55%	40%	79%	49%	51%	53%	52%	67%	29%	43%	39%	49%	70%	47%	67%	76%	51%	57%	74%	70%
			CKW	ACEFGJKMPWXYb		ABCEFGHIJLMNOPRSTUVWXYZb	CKPWW	CKW	ABCEFGHIJLMNOPRSTUVWXYZb	ACEFGJKMPWXY	ACFGKWWY	CKW		ACFGKWWY	CKW	ABCEFGHIJLMNOPRSTUVWXYZb	ACEFGJKMPR WXYZb	CKW	ABCEFGHIJLMNOPRSTUVWXYZb	ACFGKWWY	ACEFGJKMPWXY	ACEFGJKMPWXY	ABCEFGHIJLMNOPRSTUVWXYZb		CKW	CKW	ACFGKWWY	ABCEFGHIJLMNOPRSTUVWXYZb	CKPWW	ABCEFGHIJLMNOPRSTUVWXYZb	ABCEFGHIJLMNOPRSTUVWXYZb	ACFGKWWXY	ACEFGJKMPR SWXYZbe	ABCEFGHIJLMNOPRSTUVWXYZb	ABCEFGHIJLMNOPRSTUVWXYZb	
Bottom2Box (Not very much/Not at all)		6075	239	183	252	127	189	249	98	197	167	222	274	197	164	68	181	237	86	195	143	216	218	121	262	261	215	215	105	173	135	99	225	149	90	122
		36%	48%	37%	50%	25%	38%	50%	20%	39%	33%	45%	55%	39%	33%	14%	36%	47%	17%	39%	29%	43%	44%	24%	52%	52%	43%	43%	21%	35%	27%	20%	45%	30%	18%	24%
			BDEGHILMNQRSVabcfgh	DGNQSVadcfgh	BDEGHILMNQRSUUVYZabcfgh	GNQdg	DGNQSVadcfgh	BDEGHILMNQRSUUVYZabcfgh	N	DGIMNQSVadcfgh	DGNQVadcfgh	BDEGHILMNQRSVabcfgh	ABDEGHILMNOPQRSTUUVYZabcfgh	DGIMNQSVadcfgh	DGNQVadgh		DGNQSVadcfgh	BDEGHILMNQRSVabcfgh		DGIMNQSVadcfgh	GNQadg	BDEGHILMNQRSVabcfgh	BDEGHILMNQRSVabcfgh	GNQg	BDEGHILMNQRSUUVYZabcfgh	BDEGHILMNQRSUUVYZabcfgh	BDGIMNQS Vabcfgh	BDGIMNQS Vabcfgh	N	DGNQSVadcfgh	GNQadg	N	BDEGHILMNQRSVabcfgh	GNQVadgh		GNQg

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Technology companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		3071	59	71	32	183	65	73	147	98	69	56	25	58	39	144	82	54	215	55	37	52	89	114	37	76	54	76	166	64	102	103	121	91	191	172
		18%	12%	14%	7%	37%	13%	15%	29%	20%	14%	11%	5%	12%	8%	29%	16%	11%	43%	11%	7%	10%	18%	23%	7%	15%	11%	15%	33%	13%	20%	21%	24%	18%	38%	35%
			CKSW	CIJMRSTW		ABCEFGHIJUL MNOPRSTUV WXYZbcdef	CKMSW	CKMSTW	ABCEFGHIJULM OPRSTUVWXY Zbcdef	ABCEFIJULMP RSTWYb	CKMSW		CKMSW	K	ABCEFIJULKM OPRSTUVWXY Zbcdef	ACIKLMPRST WY	CKS	ABCEFGHIJUL LMNOPRSTUV WXYZabcdeh	CKSW	K	CK	ACEIKLMPRST WYb	ABCEFIJULMO PRSTWXYZbf		CKMRSTW	CKS	CIJMPRSTWY	ABCEFIJULKM OPRSTUVWXY Zbcdef	CKMSW	ABCEFIJULKM RSTWYzb	ABCEFIJULMP RSTWYb	ABCEFIJULMOP RSTUWXYZb f	ABCEIUKLMPR STWYb	ABCEFGHIJUL MNOPRSTUV WXYZbcdef	ABCEFGHIJUL MNOPRSTUVWXY Zbcdef	
A fair amount		6269	162	169	123	154	167	152	272	172	162	146	102	154	197	292	182	200	190	166	199	255	178	239	139	168	142	184	194	158	245	302	148	173	197	182
		37%	32%	34%	25%	31%	33%	30%	54%	34%	32%	29%	21%	31%	39%	58%	37%	40%	38%	33%	40%	51%	36%	48%	28%	34%	28%	37%	39%	32%	49%	61%	30%	35%	40%	36%
			CK	CIKWY		CK	CKW	K	ABCEFGHIJUL MOPQRSUVW XYZabcdfgh	CIKWY	CK	K		CK	ABCEFIJULR WYbe	ABCEFGHIJUL MOPQRSTUW WXYZabcdfgh	CDFIJKLWYe	ABCEFIJULR WYbef	CDFIJKLWYe	CKW	ABCEFIJULR WXYbef	ABCEFGHIJUL MOPQRSUWX YZabcdfgh	CIKWYe	ABCEFGHIJUL MOPQRSUWX YZabcdfgh	K	CK	CDFIJKLWYe	CDFIJKLWYe	CK	ABCEFGHIJUL MOPQRSUWX WXYZabcdfgh	ABCEFGHIJUL MOPQRSTUW WXYZabcdfgh	K	CIKWY	ACDFIJKLRWY be	CDFIJKLWYe	
Not very much		4193	159	143	190	69	120	179	58	155	110	167	177	147	102	37	125	137	55	137	120	144	165	91	159	179	154	139	83	139	93	60	151	112	56	81
		25%	32%	29%	38%	14%	24%	36%	12%	31%	22%	33%	35%	30%	21%	7%	25%	27%	11%	27%	24%	29%	33%	18%	32%	36%	31%	28%	17%	28%	19%	12%	30%	23%	11%	16%
			DEGIMNOQS Vacdfgh	DEGIMNQSVa cdfgh	BDEGHILMNO PQRSTVYZabc defgh	N	DGNQVacdgh	BDEGILMNOP QRSTVZabcdf gh	N	DEGIMNOQS Vacdfgh	DGNQadgh	BDEGIMNOP QRSVZabcdfg h	BDEGILMNOP QRSTVZabcde fgh	DEGIMNQSVa cdfgh	DGNQdgh		DGNQVacdgh	DGIMNQVacd gh		DGIMNQVacd fgh	DGNQVacdgh	DGIMNQVacd fgh	DEGIMNOQRS Vacdfgh	DGNQdgh	DEGIMNOQS Vacdfgh	BDEGILMNOP QRSTVZabcdf gh	DEGIMNOQS Vacdfgh	DGIMNQVacd fgh	GNQg	DGIMNQVacd fgh	DGNQdgh	N	DEGIMNQSVa cdfgh	DGNQadgh		GNQg
Not at all		1556	51	62	60	43	63	48	11	33	65	72	108	78	53	10	69	50	26	69	29	34	36	19	65	46	58	50	16	39	35	14	44	57	12	32
		9%	10%	12%	12%	9%	13%	10%	2%	7%	13%	15%	22%	16%	11%	2%	14%	10%	5%	14%	6%	7%	7%	4%	13%	9%	12%	10%	3%	8%	7%	3%	9%	12%	2%	6%
			GNQSVadgh	DGHNQSTUVa bcddegh	GHNQSTUVab cdgh	GNQSVadg	DGHNQSTUVa bcddegh	GNQSVadg		GNVadg	DGHNQSTUVa bcddegh	ADFGHMNPQ STUVXZabcde gh	ABCEFGHIJUL MNOPQRSTU VWXYZabcde fgh	ADFGHMNPQ STUVXZabcde fgh	GHNQSTVadg h	DFGHNQSTUV Xabcdegh	GNQSVadgh	GNg	DFGHNQSTUV XZabcdegh	GNadg	GNVadg	GNVadg		DGHNQSTUVa bcddegh	GNQSVadg	GHNQSTUVab cdgh	GNQSVadgh		GNVadg	GNVadg		GHNQSTUVab cdgh		GNadg		
Don't know		1911	69	55	94	51	84	48	12	42	94	58	88	62	108	17	42	59	14	73	115	16	32	37	100	31	91	50	42	101	26	20	35	67	44	32
		11%	14%	11%	19%	10%	17%	10%	2%	8%	19%	12%	18%	13%	22%	3%	8%	12%	3%	15%	23%	3%	6%	7%	20%	6%	18%	10%	8%	20%	5%	4%	7%	13%	9%	6%
			FGHNOQTUV Xacdegh	GNQTUVXcde h	BDFGHJLINO QTUVXZacdef gh	GNQTUXcdh	BDFGHJLINO QTUVXZacdeg h	GNQTcd		GNQTcd	ABDFGHJLINO PQRTUVXZacd efgh	GNQTUVXcde h	BDFGHJLINO QTUVXZacdef gh	GHNQQTUVX acdeh	ABDEFGHIJL NOPRTUVXZa cdefgh		GNQTcd	GNQTUVXcde h		BDFGHJNOQT UVXZacdegh	ABDEFGHIJUL NOPRTUVXY Zacdefgh		GNQT	GNQTd	ABDFGHJLINO PQRTUVXZacd efgh	GQT	BDFGHJLINO QTUVXZacdef gh	GNQTUXcdh	GNQTd	ABDFGHJLINO PQRTUVXZacd efgh	G		GNQT	FGHNOQTUV Xacdegh	GNQTd	GNQT
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		9340	221	240	156	337	233	225	419	270	231	203	127	212	236	436	264	255	405	221	236	307	267	353	176	244	196	261	359	221	347	405	270	264	389	355
		55%	44%	48%	31%	67%	47%	45%	84%	54%	46%	41%	26%	43%	47%	87%	53%	51%	81%	44%	47%	61%	53%	35%	49%	39%	52%	72%	44%	69%	81%	54%	53%	78%	71%	
			CKW	CIKLWY	K	ABCEFGHIJUL OPRSTUWXYZ bef	CIKWY	CKW	ABCEFGHIJUL MOPRSTUVW XYZabcdfgh	ABCEFIJULMR SWYb	CIKWY	CKW		CKW	CIKWY	ABCEFGHIJUL MOPQRSTUW WXYZabcdfgh	ACEFIJULRSW Yb	ACIKLRWYb	ABCEFGHIJUL MOPRSTUVW XYZabcfehf	CKW	CIKWY	ABCEFGHIJUL OPRSUWXYZb ef	ACEFIJULRSW Yb	ABCEFGHIJUL OPRSTUWXYZ bef	K	CIKLWY	CK	ACFIJULRWYb	ABCEFGHIJUL OPRSTUWXYZ bef	CKW	ABCEFGHIJUL MOPRSTUVW XYZbcefh	ABCEFIJULMR SWYb	ABCEFIJULRS WYb	ABCEFGHIJUL MOPRSTUVW WXYZbcdefh	ABCEFIJULRS WYb	ABCEFGHIJUL MOPRSTUVW WXYZbcdefh
Bottom2Box (Not very much/Not at all)		5749	210	205	250	112	183	227	69	188	175	240	285	225	155	47	194	187	81	205	149	177	201	110	224	225	189	99	178	127	74	195	170	68	113	
		34%	42%	41%	50%	23%	37%	45%	14%	38%	35%	48%	57%	45%	31%	9%	39%	37%	16%	41%	30%	36%	40%	22%	45%	42%	38%	20%	36%	25%	15%	39%	34%	14%	23%	
			DGIMNQSTVa bcdfgh	DGIMNQSTVa bcdfgh	ABDEGHIMN OPRSTUVYZ abcdeffgh	GNQdgh	DGNQSVacdgh	DEGHIMNOP QSTVZabcde fgh	N	DGMNQSVacdgh	DGNQSVacdgh	ABDEGHIMN OPRSTUVYZ abcdeffgh	ABCEFGHIJUL MNOPQRSTU VWXYZabcde fgh	DEGHIMNOP QSTVZabcde fgh	DGNQVadgh		DGMNQSVacdgh	DGMNQSVacdgh	N	DGIMNQSTVa bcdfgh	DGNQVadgh	DGNQSVacdgh	DGMNQSVacdgh	GNQdgh	DEGHIMNPQS TVZabcdfgh	DEGHIMNPQS TVZabcdfgh	DEGHIMNPQS abcdfgh	GNg	DGNQSVacdgh	GNQadgh	N	DGMNQSVacdgh	DGNQVacdgh		GNQdgh	

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Clothing and fashion brands/companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	1001	501	501	1001	501	501
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
A great deal		2554	37	63	28	163	49	68	110	93	63	46	24	59	29	104	81	27	198	58	30	36	78	85	27	64	46	53	168	42	97	72	94	71	158	133
		15%	7%	13%	6%	33%	10%	14%	22%	19%	13%	9%	5%	12%	6%	21%	16%	6%	40%	12%	6%	7%	16%	17%	6%	13%	9%	11%	34%	8%	20%	14%	19%	14%	32%	27%
				ACIKMPSTWY b		ABCEFGHIJL MNOPRSTUV WXYZbcdefh	CKMPSW	ACEJKMPSTW Yb	ABCEFIJLKMO PRSTUVWXYZ bdf	ABCEFIJLKMP RSTWXYZbf	ACIKMPSTWb	CKMPSW		ACKMPSTW		ABCEFIJLKMP RSTUVWXYZbd f	ACEJIKLMPRST WYzb		ABCEDEFGHIJK LMNOPRSTUV WXYZbcdefgh	ACKMPSTWb			ACEJKMPRST WYzb	ABCEIUKLMPR STWYzb		ACKMPSTWb	CKMPSW	CKMPSW	ABCEFGHIJL MNOPRSTUV WXYZbcdefh	K	ABCEFIJLKMP RSTWXYZbf	ABCEIJKLMP RSTWXYZbf	ACEJKMPSTW Yb	ABCEFGHIJL MNOPRSTUV WXYZbcdef	ABCEFIJLKLM NOPRSTUVW XYZZbcdef	
A fair amount		6177	165	176	92	180	159	136	272	177	159	158	93	150	185	311	189	168	191	170	185	206	165	245	115	156	139	182	199	127	225	307	160	192	223	219
		36%	33%	35%	19%	36%	32%	27%	55%	35%	32%	32%	19%	30%	37%	62%	38%	34%	38%	34%	37%	41%	33%	49%	23%	31%	28%	36%	40%	26%	45%	61%	32%	38%	45%	44%
			CKWb	CFKLWYb		CFKLWYb	CKWb	CK	ABCEDEFGHIJK LMOPQRSTUW WXYZabcdfgh	CFKWYb	CKWb	CKWb		CKW	CFJKLWYb	ABCEDEFGHIJK LMOPQRSTUW WXYZabcdfgh	CEFIJLWXYb	CFKWYb	CEFIJLWXYb e	CFKWYb	CEFIJLWXYb	ABCEFIJLPRU WXYbe	CKWb	ABCEDEFGHIJK LMOPQRSTUW XYZabef		CKW	CK	CFKLWYb	ACEFIJLKRUV XYbe	CK	ABCEDEFGHIJK LMOPQRSUW XYZbcf	ABCEDEFGHIJK LMOPQRSTUW WXYZabcdfgh	CEFIJLWXYb e	ABCEDEFGHIJK LMOPRSTUVW XYZZbcdef	ABCEDEFGHIJK LMOPRSTUVW XYZZbcdef	
Not very much		4714	172	149	207	71	137	185	90	154	121	174	176	160	128	54	137	167	66	145	147	196	181	106	192	211	155	163	72	172	118	79	164	120	62	83
		28%	35%	30%	41%	14%	27%	37%	18%	31%	24%	35%	35%	32%	26%	11%	28%	33%	13%	29%	30%	39%	36%	21%	38%	42%	31%	33%	14%	35%	24%	16%	33%	24%	12%	17%
			DEGIMNOQR Vacdfgh	DGINQVacdfg h	ABDEFGHIJL NOPQRSVYZa bcdefgh		DGNQVadgh	BDEGHIMNO QRSVYacdfgh	DNQg	DGINQVacdfg h	DGNQadgh	BDEGIMNOQ RSVacdfgh	DEGIMNOQV acdfgh	DGNQadgh		DGNQVadgh	DEGIMNOQV acdfgh		DGINQVacdfg h	DGINQVacdfg h	BDEGHILMNO QRSVYZacdef gh	BDEGIMNOQ RSVacdfgh	DNQag	BDEGHILMNO QRSVYacdfgh	DEGIMNOQV acdfgh	DEGIMNQVac dfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	DEGIMNOQV acdfgh	
Not at all		1722	66	58	78	37	73	67	15	44	68	64	128	70	52	10	54	78	25	61	26	40	48	24	81	41	75	58	19	60	34	47	47	19	40	
		10%	13%	12%	16%	7%	15%	14%	3%	9%	14%	13%	26%	14%	11%	2%	11%	16%	5%	12%	5%	8%	10%	5%	16%	8%	15%	12%	4%	12%	7%	3%	9%	9%	4%	8%
			DGHNQSTVXa cdfgh	DGNQSTVacd gh	DGHMNOQST UVXacdefgh	GNadg	DGHMNOQSTU VXacdefgh	DGHNQSTVXa cdefgh		GNQSVadg	DGHNQSTUV Xacdefgh	DGHNQSTVXa cdfgh	ABCEDEFGHIJL MNOPQRSTUW WXYZabcdef gh	DGHNQSTUV Xacdefgh	GNQSVadg		DGNQSVacd	BDEGHIMNOQ STUVXacdefgh	N	DGHNQSTVXa cdgh	GN	GNVadg	GNQSVadg	N	BDEGHIMNOQR STUVXZacdef gh	GNVadg	DGHMNOQSTU VXacdefgh	DGNQSVacd		DGNQSTVacd gh	GNd		GNQSVadg	GNQSVadg		GNVadg
Don't know		1833	60	54	95	49	83	44	13	33	90	58	79	61	106	20	39	60	20	65	110	22	27	40	84	28	85	44	41	99	26	28	35	71	38	26
		11%	12%	11%	17%	10%	17%	9%	3%	7%	18%	12%	16%	12%	21%	4%	8%	12%	4%	13%	22%	4%	6%	8%	17%	6%	17%	9%	8%	20%	5%	6%	7%	14%	8%	5%
			GHNOQTUVX cdegh	GHNQSTUVXcde h	ABDFGHJLNO PQRTUVXZacd efgh	GNQTUXcdh	ABDFGHJLNO PQRTUVXZacd egh	GNQTch		G	ABDFGHJLNO PQRTUVXZacd egh	GHNOQTUVX cdegh	ABDFGHJLNO PQRTUVXZacd egh	GHNOQTUVX acdegh	ABDFGHJLKL NOPRTUVXZa cdefgh		GNQT	GHNOQTUVX cdegh		DFGHNOQTU VXZacdegh	ABDEFGHIJL NOPRTUVVW XYZZacdefgh		G	GNQT	ABDFGHJLNO PQRTUVXZacd egh	G	ABDFGHJLNO PQRTUVXZacd efgh	GNQTUch	GNQT	ABDFGHJLNO PQRTUVXZacd efgh	G	GQ	BDFGHNOQT UVXZacdegh	GNQT	G	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8731	202	239	120	344	207	204	382	270	222	204	117	209	214	415	270	196	389	229	216	242	243	330	143	220	185	235	368	169	322	378	254	262	381	351
		51%	40%	48%	24%	69%	42%	41%	76%	54%	44%	41%	23%	42%	43%	83%	54%	39%	78%	46%	43%	48%	49%	66%	29%	44%	37%	47%	74%	34%	64%	76%	51%	53%	76%	70%
			CKWb	ACEFIJLWPYb		ABCEFGHIJL OPRSTUWXYZ bef	CKWb	CKWb	ABCEFGHIJK LMOPRSTUVW XYZZbcfh	ABCEFIJLKMP RSWXYZb	CKWYb	CKWb		CKWb	CKWb	ABCEFGHIJK LMOPQRSTUW WXYZabcdfg h	ABCEFIJLKMP RSWXYZb	CKW	ABCEFGHIJL MOPRSTUVW XYZZbcfh	CIKPWYb	CKWYb	ACEFIJLWPYb	ACEFIJLWPYb	ABCEFGHIJL OPRSTUWXYZ bef	K	CKWYb	CKW	ACFIKPWYb	ABCEFGHIJL OPRSTUVWXY XYZZbcf	CK	ABCEFGHIJL OPRSTUWXYZ bef	ABCEFGHIJL MOPRSTUVW XYZZbcf	ABCEFIJLMP RSWXYb	ABCEFIJLKMP RSWXYb	ABCEFGHIJL MOPRSTUVW XYZZbcf	ABCEFGHIJL MOPRSTUVW XYZZbcf
Bottom2Box (Not very much/Not at all)		6436	238	207	285	107	210	253	105	198	188	238	304	230	180	65	192	244	91	206	174	236	229	129	273	253	230	221	91	232	152	94	211	167	81	123
		38%	48%	41%	57%	22%	42%	51%	21%	40%	38%	48%	61%	46%	36%	13%	38%	49%	18%	41%	35%	47%	46%	26%	55%	51%	46%	44%	18%	46%	30%	19%	42%	33%	16%	25%
			BDGHIMNOQ RSVacdfgh	DGNQSVacd gh	ABDEGHULM NOPQRSTUVY Zabcdefgh	Ng	DGMNQSVac dfgh	BDEGHIMNO QRSVZacdefg h	N	DGNQVacdfg h	DGNQVacdfg h	BDEGHIMNO QRSVacdfgh	ABDEFGHIJL NOPQRSTUV WXYZabcdefg h	DGHIMNOQR SVacdfgh	DGNQVacdfg		DGNQVacdfg	BDEGHIMNO QRSVacdefgh	N	DGNQSVacd gh	DGNQVacdfg	BDGHIMNOQ RSVacdfgh	DGHIMNOQSVa cdfgh	GNQadg	ABDEGHULM NOQRSTUVYZ abcdefgh	BDEGHIMMO QRSVacdefgh	DGHIMNOQSV acdfgh	DGHIMNQSVac dfgh	N	DGHIMNOQSV acdfgh	DGNQadgh	N	DGNQSVacd gh	DGNQVacdfg h		NQag

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Hospitality (e.g. restaurants, hotels)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd) Base: All Respondents (wtd) A great deal		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		2722	60	70	33	158	65	66	121	95	72	51	34	68	34	109	91	42	199	51	30	39	75	108	22	61	44	54	158	99	76	82	85	171	140	
		16%	12%	14%	7%	32%	13%	13%	24%	19%	15%	10%	7%	14%	7%	22%	18%	9%	40%	10%	6%	8%	15%	22%	4%	12%	9%	11%	32%	11%	20%	15%	17%	17%	34%	28%
		CKMSTW	CKMMPRSTWY		ABCEFGHIJUL MNOPRSTUV WXYZbcdef	CKMPSTWY	CKMPSTWY	ABCEFGHIJUL OPRSTUVXYZ bdef	ABCEFIJULMP RSTWXYZb	CKMMPRSTWY	CKMSW		CKMMPRSTWY		ABCEFIJULMP RSTUWXYZbd ef	ABCEFIJULMP RSTWXYZb	W	ABCEFGHIJK LMNOPRSTUV WXYZabcdefh	CKMSW		W	CKMMPRSTWY	ABCEFIJULMP RSTUWXYZbd ef		CKMSTW	W	CKMSW	ABCEFGHIJUL MNOPRSTUV WXYZbcdef	CKMSW	ABCEFGHIJUL RSTWXYZb	CKMMPRSTWY	CKMMPRSTWY Zb	ACEJMKPRST WXYZb	ABCEFGHIJUL MNOPRSTUV WXYZbcdef	ABCEFGHIJUL NOPRSTUVW XYZbcdef	
A fair amount		6663	174	212	141	181	188	158	254	185	201	178	145	188	204	304	219	159	203	191	183	190	193	248	156	168	164	168	206	171	240	318	150	215	193	215
		39%	35%	42%	28%	36%	38%	32%	51%	37%	40%	36%	29%	38%	41%	61%	44%	32%	41%	38%	37%	38%	39%	50%	31%	34%	33%	34%	41%	34%	48%	64%	30%	43%	39%	43%
		CK	ACDFJKLPSWX YZbe		Cke	CFKPWe		ABCEFGHIJUL MOPQRSTUW XYZabefgh	Cke	CFKPWXYZbe	Cke		CFKPWe	CFKPWXYZbe	ABCEFGHIJK LMOPQRSTUW WXYZabcefgh	ACDEFGHIJKLPR SWXYZbe	CFKPWXYZbe	CFKPWYe	CKW	CFKPWe	CFKPWe	CFKPWe	ABCEFGHIJKL MPQRSTUWXY YZabefgh				CFKPWXYZbe		ABCEFGHIJUL MPQRSTUWXY Zabefgh	ABCEFGHIJK LMOPQRSTUW WXYZabcefgh	ABCEFGHIJKLPR SWXYZbe	CFKPWe	ACDFJKPSWX YZbe			
Not very much		4468	170	126	190	78	115	176	98	149	95	169	149	129	120	48	117	184	56	140	150	209	167	93	183	194	149	179	70	155	109	68	184	93	72	86
		26%	34%	25%	38%	16%	23%	35%	20%	30%	19%	34%	30%	26%	24%	10%	23%	37%	11%	28%	30%	42%	33%	19%	37%	39%	30%	36%	14%	31%	22%	14%	37%	19%	14%	17%
		BDEGILMNOQ RVacdfgh	DGINQVadfg h	BDEGHIKLMN OQRSVYabcf gh	NQ	DNQadfg	BDEGILMNO QRVacdfgh	DNQadg	DEGINOQVac dfgh	NQad	BDEGILMNOQ RVacdfgh	BDEGILMNOQ Vacdfgh	DGINQVadfg h	DINQVadfg		DNQadfg	BDEGHIKLMN OQRSVYacdf h		DEGINQVacf gh	BDEGIMNOQ Vacdfgh	ABDEFGHIJKL MNOQRSUVY abcfgh	BDEGILMNOQ RVacdfgh	NQ	BDEGHIKLMN OQRSVYacdf h	BDEGHIKLMN OQRSVYabcf gh	DEGINOQVac dfgh	BDEGHIKLMN OQRSVYacdf h	BDEGHILMNOQ Vacdfgh	DNQadg		BDEGHIKLMN OQRSVYacdf h	NQd	N	NQ		
Not at all		1371	40	39	53	41	50	53	10	39	43	45	86	54	41	14	37	67	18	54	28	40	40	15	52	53	63	58	19	37	26	14	54	39	20	30
		8%	8%	8%	11%	8%	10%	11%	2%	8%	9%	9%	17%	11%	8%	3%	7%	13%	4%	11%	6%	8%	8%	3%	10%	11%	13%	12%	4%	7%	5%	3%	11%	8%	4%	6%
		GNQVadg	GNQSVadg	GNQSVacdgh	GNQSVadg	GNQSVacdgh	GNQSVacdgh		GNQVadg	GNQSVacdgh	GNQSVacdgh	ABCEFGHIJUL MNOPQRSTU VWXYZabcfgh	BGNOQSVabc dfgh	GNQVadg		GNQVadg	ABDGHJUMNO QSTUVabcfgh h		BGNOQSVabc dfgh	GNVd	GNQVadg	GNQVadg		GNQSVacdgh	GNQSVacdgh	ABDGHJUMNO QSTUVabcfgh h	BGHNOQSVab cdfgh		GNQVadg	G		GNQSVacdgh	GNQVadg		GNVd	
Don't know		1776	57	54	84	42	83	47	16	33	88	57	85	62	100	25	36	48	23	65	109	23	25	36	87	24	80	40	47	81	25	24	30	68	44	29
		10%	11%	11%	17%	8%	17%	9%	3%	7%	18%	11%	17%	12%	20%	5%	7%	10%	5%	13%	22%	5%		7%	17%	5%	16%	8%	9%	16%	5%	5%	6%	14%	9%	6%
		GHNOQTUVX cdeh	GHNOQTUVX cdeh	ABDFGHJULNO PQTUVXZacde gh	GNQTUXcd	ABDFGHJULNO PQRTUVXZacd egh	GNQTUXcdeh		G	ABDFGHJULNO PQRTUVXZacd efgh	GHNOQTUVX Zcdeh	ABDFGHJULNO PQRTUVXZacd efgh	DGHNOQTUV XZcdeh	ABDFGHJULNO PQRTUVXZacd efgh		G	GNQTUXcdeh		DFGHNOQTU VXZcdegh	ABCEFGHIJK LNOPQRTUV WXYZabcfgh h			G	ABDFGHJULNO PQRTUVXZacd egh		ABDFGHJINOP QTUVXZacdeg h	GQT	GNQTUXcd	ABDFGHJINOP QTUVXZacdeg h		G	DFGHNOPQT UVXZacdeg h	GNQTUXcd	G		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		9385	234	281	174	338	253	224	375	280	274	229	179	255	239	413	310	201	403	241	213	228	268	356	179	229	208	223	364	228	339	394	232	301	364	355
		55%	47%	56%	35%	68%	51%	45%	75%	56%	55%	46%	36%	51%	48%	83%	62%	40%	81%	48%	43%	46%	54%	71%	36%	46%	42%	45%	73%	46%	68%	79%	47%	60%	73%	71%
			CKPW	ACEFIJULMPRS TWXYZbe		ABCEFGHIJUL OPRSTUWXYZ bef	CFKPSPWYZ	CKW	ABCEFGHIJKL MOPRSTUVW YZbcef	ACFIJULMPRST WXYZbe	ACFIJULMPRST WXYZbe	CKPW		CFJKPSWYZ	CKPW	ABCEFGHIJK LMOPRSTUV WXYZabcefgh	ABCEFIJULMP RSTUWXYZbe		ABCEFGHIJK LMOPRSTUV WXYZabcefgh	CKPSWY	CKW	CKW	ACFIJULMPRSTWXY Zbe	ABCEFGHIJUL OPRSTUWXYZ bef		CKW	CK	CKW	ABCEFGHIJUL OPRSTUWXYZ bef	CKW	ABCEFGHIJUL PRSTUWXYZb ef	ABCEFGHIJK MOPRSTUVW XYZbcef	ACEFIJULMPR STUWXYZbe	ABCEFGHIJUL NOPRSTUWXYZ bef	ABCEFGHIJUL NOPRSTUWXYZ bef	
Bottom2Box (Not very much/Not at all)		5839	209	165	243	120	164	229	109	187	138	214	236	182	161	62	154	251	74	194	178	249	207	108	234	247	212	237	89	192	136	82	238	132	92	116
		34%	42%	33%	49%	24%	33%	46%	22%	38%	33%	43%	47%	37%	32%	12%	31%	50%	15%	39%	36%	50%	42%	22%	47%	49%	42%	47%	18%	38%	27%	16%	48%	26%	19%	23%
		BDEGIMNOQS Vacdfgh	DGINQVacfgh h	ABDEGHJULM NOQRSUVabc dfgh	NQadg	DGINQVacfgh h	BDEGHJULMNO QRSVabcfgh	NQd	DGINOQVacfgh	GNQVadg	BDEGILMNOQ SVacdfgh	BDEGHJULMNO QRSUVabcfgh h	DGINOQVacfgh h	DGNQVadfg		DGNQVadgh	ABDEGHJULM NOQRSUVYab cdfgh		BDEGIMNOQ Vacdfgh	DGINQVacfgh h	ABDEGHJULM NOQRSUVYab cdfgh	BDEGIMNOQS Vacdfgh	NQ	BDEGHJULMNO QRSVabcfgh	ABDEGHJULM NOQRSUVYab cdfgh	BDEGILMNOQ SVacdfgh	BDEGHJULMNO QRSVabcfgh	N	BDEGINOQVa cdfgh	GNQVadg		BDEGHJULMNO QRSVabcfgh	GNQadg	N	NQd	

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-E-commerce/online retail/delivery companies

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	1001	501	501
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2700	48	63	30	166	58	63	123	98	57	58	24	60	37	139	73	42	201	51	30	43	69	104	23	58	41	60	164	49	81	84	103	84	180	137	
		16%	10%	13%	6%	33%	12%	13%	25%	20%	12%	12%	5%	12%	8%	28%	15%	8%	40%	10%	6%	9%	14%	21%	5%	12%	8%	12%	33%	10%	16%	17%	21%	17%	36%	27%	
			CKSW	CKMPSTWY		ABCEFGHIJKL MOPRSTUVW XYZbcdefh	CKMSW	CKMPSTWY	ABCEFGHIJKL MOPRSTUVWXY Zbcdef	ABCEFIJKLMO PRSTUWXYZb	CKMSW	CKMSWY		CKMPSWY		ABCEFGHIJKL OPRSTUVWXY Zbcdef	ACKMPRSTW Yb	KW	ABCEFGHIJK LMNOPRSTUV WXYZabcdefh	CKSW		KW	CKMPSTWY	ABCEFIJKLMO PRSTUWXYZb		CKMSW	KW	CKMSW	ABCEFGHIJKL MOPRSTUVW XYZZbcdef	CKSW	ACEIJKLMPRS TWYb	ACEIJKLMPRS TWYb	ABCEFIJKLMO PRSTUWXYZb	ABCEFIJKLMP RSTWXYZb	MNOPRSTUV WXYZbcdefh	ABCEFGHIJKL OPRSTUVWXY Zbcdef	
A fair amount		6102	146	179	84	173	160	125	266	163	151	159	101	141	213	305	193	162	197	158	169	205	182	228	111	146	165	175	222	144	229	282	162	191	209	206	
		36%	29%	36%	17%	35%	32%	25%	53%	33%	30%	32%	20%	28%	43%	61%	39%	32%	39%	32%	34%	41%	36%	46%	22%	29%	33%	35%	44%	29%	46%	56%	32%	38%	42%	41%	
			CKW	ACFIKLRWxb		CFKLWb	CFKW	CK	ABCEFGHIJKL MOPQRSTUUV WXYZabcdefgh	CFKW	CKW	CFKW		CKW	ABCEFGHIJKLPR RSWXYZbe	ABCEFGHIJK LMOPQRSTUUV WXYZabcdefgh	ACEFIJKLPRW Xbe	CFKW	ACEFGHIJKLPRS WXYbe	CFKW	CFKLW	ACDEFGHIJKLPR SWXYbe	ACFIKLWxb	ABCEFGHIJKL OPQRSUWXY Zbef		CKW	CFKW	CFKLWb	ABCEFGHIJKLPR RSUWXYZbef	CKW	ABCEFGHIJKL MOPQRSTUUV WXYZabcdefgh	ABCEFGHIJKL MOPQRSTUUV WXYZabcdefgh	CFKW	ACEFGHIJKLPR WXbe	ACDEFGHIJKLPR SWXYZbe	ACDEFGHIJKLPR SWXYZbe	
Not very much		4650	174	142	209	75	137	198	82	167	132	168	173	153	105	30	131	176	64	151	153	191	162	108	197	205	144	162	59	166	127	100	158	102	64		
		27%	35%	28%	42%	15%	27%	40%	16%	33%	26%	34%	35%	31%	21%	6%	26%	35%	13%	30%	31%	38%	32%	22%	39%	41%	29%	32%	12%	33%	25%	20%	32%	20%	13%	18%	
			BDEGIMNOQ Vacdfgh	DGMNQVadfg h	ABDEGHJIKLM NOPQRSUVVYZ abcdefgh	N	DGMNQVadfg h	BDEGHJULMN OQRSUVVYZab cdefgh	Na	DEGIMNOQV acdfgh	DGMNQadfg h	BDEGIMNOQ Vacdfgh	DGMNQVadfg h	DGNQag		DGNQadfg h	BDEGIMNOQ RVYacdfgh		N	DGMNQVadfg h	DGMNQVadfg h	BDEGHILMNOQ RSVYacdefgh	DGIMNOQVac dfgh	DGNQag	BDEGHJULMNO QRSUVVZabcd efgh	BDEGHJULM NOQRSUVVZa bcdefgh	DGMNQVadfg h	DGIMNOQVac dfgh	N	DEGIMNOQV acdfgh	DGNQafgh	NQag	DGMNQVadfg h	DGNQag	N	NQa	
Not at all		1662	61	59	93	44	59	70	16	34	67	57	121	83	38	6	54	70	19	77	27	37	52	22	68	59	64	56	13	50	35	14	45	51	9		
		10%	12%	12%	19%	9%	12%	14%	3%	7%	13%	11%	24%	17%	8%	1%	11%	14%	4%	15%	5%	7%	10%	4%	14%	12%	13%	11%	3%	10%	7%	3%	9%	10%	2%	6%	
			GHMNOQSTVac dgh	GHMNOQSTVac dgh	ABDEGHJULMN OQSTUUVWXY Zabcdefgh	GNQSVadg	GHMNOQSTVac dgh	DGHMNOQSTV acdefgh	N	GNQadg	DGHMNOQSTV acdegh	GHMNOQSTVac dgh	ABCEFGHIJUL MNOPQRSTU VWXYZabcdef gh	ABDEGHJULMN OQSTUUVXZab cdefgh	GNQVadg		GHNQSVacdg h	DGHMNOQSTV acdefgh	N	BDEGHJULMNO QSTUUVZabcde fgh	GNadg	GNQVadg	GHNQSVadgh	Ng	DGHMNOQSTV acdegh	GHMNOQSTVac dgh	DGHMNOQSTV acdegh	GHNQSTVacd gh		GNQSVadgh	GNQadg		GNQSVadg	GHNQSVadgh		GNadg	
Don't know		1885	71	56	85	41	87	45	13	38	93	58	81	63	105	20	50	50	19	63	120	25	35	38	102	31	85	47	42	91	28	21	32	72	38		
		11%	14%	11%	17%	8%	17%	9%	3%	8%	19%	12%	16%	13%	21%	4%	10%	10%	4%	13%	24%	5%	7%	8%	20%	6%	17%	9%	8%	18%	6%	4%	7%	14%	8%	8%	
			DFGHNQQTU VXZacdegh	DGHNQTTUVXc degh	BDFGHJLNOP QRTUUVXZacde gh	GNQTD	BDFGHJLNOP QRTUUVXZacde gh	GNQTDc		GNQd	BDFGHJLNOP QRTUUVXZacde fgh	DGHNQTTUVXc degh	BDFGHJLNOP QRTUUVXZacde gh	DFGHNQTTUV Xacdegh	ABDFGHJIKLN OPQRTUUVXZa cdefgh		GNQTXcde	GNQTXcde		DFGHNQTTUV Xacdegh	ABCEFGHIJKL NOPQRTUUVX YZabcde	G	GQ	GNQd	ABDFGHJLNO PQRTUUVXZacd efgh	G	BDFGHJLNOP QRTUUVXZacde gh	GNQTDc	GNQTD	BDFGHJLNOP QRTUUVXZacde gh		G	DFGHNOPQPT UVXZacdegh	GNQ	GNQd		
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																																					
Top2Box (A Great deal/A Fair amount)		8802	194	242	113	339	218	187	389	262	208	216	125	201	251	444	265	203	398	209	199	247	251	332	134	205	207	235	386	193	310	366	265	275	389	343	
		52%	39%	48%	23%	68%	44%	38%	78%	52%	42%	43%	25%	40%	50%	89%	53%	41%	80%	42%	40%	50%	50%	66%	27%	41%	41%	47%	77%	39%	62%	73%	53%	55%	78%	69%	
			CKW	ACEFIJKLPRS WXYb		ABCEFGHIJKL OPRSTUWXYZ bcef	CFKW	CKW	ABCEFGHIJKL MOPRSTUVW XYZZbcfehf	ACEFIJKLPRS WXYb	CKW	CFKW		CKW	ACEFIJKLPRS WXYb	ABCEFGHIJK LMOPQRSTUUV WXYZabcdefg h	ACEFIJKLPRS WXYb	CKW	ABCEFGHIJKL MOPRSTUVW XYZZbcdefh	CKW	CKW	ACEFIJKLPRS WXYb	ACEFIJKLPRS WXYb	ABCEFGHIJKL OPRSTUWXYZ bef		CKW	CKW	ACFKLPSWb	ABCEFGHIJKL MOPRSTUVW XYZZbcfehf	CKW	ABCEFGHIJKL OPRSTUWXYZ Zbcfehf	ABCEFGHIJKL OPRSTUUVWXY Zbcfehf	ACEFIJKLPRS WXYb	ABCEFIJKLPRS WXYZb	ABCEFGHIJKL MOPRSTUVW XYZZbcfehf	ABCEFGHIJKL OPRSTUVWXYZ bcef	
Bottom2Box (Not very much/Not at all)		6313	235	202	301	119	195	268	98	200	199	226	294	236	144	36	185	247	83	228	180	228	214	130	264	264	209	218	72	216	162	114	203	153	73	119	
		37%	47%	40%	60%	24%	39%	54%	20%	40%	40%	45%	59%	47%	29%	7%	37%	49%	17%	46%	36%	46%	43%	26%	53%	53%	42%	44%	15%	43%	32%	23%	41%	31%	15%	24%	
			BDEGHIMNO QSVacdefgh	DGMNQVadcf gh	ABDEFGHIJULM NOPQRSTUUV WXYZabcdefg h	GNQag	DGMNQVadcf gh	ABDEGHJULM NOPQRSTUUVZ abcdefgh	Nag	DGMNQVadcf gh	DGMNQVadcf gh	BDEGIMNOQS Vacdfgh	ABDEGHJULM NOPQRSTUUV WYZabcdefgh	BDEGHIMNO QSVacdefgh	GNQag		DGMNQVadfg h	BDEGHIMNO QSUUVYacdefg h	N	BDEGHIMNO QSVacdfgh	DGMNQVadfg h	DGMNQQSV acdgh	DGMNQSVac dfgh	GNQag	BDEGHJULMNO QRSTUUVYZab cdefgh	BDEGHJULMNO QRSTUUVYZab cdefgh	DGMNQSVac dfgh	DGMNQQSVa cdfgh	N	DGMNQQSVa cdfgh	DGNQVadgh	NQag	DGMNQVadcf gh	DGNQadgh	N	NQag	

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Q4C. Thinking about each of the groups below, to what extent would you say you trust them to be corporately responsible? For example, that they will do things like conducting their business in a fair and ethical manner and pay the taxes they are required to in ...?-Financial service providers (banks, pensions, insurance etc)

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h
Base: All Respondents (unwtd)		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	
Base: All Respondents (wtd)		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A great deal		2974	50	74	34	175	72	59	137	114	65	49	31	60	40	166	71	57	210	47	31	50	79	104	33	77	46	71	166	63	117	88	104	94	166	175
		18%	10%	15%	7%	35%	15%	12%	27%	23%	13%	10%	6%	12%	8%	33%	14%	12%	42%	9%	6%	10%	16%	21%	7%	15%	9%	14%	33%	13%	23%	18%	21%	19%	33%	35%
			KS	ACIKMRSTWY		ABCEFGHIJLMOPRSTUVWXYZbcdef	ACIKMRSTWY	CKSW	ABCEFGHIJLMOPRSTUVWXYZbdef	ABCEFIJLMOPRSTUWXYZb	CIKMRSW	KSW		CKMSW		ABCEFGHIJLMOPRSTUVWXYZbcdef	CIKMRSWY	CKSW	ABCEFGHIJLMNOPRSTUVWXYZbcdefgh	KS		KS	ACIKMRSTWY	ABCEFIJLMOPRSTUWXYZb		ACIKMRSTWY	K	CIKMRSWY	ABCEFGHIJLMOPRSTUVWXYZbcdef	CKMSW	ABCEFGHIJLMOPRSTUVWXYZbcd	ACFIJLMOPRSTUVWXY	ABCEFIJLMOPRSTUVWXYZb	ABCEFGHIJLMOPRSTUVWXYZbdef	ABCEFGHIJLMOPRSTUVWXYZbcdef	
A fair amount		6024	145	147	119	172	160	130	253	160	143	144	104	149	178	276	186	172	187	170	186	224	170	254	128	156	156	158	195	150	216	304	168	171	210	186
		35%	29%	30%	24%	34%	32%	26%	51%	32%	29%	29%	21%	30%	36%	55%	37%	34%	37%	34%	37%	45%	34%	51%	26%	31%	31%	32%	39%	30%	43%	61%	34%	34%	42%	37%
			K	CK		BCFIJKW	CFKW	K	ABCEFGHIJLMOPQRSTUWXYZbcdefgh	CFKW	K		CK	ABCFIJKLW	ABCEFGHIJLMOPQRSTUWXYZbcdefgh	ABCFIJKLWYb	CFIJKW	ABCFIJKLWYb	BCFIJKW	ABCEFIJLMOPQRSTUWXYZb	ABCEFGHIJLMOPQRSUWXYZbdefh	CFKW	ABCEFGHIJLMOPQRSUWXYZbcdefgh		CK	CK	CKW	ABCEFGHIJLMOPRSUWXYZb	CK	ABCEFGHIJLMOPRSUWXYZbef	ABCEFGHIJLMOPQRSTUWXYZbcdefgh	BCFIJKW	ABCEFGHIJLMOPQRSTUWXYZbdef	ABCEFGHIJLMOPRSTUWXYZbcdef		
Not very much		4353	171	148	177	68	120	189	81	146	129	171	168	141	123	29	127	150	64	139	134	164	161	81	172	178	146	158	82	140	110	69	159	104	73	83
		26%	34%	30%	35%	14%	24%	38%	16%	29%	26%	34%	34%	28%	25%	6%	25%	30%	13%	28%	27%	33%	32%	16%	35%	36%	29%	32%	16%	28%	22%	14%	32%	21%	15%	17%
			DEGILMNQORSVabdcfgh	DEGNQVadcfgh	BDEGHILMNQRSVYabdcfgh	N	DGNQVadgh	BDEGHILMNOPQRSVYZabdcdefgh	N	DEGNQVadcfgh	DGNQVadfgh	BDEGHILMNQORSVabdcfgh	DEGILMNQORSVabdcfgh	DGNQVadcfgh	DGNQVadgh		DGNQVadgh	DEGNQVadcfgh	N	DGNQVadcfgh	DGNQVadfgh	DEGIMNOQSVadcfgh	DEGIMNOQSVadcfgh	N	DEGILMNQORSVabdcfgh	BDEGHILMNQORSVabdcfgh	DEGNQVadcfgh	DEGIMNOQVadcfgh	N	DGNQVadcfgh	DGNQVadgh	N	DEGIMNOQSVadcfgh	DGNQVdg	N	N
Not at all		1895	78	83	79	47	66	80	15	46	70	78	113	88	64	14	77	68	24	78	35	46	59	28	75	64	75	66	19	56	35	20	44	65	9	31
		11%	16%	17%	16%	9%	13%	16%	3%	9%	14%	16%	23%	18%	13%	3%	15%	14%	5%	16%	7%	9%	12%	6%	15%	13%	15%	13%	4%	11%	7%	4%	9%	13%	2%	6%
			DGHNQSTVacdegh	DEGHNQSTUVabdcdefgh	DGHNQSTVabdcdegh	GNQVadg	DGHNQSTVacdegh	DGHNQSTVabdcdegh		GNQVadg	DGHNQSTVacdegh	DGHNQSTVabdcdegh	ABCEFGHIJLMNOPQRSTUWXYZabdcdefgh	DEGHMNQSTUVXZabcdefgh	GNQSVadcfgh		DGHNQSTVacdegh	DGHNQSTVacdegh	g	DGHNQSTVabdcdegh	GNadg	GNQVadg	GNQSVadcfgh	GNg	DGHNQSTVacdegh	GNQSVadcfgh	DGHNQSTVacdegh	DGNQSTVacdegh		GNQSVadcfgh	GNag		GNQVadg	DGHNQSTVacdegh		GNg
Don't know		1754	56	47	90	39	82	42	15	34	93	58	85	62	95	15	39	53	16	66	114	17	30	33	92	77	48	38	91	23	19	26	67	42	25	
		10%	11%	10%	18%	8%	17%	8%	3%	7%	19%	12%	17%	12%	19%	3%	8%	11%	3%	13%	23%	3%	6%	7%	18%	16%	10%	8%	18%	5%	4%	5%	13%	8%	5%	
			GHNQTUVXcd	GNQTUXcdeh	ABDFGHILNOPQRTUVXZacd	GNQTcd	ABDFGHILNOPQRTUVXZacd	GNQTcd		GNQTcd	ABDFGHILNOPQRTUVXZacd	DGHNOQTUVXacdeh	ABDFGHILNOPQRTUVXZacd	DFGHNOQTUVXacdeh	ABDFGHILNOPQRTUVXZacd		GNQTcd	GHNQTUVXcd		BDFGHNOQTUVXZacd	ABDFGHILNOPQRTUVXZacd	GNQ	GNQT	ABDFGHILNOPQRTUVXZacd		BDFGHINOPQTUVXZacd	BDFGHINOPQTUVXZacd	GNQTd	ABDFGHILNOPQRTUVXZacd			G	BDFGHNOQTUVXZacd	GNQTcd	G	
Sigma		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																				
Top2Box (A Great deal/A Fair amount)		8998	196	221	154	347	232	189	389	274	208	193	134	209	218	442	257	229	396	217	218	273	249	358	161	233	202	228	361	213	332	392	271	265	376	361
		53%	39%	44%	31%	69%	46%	38%	78%	55%	42%	39%	27%	42%	44%	88%	51%	46%	79%	43%	44%	55%	50%	72%	32%	47%	40%	46%	72%	43%	66%	78%	54%	53%	75%	72%
			CKW	CFJKW		ABCEFGHIJLMOPRSTUVWXYZbef	ACFIKWY	CK	ABCEFGHIJLMOPRSTUVWXYZbcefh	ABCEFIJLMOPRSWXYZb	CKW	CKW		CKW	CKW	ABCEFGHIJLMOPQRSTUWXYZbcdefgh	ABCFIJKLMRSWYb	ACFIKW	ABCEFGHIJLMOPRSTUVWXYZbcefh	CFJKW	CFJKW	ABCEFIJLMOPRSWXYZb	ABCFIJKLRSWYb	ABCEFGHIJLMOPRSTUVWXYZbef	K	ACFIKW	CKW	ACFIKW	ABCEFIJLMOPRSTUVWXYZbef	CKW	ABCEFGHIJLMOPRSTUVWXYZbef	ABCEFIJLMOPRSTUVWXYZb	ABCEFIJLMOPRSTUVWXYZb	ABCEFIJLMOPRSTUVWXYZbcefh	ABCEFIJLMOPRSTUVWXYZbef	
Bottom2Box (Not very much/Not at all)		6248	249	232	256	114	185	270	96	192	199	249	280	229	187	43	204	217	88	218	169	210	220	109	247	242	221	224	101	196	144	89	203	168	83	114
		37%	50%	46%	51%	23%	37%	54%	19%	38%	40%	50%	56%	46%	38%	9%	41%	43%	18%	44%	34%	42%	44%	22%	49%	48%	44%	45%	20%	39%	29%	18%	41%	34%	17%	23%
			DEGHIMNOQRSTVabdcdefgh	DEGHIMNOQSVabdcdefgh	DEGHIMNOPQRSTUVYabdcdefgh	NQg	DGNQVadcfgh	BDEGHILMNOPQRSTUUYZabdcdefgh	N	DGNQVadcfgh	DGNQSVadcfgh	DEGHIMNOPQRSTUUYZabdcdefgh	ABDEGHILMNOPQRSTUWXYZabdcdefgh	DEGHIMNQSVabdcfgh	DGNQVadcfgh		DGNQSVadcfgh	DEGNQSVadcfgh	N	DEGMNQSVadcfgh	DGNQVadgh	DGNQSVadcfgh	DEGMNQSVadcfgh	N	DEGHIMNOQRSTVabdcdefgh	DEGHIMNOQSVabdcdefgh	DEGMNQSVadcfgh	DEGHIMNQSVadcfgh	N	DGNQSVadcfgh	DGNQVadgh	N	DGNQSVadcfgh	DGNQVadgh	N	NQg

Global @dvisor: Sustainability – COP 27
Q5. In your opinion, whose responsibility is it to inform and educate the public about the actions that need to be taken in ... to combat climate change?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h
Minimum Base: 30 (**), Small Base: 100 (*)

		Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	Indonesia	Ireland	Israel	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Saudi Arabia	Sweden	Singapore	Thailand	Turkey	United States	United Arab Emirates	South Africa	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd) Base: All Respondents (wtd) Government Departments and ministers/elected officials		22528	501	1001	501	1000	1000	501	1000	501	1001	1001	1001	1000	501	500	501	501	501	1001	1001	501	501	500	501	501	501	501	501	501	501	1001	501	501	501	501	
		17000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
		10073	280	342	315	285	279	284	319	246	239	294	285	342	360	342	335	332	267	227	330	377	260	328	344	244	271	308	174	338	305	287	283	266	214	370	
		59%	56%	68%	63%	57%	56%	57%	64%	49%	48%	59%	57%	69%	72%	68%	67%	67%	54%	46%	66%	75%	52%	66%	69%	49%	54%	62%	35%	68%	61%	57%	53%	43%	74%		
		HIRXag	ADEFGHIJKQR UXYZacdefg	AEHIKQRUXYa fg	HIRXag	HIRXag	HIRXag	ADEFGHIJKQRU XYacdefg	a	a	HIRUXafg	HIRXag	ADEFGHIJKQRU UXYZacdefg	ACDEFGHIJKQR RSUVXYZacde fg	ADEFGHIJKQRU XYZacdefg	ADEFGHIJKQRU XYacdefg	ADEFGHIJKQRU XYacdefg	Rag	a	ADEFGHIJKQRU XYacdefg	ABCDEFGHIJK LNOPQRSUV WXYZabacdefg	Rag	ADEFGHIJKQRU XYacdefg	ADEFGHIJKQRU XYZacdefg	a	IRag	EHQRUXYa	ADEFGHIJKQRU XYacdefg	HIQRUXYa	HIRXag	HIRXag	IRag	a	ABCEFGHIJK LOPQRSUVXY Zabacdefg			
Local governments		7245	210	195	181	273	182	214	339	265	232	180	136	163	107	287	198	245	214	211	206	230	259	242	213	260	143	217	139	198	231	225	249	186	177	239	
		43%	42%	39%	36%	55%	36%	43%	68%	53%	46%	36%	27%	33%	22%	57%	40%	49%	43%	42%	41%	46%	52%	48%	52%	52%	29%	43%	28%	40%	46%	45%	50%	37%	36%	48%	
		JKLMya	KLMya	KMya	ABCEFIJLKMO QRSTVWYZab cdfgh	KMya	CEIKLMyafg	ABCEFIJLKLMNOPQRSTU VWXYZabacdef gh	ABCEFIJLKMO QRSTVWYZabc d	BCEIKLMOSYa bfg	KMya	M	KM		ABCEFIJLKMO PQRSTVWYZa bcdefgh	KLMya	ABCEIKLMOQ RSYabfg	CEIKLMyafg	CEIKLMyafg	EIKLMya	BCEIKLMOYa bfg	ABCEFIJLKMO QRSTVWYZabfg	ABCEIKLMOR SYabfg	EIKLMyag	ABCEFIJLKMO QRSTVWYZabfg	M	CEIKLMyafg	M	KLMya	BCEIKLMOYa bfg	CEIKLMyafg	ABCEFIJLKMO QRSTVWYZabfg	KMya	KMya	BCEIKLMORS Yabfg		
Scientists		4557	103	184	166	102	201	119	119	108	167	170	166	173	182	95	162	79	80	186	68	67	106	106	151	106	166	156	126	183	80	83	188	180	111	117	
		27%	21%	37%	33%	20%	40%	24%	24%	22%	33%	34%	33%	35%	37%	19%	32%	16%	16%	37%	14%	13%	21%	21%	21%	33%	31%	25%	38%	16%	17%	38%	36%	22%	23%		
		ST	ADFGHNPOST UVWXZacdg	ADFGHNPOST UVXacdg	PST	ACDFGHIJKNL OPQSTUVWX YZacdg	PQSTcd	NPQSTcd	PQSTc	ADFGHNPOST UVXacdg	ADFGHNPOST UVXacdg	ADFGHNPOST UVXacdg	ADFGHNPOST UVXacdg	ADFGHNPOST UVWXacdg	ST	ADFGHNPOST UVXacdg			ADFGHNPOST UVWXZacdg			PQSTc	PQSTc	ADFGHNPOST UVXcdg	PQST	ADFGHNPOST UVXacdg	ADFGHNPOST UVXcdg	NPQSTcd	ADFGHNPOST UVWXacdg			ADFGHNPOST UVWXZacdg	ADFGHNPOST UVWXacdg	PQSTc	PQSTcd		
Businesses		3329	88	68	99	112	60	106	199	120	90	38	97	91	31	130	84	51	108	81	132	228	127	53	101	77	59	49	107	100	153	127	94	67	102	99	
		20%	18%	14%	20%	23%	12%	21%	40%	24%	18%	8%	20%	18%	6%	26%	17%	10%	22%	16%	27%	46%	25%	11%	20%	15%	12%	10%	10%	31%	26%	19%	13%	20%	20%		
		EJMPVYZf	JMZ	BEJMPVYZf	BEJMPRVXY Zf	JM	BEJMPRVXYZf	ABCEFIJHL MNOPQRSUV WXYZabacdef gh	ABEIJLMOPRV XYZf	BEJMPVYZf		BEJMPVYZf	BEJMPVYZf		ABCEIJKLMOP RVWXYZbefh	EJMPVYZ	M	BEJMPRVXYZf	EJMPVYZ	ABCEFIJLKMO PQRVWXYZbe fgh	ABCDEFGHIJK LMNOPQRSU WXYZabacdef gh	ABEIKLMOPR VXYZbefh	M	BEJMPVYZf	JMPVZ	JM	M	BEJMPRVXYZf	BEJMPVYZf	ABCEFIJHL MOPQRSUVXY Zabefgh	ABEIKLMOPR VXYZef	BEJMPVYZf	JM	BEJMPVYZf			
Employers		1716	22	37	47	35	37	30	43	46	41	45	52	52	43	79	63	46	109	47	23	56	26	57	42	16	58	62	102	34	96	52	33	75	60		
		10%	4%	7%	9%	7%	7%	6%	9%	9%	8%	9%	10%	10%	9%	16%	13%	9%	22%	9%	5%	11%	5%	12%	8%	3%	12%	12%	20%	7%	19%	10%	10%	7%	15%	12%	
				ASX	ASUX	X	ASX		ASUX	ASUX	ASX	AFSUX	ABDEFSUXbf	ABDEFSUXbf	ASUX	ABCEFGHIJK LMOPRSUVW XZbdef	ABDEFGIUMSU Wxbf	ASUX	ABCEFGHIJK LMNOPRSUV WXYZbdefgh	AFSUXf		ABDEFSUXbf		ABDEFSUXbf	ASUX		ABDEFSUXbf	ABDEFGIUSU Wxbf	ABCEFGHIJK LMOPRSUV WXYZbdefh	X	ABCEFGHIJK LMOPRSUV WXYZbdefh	AFSUXf	ADFSUXbf	X	ABCEFGHIJK LMOPRSUVXb ef	ABDEFGISUXb f	
News media		5785	253	122	136	141	105	273	207	223	122	177	137	131	204	173	138	143	183	207	112	174	225	179	112	292	189	168	213	110	124	140	175	127	198	172	
		34%	51%	25%	27%	28%	21%	55%	41%	45%	24%	35%	28%	26%	41%	35%	28%	29%	37%	41%	22%	35%	45%	36%	22%	58%	38%	34%	43%	22%	25%	28%	25%	35%	40%	34%	
		BCDEGIJLMN OPQRSTVWYZ abacdefgh		E	ESWb		BCDEGIJLKLM NOPQRSTUV WXYZabacdefgh	BCDEIJKLNOP STVWZbdefh	BCDEIJKLNOP QSTVWXYZbcd efh		BCDEIKLOPS Wbcd	ESWb	E	BCDEIKLOPS WZbcdh	BCDEIKLOPS Wbcd	ESb	ESWb	BCDEIKLOPS Wbcd	BCDEIJKLNOP STVWZbdefh		BCDEIKLOPS Wbcd	BCDEIJKLNOP QSTVWXYZbcd efh	BCDEIKLOPS Wbcd		ABCEGIJHL MNOPQRSTU VWXYZabacdef gh	BCDEIKLOPS Wbcd	BCDEIKLOS Wbcd	BCDEIJKLNOP STVWZbdefh		ES	BCDEIKLOPS Wbcd	E	BCDEIKLOPS Wbcd	BCDEIKLOS Wbcd			
Environmental campaigners and activist groups		3233	103	67	57	103	56	91	135	138	51	76	51	61	105	144	62	81	181	59	34	84	128	123	56	130	114	131	125	31	107	104	106	94	110	136	
		19%	21%	13%	11%	21%	11%	18%	27%	28%	10%	15%	10%	12%	21%	29%	13%	16%	36%	12%	7%	17%	26%	25%	11%	26%	26%	23%	26%	25%	6%	22%	21%	21%	19%	22%	27%
		BCEIJKLORSW b	Ksb	Sb	BCEIJKLORSW b	Sb	BCEIJKLORSW b	ABCEFIJLKLM OPRSWbde f	ABCEFIJLKLM OPRSWbde f	Sb	EIKRSWb	Sb	Sb	BCEIJKLORSW b	ABCEFIJLKLM OPRSWYbcd efg	Sb	CEIKLRSWb	ABCEFGHIJK LMNOPRSUV WXYZabacdef gh	Sb		CEIKLRSWb	BCDEFIJKLOP RSTWbf	BCEFIJKLOPRS TWbf	Sb	BCEFIJKLOPRS TWbf	BCEIJKLOPRST Wb	ABCEFIJKLO PRSTWbf	BCEFIJKLOPRS TWbf		BCEIJKLOPRS Wb	BCEIJKLORSW b	BCEIJKLOPRS Wb	BCEIJKLORSW b	BCEIJKLOPRS Wb	ABCEFIJLKLM OPRSWbde f		
Schools		4055	201	76	92	149	82	141	65	162	52	185	135	89	146	93	147	199	109	146	51	80	141	150	41	152	152	157	95	127	115	47	132	84	107	159	
		24%	40%	15%	18%	30%	16%	28%	13%	32%	11%	37%	27%	18%	29%	19%	29%	40%	22%	29%	10%	16%	28%	30%	8%	30%	31%	31%	19%	25%	25%	9%	26%	17%	13%	32%	
		BCDEFGHIKL MNOQRSTUV WXYZabacdef h	ISWd	GISWd	BCEGILNQST Wacdfg	ISWd	BCEGILNQST Wadfg	W	BCEGILNQST Wabacdefg		BCDEFGIKLM NOQRSTUVW XYZabacdefgh	BCEGILNQST Wadfg	GISWd	BCEGILNQST Wacdfg	GISWd	BCEGILNQST Wacdfg	BCDEFGHIKL MNOQRSTUV WXYZabacdef h	BEGISTWdf	BCEGILNQST Wacdfg		ISWd	BCEGILNQST Wadfg	BCEGILNQST Wacdfg		BCEGILNQST Wacdfg	BCEGILNQST Wacdfg	BCEGILNQST Wabacdfg	GISWd	BCEGILNSTWa df	BEGILSTWdf		BCEGILNSTWa df	GISWd	BEGISWd	BCEGILNQST Wabacdfg		
Don't know		1052	20	55	39	25	79	14	2	7	50	35	55	42	28	7	20	2	10	29	84	17	10	21	56	10	44	20	48	42	18	21	12	68	29	3	
		6%	4%	11%	8%	5%	16%	3%	0%	1%	10%	7%	11%	9%	6%	2%	4%	2%	2%	6%	17%	3%	2%	4%	11%	2%	9%	4%	10%	8%	4%	2%	2%	14%	6%	1%	
		GHNh	ADFGHIJMNO PQRTUVXZcd egh	AFGHNOQTU VXZcdeh	GHNQUXeh	ABCEFGHIJKL MNOPQRTUV WXYZabacdegh	Gh			ADFGHIJMNO QRTUVXZcde gh	AFGHNOQTU VXZceh	ADFGHIJMNO PQRTUVXZcd egh	ADFGHNOQR TUVXZcdeh	FGHNQUXeh	G	GHNh	FGHNQUTUXZe h	Gh	FGHNQUTUXeh	ABCEFGHIJKL MNOPQRTUV WXYZabacdegh	Ghh	Gh	GHNh	ADFGHIJMNO PQRTUVXZcd egh	G	ADFGHNOQR TUVXZcdeh	GHNh	ADFGHMMNOQ RTUVXZcdeh	ADFGHMMNOQ UVXZcdeh	GHNh	GHNh	Gh	ACDFGHIJLM NOPQRTUVXY Zbcdegh	FGHNQUXeh			
Prefer not to say		447	5	15	13	10	21	15	1	10	26	12	15	16	11	8	11	15	12	11	24	8	13	9	12	14	17	7	17	22	10	27	6	20	15	2	
		3%	1%	3%	3%	2%	4%	3%	0%	2%	5%	2%	3%	3%	2%	2%	2%	3%	2%	2%	5%	2%	3%	2%	2%	3%	3%	1%	3%	4%	2%	5%	1%	4%	3%	0%	
				AGZeh	Gh	Gh	ADGHNMORTV Zceh	AGeh		Gh	ABCDGHJIKMN OQRTUVWZc eh	Gh	AGZeh	AGZeh	Gh	Gh	Gh	AGeh	Gh	Gh	ADGHJMNOQ RTUVWZceh	Gh	Gh	Gh	Gh	AGZeh	G	AGeh	ADGHNMORTVZ ceh	Gh	ADGHNMNOQ RTUVWZceh		ADGHNMNOQ RTUVWZceh		ADGHNRVTZc eh	Gh	
Sigma		41494	1286	1160	1144	1234	1103	1287	1429	1324	1069	1211	1129	1160	1217	1358	1220	1225	1272	1204	1064	1320	1295	1269	1127	1301	1213	1275	1147	1184	1240	1113	1297	1123	1138	1355	
		244%	257%	232%	229%	247%	221%	257%	286%	265%	214%	242%	226%	232%	244%	272%	244%	245%	254%	241%	213%	264%	259%	254%	225%	260%	243%	255%	229%	237%	248%	223%	259%	225%	228%	271%	