

2024 Annual Weighting and Views on Business Survey

[SURVEY_INTRO]

(ASK ALL)

WEB. Thank you for your interest in this study. This survey is about large U.S. companies, also known as corporations. By “large companies” we mean those that employ thousands of people. Your responses to these questions are important, no matter how much you currently know or don’t know about large companies.

Gracias por su interés en este estudio. Esta encuesta es sobre las empresas grandes de los Estados Unidos, también conocidas como corporaciones. Cuando hablamos de “empresas grandes”, nos referimos a aquellas que tienen miles de empleados. Las respuestas que dé a estas preguntas son importantes, independientemente de cuánto sepa o desconozca en este momento sobre las empresas grandes.

Most of America’s largest companies are publicly-traded, meaning they have shareholders and are listed on one of the U.S. stock exchanges, such as NASDAQ or the New York Stock Exchange.

La mayor parte de las empresas más grandes de los Estados Unidos cotizan en bolsa. Eso significa que tienen accionistas y que cotizan en una de las bolsas de valores de los Estados Unidos, como NASDAQ o la Bolsa de Valores de Nueva York.

We will pay eligible respondents **[PN: IF Less than HS or Spanish Language INSERT: \$10/IF ALL ELSE INSERT: \$5]** for participating in this survey. Participation in this study is voluntary and all your responses will be kept strictly confidential.

Pagaremos a los encuestados elegibles **[PN: IF Less than HS or Spanish Language INSERT: \$10/IF ALL ELSE INSERT: \$5]** por participar en esta encuesta. La participación en este estudio es voluntaria y todas sus respuestas se mantendrán estrictamente confidenciales.

To continue with the survey, please click “Next”.

Para continuar con la encuesta, haga clic en "Siguiente".

[BASE QUESTIONS]

(ASK ALL)

(ROTATE SCALE ORDER (1-4/4-1); KEEP “DON’T KNOW” ANCHORED AND RECORD ROTATE VARIABLE IN DATA; and LABEL ROTATE VARIABLE “HRANDOM_ Q1” and should appear after “Q1” data variable in DATA)

[PN: Please label this data variable “Q1”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q1/TRUST. How much do you trust or distrust large companies?

¿Cuánto confía o desconfía usted de las grandes empresas?

1. Trust a great deal
2. Trust somewhat
3. Distrust somewhat
4. Distrust a great deal
77. Don’t know [ANCHOR]
1. Confío mucho
2. Confía algo
3. Desconfío un poco
4. Desconfío mucho
77. No lo sé [ANCHOR]

(ASK ALL)

(ROTATE SCALE ORDER (1-2/2-1); KEEP “DON’T KNOW” ANCHORED AND RECORD ROTATE VARIABLE IN DATA; and LABEL ROTATE VARIABLE “HRANDOM_Q2” and should appear after “Q2” data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION; IF 1-2 then text should appear as “in the right direction or in the wrong direction...” and IF 2-1, then should appear as “in the wrong direction or in the right direction...”)

[PN: Please label this data variable “Q2”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q2/DIRECTION. In general, do you think the behavior of large companies is going (in the right direction) or (in the wrong direction)?

En general, ¿cree usted que el comportamiento de las grandes empresas va (en la dirección correcta) o (en la dirección incorrecta)?

- 1 Right direction
- 2 Wrong direction
- 77 Don’t know [ANCHOR]

- 1 Dirección correcta
- 2 Dirección equivocada
- 77 No lo sé [ANCHOR]

(ASK ALL)

(PN:ROTATE SCALE ORDER (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA; and LABEL ROTATE VARIABLE "HRANDOM_ Q3" and should appear after "Q3" data variable in DATA)

[PN: Please label this data variable "Q3"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q3/INFORMED. How informed do you consider yourself to be about large companies?

¿Y qué tan informado/a se considera usted a ser sobre las grandes empresa?

1. Not at all informed
2. Somewhat informed
3. Informed
4. Very informed

1. Nada informado/a
2. Un poco informado/a
3. Informado/a
4. Muy informado/a

[MAX DIFF EXERCISE]

[PN: Revised instruction in yellow highlight]

PN: The Max Diff design contains 10 versions; a roughly equal number of respondents should see each version. Randomize which version the respondent sees. Each version contains 9 sets/screens; respondents should see all 17 items(statements) that make up one version. Randomize the order of the sets within each version. From those 4 they pick the most important and the least important. Each set/screen presents 4 items (statements) for the respondent to consider. Do not rotate/randomize the order of items within a set/screen – they should be presented IN ORDER so that item 1 is at top of screen and item 4 is at bottom. Tasks are in this file:

[PN: Please randomize the sets within each version so that sets are not shown in list order but instead are randomized - please record the randomization variable in data.]

[PN RE DATA LAYOUT/VAR LABELS: Data should be shown in this order in the Dataset as follows: Version, Task 1, Task 2, Task 3, Task 4, Task 5, Task 6, Task 7, Task 8, Task 9, followed by Item 1-4 for each set shown, then MOST and LEAST for each set shown and be labeled as follows: "VERSION_Loop", "TASKLOOP1", "TASKLOOP2", "TASKLOOP3", "TASKLOOP4", "TASKLOOP5", "TASKLOOP6", "TASKLOOP7", "TASKLOOP8", "TASKLOOP9", "ITEM1_1", "ITEM2_1", "ITEM3_1", "ITEM4_1", MOST_1", LEAST_1", "ITEM1_2", "ITEM2_2", "ITEM3_2", "ITEM4_2", MOST_2", LEAST_2" and so on.]

RESPONDENTS WILL BE SHOWN 4 ITEMS AT A TIME (LIKE THE BELOW) AND WILL THEN BE ASKED TO INDICATE WHICH IS MOST IMPORTANT AND WHICH IS LEAST IMPORTANT. THEN THEY WILL BE SHOWN ANOTHER SET OF 4 AND ASKED THE SAME QUESTION. THEY WILL BE SHOWN A TOTAL OF 9 SCREENS OF 4 ITEMS EACH.

Q19 Transition Screen. The following questions contain a series of statements describing the activities and behaviors of large companies. For each question, we'd like your opinion as to which statement is most important and which statement is least important to you in defining a company as just.

Las siguientes preguntas contienen algunas afirmaciones que describen las actividades y la conducta de las empresas grandes. Para cada pregunta, quisiéramos conocer su opinión en cuanto a qué afirmación es la más importante y qué afirmación es la menos importante para usted al definir una empresa como justa.

[PN: ADD SPACE]

[PN: Revised text in yellow highlight]

[PN: Text in green highlight is SPANISH translation appended]

A just company demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders, and the business itself.

Una empresa justa demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí.

[PN: ADD SPACE]

[PN: Revised text in yellow highlight]

There are 9 questions in this section. While these questions may seem repetitive, please review each one carefully as there are important differences in the statements.

Hay 9; preguntas en esta sección. Aunque estas preguntas pueden parecer repetitivas, por favor revisa cada una de ellas con cuidado, ya que hay diferencias importantes entre las distintas afirmaciones.

Q19. Please select the statement you think is most important for defining a just company, and the statement you think is least important for defining a just company.

Por favor, seleccione la afirmación que usted considere más importante y la que considere menos importante para definir una empresa como justa.

[PN: ADD SPACE]

[PN: Revised text in yellow highlight]

[PN: Text in green highlight is SPANISH translation appended]

A just company demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders, and the business itself.

Una empresa justa demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí.

[PN: Please use the following custom prompts for blanks in the MAX DIFF SECTION:]

[custom prompt if “most important” column is left blank: “We would really like your answer for the most important behavior question.”]

[custom prompt if “most important” column is left blank: “**Realmente nos gustaría su respuesta para la pregunta sobre el comportamiento más importante.**”]

[custom prompt if “least important” column is left blank: “We would really like your answer for the least important behavior question.”]

[custom prompt if “least important” column is left blank: “**Realmente nos gustaría su respuesta para la pregunta sobre el comportamiento menos importante.**”]

[custom prompt if both columns are left blank: “We would really like your answer to this question.”]

[custom prompt if both columns are left blank: “**Realmente nos interesa su respuesta a esta pregunta.**”]

[custom prompt if R select same statement for most and least: “Please select different answers for most and least important behavior questions.”]

[custom prompt if R select same statement for most and least: “**Por favor, seleccione respuestas diferentes de Más y Menos**”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “Realmente nos interesa su respuesta a esta pregunta.”]

[PN: SHOW BOTH Q19 MOST and Q19 LEAST ON SAME SCREEN]

(ASK ALL; TO BE SHOWN ONLY AFTER THE FIRST MAX DIFF EXERCISE)

Q19 MOSTFOLLOWUP. Why did you rate [INSERT MOST IMPORTANT] most important? [OPEN END]

Q19 MOSTFOLLOWUP. ¿Por qué calificó la afirmación “[INSERT MOST IMPORTANT]” como la más importante? [OPEN END]

Q19 LEASTFOLLOWUP. Why you rate (INSERT LEAST IMPORTANT] least important? [OPEN END]

Q19 LEASTFOLLOWUP. ¿Por qué calificó la afirmación “[INSERT MOST IMPORTANT]” como la menos importante? [OPEN END]

[PN: Revised text in yellow highlight]

[PN: Text in green highlight is SPANISH translation appended]

17 ISSUE STATEMENTS (ITEMS) (and their related Stakeholders)

[PN: See item label differences by wave in the table below; data layout MUST use the item # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Item 3	Item 5
Item 9	Item 12

Stakeholder: Workers

1. Pays workers fairly and offers a living wage that covers the cost of basic needs at the local level.
1. Paga a los empleados de manera justa y ofrece un salario digno que cubre el costo local de las necesidades básicas.
2. Invests in its workforce by providing training, education, and career development opportunities.
2. Invierte en su fuerza laboral ofreciendo oportunidades de capacitación, educación y desarrollo profesional.
3. Offers a quality benefits package that supports work-life balance for all workers.
3. Ofrece un paquete de beneficios de calidad que favorece el equilibrio entre el trabajo y la vida personal de todos los trabajadores.
4. Supports worker well-being and provides safe and healthy working conditions.
4. Apoya el bienestar de los trabajadores y proporciona condiciones de trabajo seguras y saludables.
5. Fosters an inclusive and supportive workplace culture with equal opportunity for all.
5. Fomenta una cultura laboral inclusiva y de apoyo con igualdad de oportunidades para todos.

Stakeholder: Communities

6. Strengthens local communities through investment, volunteerism, and charitable giving.
6. Fortalece a las comunidades locales a través de la inversión, el voluntariado y las donaciones benéficas.
7. Establishes workplace standards and policies throughout the supply chain and supports human rights.
7. Establece normas y políticas en el lugar de trabajo en toda la cadena de suministro y respeta los derechos humanos.
8. Creates jobs in the U.S. in communities where they are located.
8. Crea empleos en los Estados Unidos en las comunidades donde tienen sedes.

Stakeholder: Customers

- 9. Protects the privacy of customers, including their data.
9. Protege la privacidad de los clientes, incluyendo sus datos.
- 10. Values its customers by treating them with respect and providing a positive customer experience.
10. Valora a sus clientes tratándolos con respeto y proporcionándoles una experiencia de cliente positiva.
- 11. Is honest and transparent in communications with customers about its products, services, and operations.
11. Es honesta y transparente sobre sus productos, servicios y operaciones en las comunicaciones con los clientes.
- 12. Offers quality products and/or services at a fair price.
12. Ofrece productos o servicios de calidad a un precio justo.

Stakeholder: Shareholders

- 13. Conducts business ethically and honestly, and takes responsibility for wrongdoings.
13. Opera de manera ética y honesta, y asume la responsabilidad de sus equivocaciones.
- 14. Creates and maintains the conditions for the company's long-term financial success.
14. Crea y mantiene las condiciones para el éxito financiero a largo plazo de la empresa.

Stakeholder: Environment

- 15. Minimizes harm to the environment and human health by decreasing pollution.
15. Minimiza el daño al medioambiente y la salud humana disminuyendo la contaminación.
- 16. Prioritizes sustainability by using renewable energy sources, minimizing waste, and recycling.
16. Prioriza la sostenibilidad utilizando fuentes de energía renovable, minimizando los residuos y reciclando.
- 17. Takes action on climate commitments with clear plans and measurable goals to reduce its carbon emissions.
17. Actúa en función de los compromisos climáticos con planes claros y objetivos medibles para reducir sus emisiones de carbono.

(ASK ALL)

(ROTATE RESPONSE OPTIONS (1-5; 5-1) AND RECORD ROTATE VARIABLE IN DATA; and LABEL ROTATE VARIABLE “HRANDOM_Q6” and should appear after “Q6” data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION, IF 1-5 then text should appear as “more, less or of the same...” and IF 5-1 then text should appear as” less, more or of the same... “)

[PN: Please label this data variable “Q6”; THIS QUESTION WAS IN PAST WAVE LABELED “Q20 “BUT IN DATA LAYOUT AND IN DATA SHOULD BE LABELED AS INDICATED “Q6”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q6/ISSUE CHANGE	Q20/ISSUE CHANGE

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q6/ISSUE_CHANGE. Would you say [PN:INSERT 1 RANDOM STATEMENT FROM ISSUE LIST PER RESPONDENT] is (more), (less), or of the same importance in defining a just company than it was one year ago?

¿Diría que el atributo de una empresa que [PN:INSERT 1 RANDOM STATEMENT FROM ISSUE LIST PER RESPONDENT] es (más importante), (menos importante) o tiene la misma importancia que hace un año para definir una empresa como justa?

- 1 Much more important
- 2 Somewhat more important
- 3 No change
- 4 Somewhat less important
- 5 Much less important
- 77 Don’t know [ANCHOR]

1. Mucho más importante
2. Un poco más importante
3. No ha cambiado
4. Un poco menos importante
5. Mucho menos importante
77. No lo sé [ANCHOR]

[NEW: STAKEHOLDER PRIORITIZATION – CONSTANT SUM]

(ASK ALL)

[PN: Please label this data variable “Q7”]

[PN: Text in green highlight is SPANISH translation appended]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q7 NEW/STAKE_PRIORITY Different groups can either affect or be affected by a company’s business operations. These groups are called stakeholders, and for the purposes of this survey, they are defined as a company’s **workers**, their **customers**, the **communities** they operate in, the **environment**, and a company’s investors, or **shareholders**.

Las operaciones comerciales de una empresa pueden afectar a diferentes grupos o ser afectadas por ellos. Estos grupos se denominan "partes interesadas" y, para los fines de esta encuesta, se definen como los **trabajadores** de una empresa, sus **clientes**, las **comunidades** en las que operan, el **medioambiente** y los inversores o **accionistas** de una empresa.

According to the definition of a just company: **Demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders, and the business itself**, how should corporate leaders prioritize these different stakeholders?

Según la definición de una empresa justa (**Demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí**), ¿cómo deben los líderes corporativos priorizar a estas diferentes partes interesadas?

Please allocate a share of 100 points across each of the five groups, with **the greatest share going to the stakeholder that should be the highest priority**.

Reparta 100 puntos entre cada uno de los cinco grupos. Asigne la **mayor cantidad de puntos a la parte interesada que debería tener la prioridad más alta**.

Please enter whole numbers only. No decimals.

Escriba solo números enteros. No se permiten decimales.

WORKERS

TRABAJADORES

CUSTOMERS

CLIENTES

COMMUNITIES

COMUNIDADES

SHAREHOLDERS

ACCIONISTAS

THE ENVIRONMENT
MEDIOAMBIENTE

[PN: Label the SPLIT SAMPLE A/B VARIABLE, "SPLITSAMPLE_A_B" in DATA SET BEFORE Q8A and Q8BDATA]

(ASK SPLIT SAMPLE A)

[PN: Text in green highlight is SPANISH translation appended]

[PN: Please label this data variable "Q8A"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

[PN: ADD DEFINITION HOVER FEATURE ON the text "just" so that when cursor hovers over it; it shows the following definition: "A just company demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders, and the business itself./ Una empresa justa demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí".]

Q8A NEW /DISQUALIFICATIONS. Imagine you're compiling the list of America's most just companies and after evaluating companies across a number of factors, you've arrived at your Top 10.

Imagine que está compilando la lista de las empresas más justas de los Estados Unidos y, después de evaluar las empresas en función de una serie de factores, ha concluido cuáles están en los diez primeros puestos de la lista.

However, one of the companies in the list had an incident that negatively affected a big group of people, such as their customers, people in the community, or their workers. This company operates in a just manner by all other measures EXCEPT for this one event.

Sin embargo, una de las empresas de la lista tuvo un incidente que afectó negativamente a un gran grupo de personas, como sus clientes, personas de la comunidad o sus trabajadores. Esta empresa opera de manera justa con respecto a todas las demás mediciones, EXCEPTO por este evento.

Does that **qualify or disqualify** the company from making the Top 10 list?

¿Eso hace que la empresa **califique o no califique** para estar en los 10 primeros puestos de la lista?

1. Qualifies
2. Disqualifies
77. Not sure [ANCHOR]
1. Hace que califique
2. Hace que no califique
77. No lo sé [ANCHOR]

(ASK SPLIT SAMPLE B)

[PN: Please label this data variable "Q8B"]

[PN: Text in green highlight is SPANISH translation appended]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

[PN: ADD DEFINITION HOVER FEATURE ON the text "just" so that when cursor hovers over it; it shows the following definition: "A just company demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders and the business itself./ Una empresa justa demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí".]

Q8B NEW /DISQUALIFICATIONS. Now, imagine you're compiling the list of America's most just companies and after evaluating companies across a number of factors, you've arrived at your Top 10.

Ahora, imagine que está compilando la lista de las empresas más justas de los Estados Unidos y, después de evaluar las empresas en función de una serie de factores, ha concluido cuáles están en los diez primeros puestos de la lista.

However, one of the companies in the list makes a product that is legal, but has been proven to harm human health. This company operates in a just manner by all other measures EXCEPT for the product it manufactures.

Sin embargo, una de las empresas de la lista fabrica un producto que es legal, pero que se ha demostrado que es nocivo para la salud humana. Esta empresa opera de manera justa con respecto a todas las demás mediciones, EXCEPTO por el producto que fabrica.

Does that **qualify or disqualify** the company from making the Top 10 list?

¿Eso hace que la empresa **califique o no califique** para estar en los 10 primeros puestos de la lista?

1. Qualifies
2. Disqualifies
77. Not sure [ANCHOR]

1. Hace que califique
2. Hace que no califique
77. No lo sé [ANCHOR]

(ASK ALL)

(ROTATE RESPONSE OPTIONS (1-3/3-1); AND RECORD ROTATE VARIABLE IN DATA; and LABEL ROTATE VARIABLE “HRANDOM_ Q9X” and should appear after “Q9X” data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION 1/3-3-1; IF 1-3 then text should appear as “their shareholders, their employees or their customers...” and IF 3-1 then text should appear as “their customers, their employees or their shareholders...”))

[PN: Please label this data variable “Q9X”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q9X/PRIORITY	Q4/PRIORITY

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q9X/PRIORITY. Do you think the top priority for companies in this country right now is (their shareholders), (their employees), or (their customers)?

¿Cree usted que las principales prioridades de las grandes empresas en este país hoy en día son sus accionistas, sus empleados, o sus clientes?

1. Their shareholders
2. Their employees
3. Their customers

1. Sus Accionistas
2. Sus Empleados
3. Sus Clientes

(ASK ALL)

(ROTATE RESPONSE OPTIONS (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA; LABEL ROTATE VARIABLE "HRANDOM_Q10XSCALE" and should appear after "Q10X" data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION 1/4-4-1; LABEL ROTATE VARIABLE "HRANDOM_Q10XROT" and should appear after "HRANDOM_Q10XSCALE" data variable in DATA)

(SCRAMBLE ITEMS A-H; AND RECORD SCRAMBLE ROTATE VARIABLE IN DATA) LABEL SCRAMBLE VARIABLE "HRANDOM_Q10X" and should appear after "HRANDOM_Q10XROT" rotate variable in DATA)

[PN: Please label this data variable "Q10X_1, Q10X_2, and so on"]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q10X/PRIORITY	Q5NEW

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q10X/TRANS_CORP. Some large companies are improving their transparency by publicly reporting operational data. To what extent do you (favor) or (oppose) increased disclosure from corporate America on...

Algunas empresas grandes están mejorando su transparencia haciendo públicos sus datos operativos. ¿Hasta qué punto está a favor o en contra de que la América Corporativa divulgue más información con respecto a...?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 77 Not sure [ANCHOR]

- 1 Totalmente a favor
- 2 Algo a favor
- 3 Algo en contra
- 4 Totalmente en contra
- 77 No lo sé [ANCHOR]

- a. the minimum wage for different types of jobs at their company
 - b. the average wage for different worker demographic groups, such as gender, race, ethnicity, and age
 - c. environmental impact data (e.g., greenhouse gas emissions such as carbon dioxide)
 - d. the political lobbyists they work with and the ways they are trying to influence public policy
 - e. all corporate donations, including to political campaigns, religious groups, and other tax-exempt organizations
 - f. product or service safety violations
 - g. community involvement through volunteering and other programs
 - h. how the company is using artificial intelligence (AI) and other automated technologies
-
- a. el salario mínimo para los distintos tipos de trabajo en las empresas
 - b. el salario promedio para los distintos grupos demográficos de trabajadores, como género, raza, etnia y edad
 - c. datos sobre el impacto medioambiental (por ejemplo, emisiones de gases de efecto invernadero como el dióxido de carbono)
 - d. los grupos de presión políticos con los que trabaja y las formas en que intenta influir en las políticas públicas
 - e. todas las donaciones corporativas, incluidas las destinadas a campañas políticas, grupos religiosos y otras organizaciones exentas de impuestos
 - f. infracciones de seguridad de productos o servicios
 - g. participación en la comunidad a través del voluntariado y otros programas
 - h. cómo utiliza la inteligencia artificial (IA) y otras tecnologías automatizadas

(ASK ALL)

[PN: Revised text in yellow highlight]

(ROTATE RESPONSE OPTIONS (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA; ; LABEL ROTATE VARIABLE "HRANDOM_ Q11XSCALE" and should appear after "Q11X" data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION 1/4-4-1 LABEL ROTATE VARIABLE "HRANDOM_ Q11XROT" and should appear after "HRANDOM_Q11XSCALE" data variable in DATA)

(SCRAMBLE ITEMS A-H IN SAME ORDER AS Q5; AND RECORD SCRAMBLE ROTATE VARIABLE IN DATA; LABEL SCRAMBLE VARIABLE "HRANDOM_ Q11X" and should appear after "HRANDOM_Q11XROT" rotate variable in DATA)

[PN: Please label this data variable "Q11X_1, Q11X_2, and so on"]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q11X/PRIORITY	Q6NEW

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q11X/TRANS_GOVT. And to what extent do you (favor) or (oppose) the **federal government** requiring large companies to publicly report data about these specific issues?

¿En qué medida está (a favor) o (en contra) de que el gobierno federal exija que las empresas grandes informen públicamente sobre estos temas específicos

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 77 Not sure **[ANCHOR]**

- 1 Totalmente a favor
- 2 Algo a favor
- 3 Algo en contra
- 4 Totalmente en contra
- 77 No lo sé **[ANCHOR]**

- a. the minimum wage for different types of jobs at their company
 - b. the average wage for different worker demographic groups, such as gender, race, ethnicity, and age
 - c. environmental impact data (e.g., greenhouse gas emissions such as carbon dioxide)
 - d. the political lobbyists they work with and the ways they are trying to influence public policy
 - e. all corporate donations, including to political campaigns, religious groups, and other tax-exempt organizations
 - f. product or service safety violations
 - g. community involvement through volunteering and other programs
 - h. how the company is using artificial intelligence (AI) and other automated technologies
-
- a. El salario mínimo para los distintos tipos de trabajo en las empresas
 - b. El salario promedio para los distintos grupos demográficos de trabajadores, como género, raza, etnia y edad
 - c. Datos sobre el impacto medioambiental (por ejemplo, emisiones de gases de efecto invernadero como el dióxido de carbono)
 - d. Los grupos de presión políticos con los que trabaja y las formas en que intenta influir en las políticas públicas
 - e. todas las donaciones corporativas, incluidas las destinadas a campañas políticas, grupos religiosos y otras organizaciones exentas de impuestos
 - f. Infracciones de seguridad de productos o servicios
 - g. Participación en la comunidad a través del voluntariado y otros programas
 - h. Cómo utiliza la inteligencia artificial (IA) y otras tecnologías automatizadas

(ASK ALL)

[PN: Please label this data variable “Q12X”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

[PN: See item label differences by wave in the table below; data layout **MUST** use the question # indicated in the questionnaire for **THIS WAVE**]

X1039	W1075
Q12X/SOCIAL_ISSUES_BROAD	Q7/SOCIAL_ISSUES_BROAD

Q12X/SOCIAL_ISSUES_BROAD. Which one of these two perspectives comes closest to your opinion?

¿Cuál de las siguientes dos perspectivas se acerca más a su opinión?

1. CEOs of large companies **do** have a responsibility to take a stand on important societal issues.
2. CEOs of large companies **do not** have a responsibility to take a stand on important societal issues.

1. Los directores generales de las grandes empresas **tienen** la responsabilidad de adoptar una postura sobre importantes cuestiones sociales.
2. Los directores generales de las grandes empresas **no tienen** la responsabilidad de adoptar una postura sobre importantes cuestiones sociales

(ASK IF Q12X=1 CEOs OF LARGE COMPANIES DO HAVE RESPONSIBILITY)

[PN: Please label this data variable “Q13X”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q13X/ SOCIAL_ISSUES_FOCUSED	Q8/SOCIAL_ISSUES_FOCUSED

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q13X/SOCIAL_ISSUES_FOCUSED. Which one of these two perspectives comes closest to your opinion? [\[SKIP FROM RESPONSE 1 IN PREVIOUS\]](#)

¿Cuál de las siguientes dos perspectivas se acerca más a su opinión?

1. CEOs of large companies should take a stand on important societal issues – no matter what the issue.
2. CEOs of large companies should take a stand on important societal issues – but only if the issues are related to their business.

1. Los directores generales de las grandes empresas deben adoptar una postura sobre importantes cuestiones sociales - sin importar cuál sea el tema.
2. Los directores generales de las grandes empresas deben adoptar una postura sobre importantes cuestiones sociales - pero solo si las cuestiones están relacionadas con su negocio.

(ASK ALL)

[PN: Please label this data variable “Q14X_1, Q14X_2, and so on”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q14X/ SOCIAL_ISSUES_BATTERY	Q9/SOCIAL_ISSUES_BATTERY

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q14X/SOCIAL_ISSUES_BATTERY. How much do you agree or disagree that CEOs of large companies have a role to play in addressing the following societal issues?

¿En qué medida está de acuerdo o en desacuerdo con que los directores generales de las grandes empresas deben participar en el manejo de las siguientes cuestiones sociales?

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree

1. **Muy en desacuerdo**
2. **Algo en desacuerdo**
3. **Algo de acuerdo**
4. **Muy de acuerdo**

- a. Climate change
- b. Income inequality
- c. The stability of our democracy
- d. Helping maintain infrastructure (such as building, roads, power supply)
- e. Advancing racial equity
- f. Upholding and protecting voting rights for all Americans
- g. Upholding and protecting LGBTQ rights
- h. Upholding and protecting women’s reproductive rights
- i. Advancing gender equity in the workplace (e.g. equal pay)
- j. The ethical use of artificial intelligence (AI)

- a. El cambio climático
- b. La desigualdad de ingresos
- c. La estabilidad de nuestra democracia
- d. La infraestructura
- e. Promoción de la equidad racial
- f. La defensa y protección del derecho al voto de todos los estadounidenses
- g. La defensa y protección de los derechos LGBTQ
- h. La defensa y protección de los derechos reproductivos de las mujeres
- i. La promoción de la equidad de género en el lugar de trabajo (p. ej., pago igualitario)
- j. El uso ético de la inteligencia artificial (IA)

(ASK ALL)

(ROTATE SCALE ORDER (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA; LABEL ROTATE VARIABLE "HRANDOM_ Q15X" and should appear after "Q15X" DATA VARIABLE in DATA)

[PN: Please label this data variable "Q15X"]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q15X/ CONSUMER_POWER	Q10/CONSUMER_POWER

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q15X/CONSUMER_POWER. How effective do you think people can be when they act together to try to change companies' behaviors?

¿Qué tan efectiva cree que puede ser la gente cuando actúan juntos para tratar de cambiar la conducta empresarial?

1. Very effective
2. Somewhat effective
3. Not very effective
4. Not effective at all

1. Muy efectivo
2. Algo efectivo
3. No muy efectivo
4. Nada efectivo

(ASK ALL)

(ROTATE SCALE ORDER (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA AND QUESTION TEXT IN PARENS SHOULD MATCH ROTATE ORDER; LABEL ROTATE VARIABLE “HRANDOM_ Q16XSCALE” and should appear after “Q16X” data variable in DATA))

(PN: THE GRID COLUMN LABEL HEADERS SHOULD MATCH THE ROTATE SCALE ORDER 1-4/4-1)

[RANDOMIZE ITEMS; RANDOMLY ASSIGN EACH RESPONDENTS 4 ITEMS AND RECORD RANDOMIZATION VARIABLE IN DATA LABEL SCRAMBLE VARIABLE “HRANDOM_ Q16X” and should appear after “HRANDOM_ Q16XSCALE” rotate variable in DATA)]

[PN: Please label this data variable “Q16X_1, Q16X_2 and so on”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q16X/ CORPORATE_ IMPACT	Q11/CORPORATE_ IMPACT

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q16X/CORPORATE_IMPACT. Overall, do you think large companies are having (a very positive impact), (a somewhat positive impact), (a somewhat negative impact), (a very negative impact) or no impact on each of the following...

En términos general, ¿cree usted que las grandes empresas están teniendo un impacto muy positivo, algo positivo, algo negativo, muy negative o no tienen impacto sobre...

1. Very positive impact
2. Somewhat positive impact
3. Somewhat negative impact
4. Very negative impact
5. No impact **[ANCHORED]**

1. Un impacto muy positivo
2. Un impacto un poco positivo
3. Un impacto un poco negativo
4. Impacto muy negativo
5. No tendría impacto **[ANCHORED]**

- a. Society overall
- b. The well-being of local communities
- c. The health and safety of their workforce
- d. The environment
- e. Their shareholders
- f. Their customers
- g. The financial well-being of their lowest-paid workers
- h. The quality of jobs in the US
- i. The work-life balance of their employees

- a. La sociedad en general
- b. El bienestar de las comunidades locales
- c. La salud y seguridad de su fuerza laboral
- d. El medio ambiente
- e. Sus accionistas
- f. Sus clientes
- g. El bienestar financiero de sus empleados peor pagados
- h. La calidad de los empleos en los Estados Unidos
- i. El balance entre el trabajo y la vida personal de sus empleados

[PN: Revised text in yellow highlight]

(ROTATE RESPONSE OPTIONS (1-4/4-1); AND RECORD ROTATE VARIABLE IN DATA; LABEL ROTATE VARIABLE “HRANDOM_ Q17” and should appear after “Q17” data variable in DATA)

[PN: Please label this data variable “Q17”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q17/ JUST	Q12/JUST

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[PN: Text in green highlight is SPANISH translation appended]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q17/JUST. In your opinion, and keeping the definition of a just company presented in this survey, do you think most large U.S. companies are:

En su opinión, y teniendo en cuenta la definición de una empresa justa presentada en esta encuesta, ¿cree que la mayoría de las grandes empresas de los EE.UU. son:

For reference, a just company demonstrates a commitment to doing right by its workers, its customers, the environment, the community, its shareholders and the business itself.

Como referencia, una empresa justa demuestra que está comprometida con hacer lo correcto por sus trabajadores, sus clientes, el medioambiente, la comunidad, sus accionistas y la empresa en sí.

1. Very just
2. Somewhat just
3. Not very just
4. Not at all just

1. Muy justas
2. Un poco justas
3. No muy justas
4. Para nada justas

(ASK ALL)

(ROTATE RESPONSE OPTIONS (1-2/2-1); AND RECORD ROTATE VARIABLE IN DATA; LABEL ROTATE VARIABLE "HRANDOM_Q18XSCALE" and should appear after "Q18X" data variable in DATA)

(ROTATE THE TEXT IN PARENS TO ALIGN WITH RESPONSE ORDER ROTATION 1/2-2-1; LABEL ROTATE VARIABLE "HRANDOM_Q18XROT" and should appear after "HRANDOM_Q18XSCALE" data variable in DATA)

[PN: Please label this data variable "Q18X"]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q18X/ JUST_CHANGE	Q13/JUST_CHANGE

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q18X/JUST_CHANGE. And do you think most large U.S. companies are becoming (more just), (less just), or staying about the same?

¿Y cree que la mayoría de las grandes empresas de los EE.UU. se están volviendo más justas, menos justas, o se mantienen más o menos igual?

1. Becoming more just
2. Becoming less just
3. Staying about the same

1. Se están volviendo más justas
2. Se están volviendo menos justas
3. Se mantienen más o menos igual

(ASK ALL)

(RANDOMIZE ITEMS AND RECORD RANDOMIZATION VARIABLE IN DATA; ; LABEL ROTATE VARIABLE “HRANDOM_Q19X” and should appear after “Q19X” data variable in DATA)

[PN: Please label this data variable “Q19X_1, Q19X_2 and so on”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q19X/ ECONOMY_IMPACT	Q14/ECONOMY_IMPACT

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q19X/ECONOMY_IMPACT. In your opinion, how important is it for large companies to...

En su opinión, ¿cuán importante es para las grandes empresas...

[PN:COLUMNS; SCALE – GRID FORMAT]

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all

1. Muy importante
2. Algo importante
3. No muy importante
4. Para nada importante

[PN:RANDOMIZE ROWS]

- A. Promote an economy that serves all Americans
 - B. Advance diversity, equity, inclusion and belonging in the workplace
 - C. Retain and promote workers from within
 - D. Follow through on the climate commitments they make
 - E. Provide equal pay for equal work
 - F. Invest in expanded child care benefits (paid leave, child care subsidies, dependent care, flexible work)
 - G. Consider the interests of the communities where they operate
 - H. Provide stock options or employee ownership programs
-
- A. Promover una economía que sirva a todos los estadounidenses
 - B. Fomentar la diversidad, la equidad, la inclusión y la pertenencia en el lugar de trabajo
 - C. Retener y ascender a los trabajadores desde dentro
 - D. Cumplir sus compromisos climáticos
 - E. Brindar el mismo pago por el mismo trabajo
 - F. Invertir en brindar beneficios laborales más amplios para el cuidado de los hijos (permisos remunerados, subsidios para el cuidado de los hijos, atención a las personas dependientes, trabajo flexible)
 - G. Tener en cuenta los intereses de las comunidades en las que operan
 - H. Proporcionar programas de opciones de compra de acciones o participación accionaria de los empleados

(ASK ALL)

(RANDOMIZE ITEMS AND RECORD RANDOMIZATION VARIABLE IN DATA; LABEL ROTATE VARIABLE “HRANDOM_Q20X” and should appear after “Q20X” data variable in DATA)

[PN: Please label this data variable “Q20X_1, Q20X_2 and so on”]

[PN: RANDOMIZE Q20X in same rotate order as Q19X]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q20X/ ECONOMY_PERFORMANCE	Q15/ECONOMY_PERFORMANCE

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q20X/ECONOMY_PERFORMANCE. And how well would you say today’s large companies are doing on each of the following?

¿Y qué tan bien diría usted que las empresas grandes se están desempeñando actualmente en cada uno de los siguientes aspectos?

[PN:COLUMNS; SCALE – GRID FORMAT]

1. Very well
2. Somewhat well
3. Not very well
4. Not well at all

1. Muy bien
2. Más o menos bien
3. No muy bien
4. Para nada bien

[PN:RANDOMIZE ROWS]

- A. Promote an economy that serves all Americans
 - B. Advance diversity, equity, inclusion and belonging in the workplace
 - C. Retain and promote workers from within
 - D. Follow through on the climate commitments they make
 - E. Provide equal pay for equal work
 - F. Invest in expanded child care benefits (paid leave, child care subsidies, dependent care, flexible work)
 - G. Consider the interests of the communities where they operate
 - H. Provide stock options or employee ownership programs
-
- A. Promover una economía que sirva a todos los estadounidenses
 - B. Fomentar la diversidad, la equidad, la inclusión y la pertenencia en el lugar de trabajo
 - C. Retener y ascender a los trabajadores desde dentro
 - D. Cumplir sus compromisos climáticos
 - E. Brindar el mismo pago por el mismo trabajo
 - F. Invertir en brindar beneficios laborales más amplios para el cuidado de los hijos (permisos remunerados, subsidios para el cuidado de los hijos, atención a las personas dependientes, trabajo flexible)
 - G. Tener en cuenta los intereses de las comunidades en las que operan
 - H. Proporcionar programas de opciones de compra de acciones o participación accionaria de los empleados

(ASK ALL)

(ROTATE RESPONSE ORDER (1-2/2-1); AND RECORD ROTATE VARIABLE IN DATA; LABEL ROTATE VARIABLE "HRANDOM_Q21" and should appear after "Q21" data variable in DATA)

[PN: Please label this data variable "Q21"]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q21/ CAPITALISM	Q16/CAPITALISM

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

Q21/CAPITALISM. Which of the following opinions comes closest to your views on capitalism?

¿Cuál de las siguientes opiniones se acerca más a su opinión sobre el capitalismo?

1. Our current form of capitalism **is working** for the average American.
 2. Our current form of capitalism **is not working** for the average American.
-
1. Nuestra forma actual de capitalismo **está funcionando** para el estadounidense promedio.
 2. Nuestra forma actual de capitalismo **no está funcionando** para el estadounidense promedio.

(ASK ALL ITEM A and ASK RANDOMLY SELECTED SUBSET OF 6 ITEMS FROM LIST B-I)

[PN: Text in green highlight is SPANISH translation appended]

[PN: Additional item added – item j on 6/18 – in blue highlight]

[PN: New text/revised PN instruction in yellow highlight]

(RANDOMIZE ITEMS AND RECORD RANDOMIZATION VARIABLE IN DATA; LABEL ROTATE VARIABLE “HRANDOM_Q22” and should appear after “Q22” data variable in DATA)

[PN: Please label this data variable “Q22_1, Q22_2 and so on”]

[PN: See item label differences by wave in the table below; data layout MUST use the question # indicated in the questionnaire for THIS WAVE]

X1039	W1075
Q22/ SOCIAL_CHANGE_BATTERY	Q18/SOCIAL_CHANGE_BATTERY

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q22/SOCIAL_CHANGE_BATTERY. Please tell us the extent to which you agree or disagree with the following statements.

“Indique en qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones.

[PN: COLUMNS; SCALE – see format of Q19 and Q20 above for reference]

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree

1. **Muy en desacuerdo**
2. **Algo en desacuerdo**
3. **Algo de acuerdo**
4. **Muy de acuerdo**

[PN: RANDOMIZE ROWS]

- a. Business can be a force for positive societal change
 - b. Corporate America has a responsibility to protect the democratic process by promoting free and fair elections
 - c. Companies are not doing enough today to hire and promote Black Americans in the workforce
 - d. Too often, companies hide behind positive public declarations about how they value their employees, suppliers and communities but don't walk the walk with action
 - e. Workers should have the right to engage in collective bargaining for workplace conditions such as higher pay, healthcare, paid sick leave or time off, and worker safety
 - f. To ensure its lowest-wage workers can make ends meet, a company must start by paying a living wage.
 - g. It is a company's responsibility to regularly increase wages to keep up with the rising cost of living.
 - h. Companies that walk back their support for important societal issues lose my trust.
 - i. It is unjust for corporations to increase profit margins by keeping consumer prices high even as the cost of materials comes down.
 - j. The growing gap between CEO pay and worker pay is a problem in this country today.
-
- a. Las empresas pueden ser una fuerza para un cambio social positivo
 - b. La América Corporativa tiene la responsabilidad de proteger el proceso democrático promoviendo elecciones libres y justas
 - c. Las empresas no están haciendo lo suficiente hoy en día para contratar y promover a los negros estadounidenses en la fuerza laboral
 - d. Con demasiada frecuencia, las empresas ocultan detrás de declaraciones públicas positivas sobre cómo valoran a sus empleados, proveedores y comunidades, pero no hacen nada al respecto
 - e. Los trabajadores deberían tener derecho a participar en negociaciones colectivas en torno a las condiciones laborales, como un pago más alto, atención médica, licencia por enfermedad remunerada o vacaciones, y seguridad del trabajador.
 - f. Para garantizar que los trabajadores con salarios más bajos puedan llegar a fin de mes, una empresa debe comenzar pagando un salario digno.
 - g. Es responsabilidad de la empresa aumentar regularmente los salarios en función del creciente costo de vida.
 - h. Las empresas que dan marcha atrás en su apoyo a importantes cuestiones sociales pierden mi confianza.
 - i. Es injusto que las corporaciones aumenten los márgenes de ganancia manteniendo altos los precios al consumidor incluso cuando el costo de los materiales baja.
 - j. La diferencia creciente entre el pago que reciben los directores y los trabajadores hoy en día es un problema en este país.

[PN: Label the SPLIT SAMPLE A/B VARIABLE, “SPLITSAMPLE_A_B” in DATA SET BEFORE Q19X1 and Q19X2 DATA VARIABLES]

(ASK SPLIT SAMPLE A)

[PN: Please label this data variable “Q19X1”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q19X1/BEHAVIOR_WORKER. Imagine that you’re considering accepting a job from two different companies. How much less pay are you willing to accept in order to work for the company that is more just – that is, the company that is more consistently fair and does the right thing more often?

Imagine que está considerando aceptar un empleo de dos empresas diferentes. ¿Cuánto menos está dispuesto(a) a aceptar como pago por trabajar para la empresa que sea más justa, es decir, la empresa que sea más íntegra y haga lo correcto con mayor frecuencia?

1. I’m not willing to accept less pay
2. A little less pay
3. A moderate amount less pay
4. A lot less pay

1. No estoy dispuesto(a) a aceptar menos pago
2. Un poco menos
3. Un monto moderado
4. Mucho menos

(ASK SPLIT SAMPLE B)

[PN: Please label this data variable “Q19X2”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

Q19X2/BEHAVIOR_CUSTOMER. Imagine that you're considering buying a product from two different companies. How much more are you willing to pay in order to buy from the company that is more just – that is, the company that is more consistently fair and does the right thing more often?

Imagine que está considerando comprar un producto de dos empresas diferentes. ¿Cuánto más está dispuesto(a) a pagar por comprarle a la empresa que sea más justa, es decir, la empresa que sea más íntegra y haga lo correcto con mayor frecuencia?

1. I'm not willing to pay more
 2. A little higher price
 3. A moderate amount higher price
 4. A lot higher price
-
1. No estoy dispuesto(a) a pagar más
 2. Un poco más
 3. Un monto moderado
 4. Mucho más

[DEMOGRAPHICS SECTION]

(Transition Screen:) The following questions are for classification purposes only.

Las siguientes preguntas son solo para fines de clasificación.

(ASK ALL)

[PN: Please label this data variable "DEMO1"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

DEMO1. Do you currently invest in stocks, bonds or mutual funds through a brokerage account, IRA or 401K account?

¿En la actualidad usted invierte en acciones, bonos o fondos mutuos a través de una cuenta de corretaje, IRA o cuenta 401K?

1. Yes, I actively invest on my own
2. Yes, I actively invest but rely on an investor/broker
3. I invest via a retirement account only
4. I do not have any investments

1. Sí, invierto activamente por mi cuenta
2. Sí, invierto activamente, pero dependo de un inversor/corredor
3. Invierto a través de una cuenta de jubilación solamente
4. No tengo ninguna inversión

(ASK ALL)

[PN: Please label this data variable “DEMO2”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

DEMO2. Have you ever worked for a large corporation? Working includes regular full-time employment, regular part-time employment, and/or work as an independent freelance, contractor or consultant.

¿Alguna vez ha trabajado para una corporación grande? El trabajo incluye empleo regular a tiempo completo, empleo regular a tiempo parcial, y/o trabajo autónomo independiente como proveedor o consultor.

For the purposes of this survey, large corporations are companies that have approximately 5,000 or more employees and/or are generally among the 1,000 largest companies in the U.S.

Para el propósito de esta encuesta, corporaciones grandes son empresas que tienen aproximadamente 5,000 empleados o más y están generalmente entre las 1,000 empresas más grandes de los Estados Unidos.

1. Yes, I have worked for a large corporation in the past
2. Yes, I am currently working for a large corporation
3. No, I have never worked for a large corporation

1. Sí, he trabajado para una corporación grande en el pasado
2. Sí, actualmente trabajo para una corporación grande
3. No, no he trabajado para una corporación grande

(ASK ALL)

[PN: Please label this data variable "D1"]

D1 Could you please tell me your age?

¿Podría decirme su edad?

_____ (RECORD 18-98)

999 Web Blank

(ASK IF D1=999; WEB BLANK EXACT AGE)

[PN: Please label this data variable "D1A"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

D1A. Could you please tell me if you are ...?

¿Podría decirme si tiene...?

- 1 18-29
- 2 30-44
- 3 45-54
- 4 55-64
- 5 65-74
- 6 75-84
- 7 85 or older

- 1 Entre 18 y 29 años
- 2 Entre 30 y 44 años
- 3 Entre 45 y 54 años
- 4 Entre 55 y 64 años
- 5 Entre 65 y 74 años
- 6 Entre 75 y 84 años
- 7 85 años o más

(ASK ALL)

[PN: Please label this data variable "D3"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

D3 How many children under age 18 live in your household?

¿Cuántos niños menores de 18 años viven en su casa?

_____ # CHILDREN (RANGE 0-12)

(ASK ALL)

[PN: Please label this data variable "D4"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

D4 Are you currently...?

¿Es o está usted actualmente...?

- 1 Married
- 2 Living with a partner
- 3 Divorced
- 4 Separated
- 5 Widowed, or
- 6 Have you never been married

- 1 Casado(a)
- 2 Viviendo con su pareja
- 3 Divorciado(a)
- 4 Separado(a)
- 5 Viudo(a)
- 6 Nunca he estado casado

[PN: SHOW D5 AND D5A ON SAME SCREEN]

(ASK ALL)

[PN: Please label this data variable “D5”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

D5 Do you consider yourself...?

¿Usted se considera...?

- 1 Male
- 2 Female
- 3 Non-binary
- 7 A different gender (Please specify:_____)

- 1 De sexo masculino
- 2 De sexo Femenino
- 3 Género no binario
- 7 Un género diferente (especifique:)

(ASK ALL)

[PN: Please label this data variable “D5A”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

D5A. Some people describe themselves as “transgender” when their gender identity is different from the sex they were assigned at birth. Some people do not identify as either male or female, and they might also call themselves transgender. Do you consider yourself to be transgender?

Algunas personas se describen a sí mismas como “transgénero” cuando su identidad de género es diferente del sexo que se les asignó al nacer. Algunas personas no se identifican como hombres ni mujeres, y también pueden llamarse a sí mismos “transgénero”. ¿Se considera usted transexual?

- 1 Yes
- 2 No
- 3 Would rather not say

- 1 Si
- 2 No
- 3 Preferiría no decir

(ASK ALL)

[PN: Please label this data variable “D5B”]

D5B. Which of the following best describes you?

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

¿Cuáles de las siguientes opciones le describen mejor?

- 1 Heterosexual or straight
- 2 Gay or lesbian
- 3 Bisexual
- 4 A different sexual orientation (Please specify: _____)
- 5 Would rather not say

- 1 Heterosexual
- 2 Gay o lesbiana
- 3 Bisexual
- 4 Una orientación sexual diferente (Especifique: __)
- 5 Preferiría no decir

(ASK ALL)

[PN: Please label this data variable "D6"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

D6 What is the highest level of school you have completed or the highest degree you have received?

¿Cuál es el mayor nivel de educación que completó o el título más alto que posee?

- | | | | |
|----|---|----|---|
| 01 | Less than high school or secondary education (Grades 1-8 or no formal schooling) | 01 | Nivel inferior a la escuela secundaria o preparatoria (de 1.º a 8.º grado o sin estudios escolares formales) |
| 02 | High school or secondary education incomplete (Grades 9-11 or Grade 12 with NO diploma) | 02 | Escuela secundaria o preparatoria incompleta (de 9.º a 11.º grado o 12.º grado SIN diploma) |
| 03 | High school graduate or secondary education completed (Grade 12 with diploma or GED certificate) | 03 | Graduado de la escuela secundaria o preparatoria completa (12.º grado con diploma o certificado GED) |
| 04 | Trade, technical or vocational training | 04 | Formación comercial, vocacional o técnica |
| 05 | Some college or undergraduate education, no degree (includes community college) | 05 | Algunos años de universidad o educación superior, sin título (incluye las instituciones de educación superior comunitaria) |
| 06 | Two year associate degree from a college or university | 06 | Grado universitario de asociado tras dos años de estudios |
| 07 | Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB) | 07 | Título universitario de licenciado o Bachelor, después de cuatro años de estudios en un college o una universidad (p. ej., BS, BA, AB) |
| 08 | Some postgraduate or professional schooling, no postgraduate degree | 08 | Algunos años de posgrado o educación profesional, sin título de posgrado |
| 09 | Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD) | 09 | Título de posgrado o profesional, que incluye maestría, doctorado, título de médico o de doctor en leyes (por ej. MA, MS, PhD, MD, JD, escuela de posgrado) |

(ASK ALL)

[PN: Please label this data variable "D7"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "**Realmente nos interesa su respuesta a esta pregunta.**"]

D7 Are you of Hispanic or Latino origin or descent?

¿Es de ascendencia u origen hispano o latino?

1 Yes

2 No

1 Si

2 No

(ASK ALL)

[PN: Please label this data variable “D8”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

D8 Are you: White, Black or African American, American Indian or Alaska Native, Asian, OR Native Hawaiian or Other Pacific Islander?

¿Es usted...? Blanco, negro o afroamericano, indígena estadounidense o nativo de Alaska, asiático O nativo de Hawái o de otra isla del Pacífico

- 01 White
- 02 Black or African American
- 03 American Indian or Alaska Native
- 04 Asian
- 05 Native Hawaiian or Other Pacific Islander
- 07 Other (SPECIFY)_____

- 01 De raza blanca
- 02 Negro o afroamericano
- 03 Indígena estadounidense o nativo de Alaska
- 04 Asiático
- 05 Nativo de Hawái o de alguna otra isla del Pacífico O
- 07 Otra opción (Especifique)

(ASK IF D7=1; HISPANIC)

[PN: Please label this data variable “D9”]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT “We would really like your answer to this question.”]

[SPANISH PROMPT: “**Realmente nos interesa su respuesta a esta pregunta.**”]

D9 Were you born in the United States, on the island of Puerto Rico, or in another country?

¿Usted nació en los Estados Unidos, en la isla de Puerto Rico o en otro país?

- 01 U.S.
- 02 Puerto Rico
- 03 Another country

- 01 EE. UU.
- 02 Puerto Rico
- 03 Otro país

(ASK ALL)

[PN: Please label this data variable "D10"]

[PN: Please use the following custom prompt for blanks; NO ONE CAN SKIP THIS QUESTION:]

[ENGLISH PROMPT "We would really like your answer to this question."]

[SPANISH PROMPT: "Realmente nos interesa su respuesta a esta pregunta."]

D10 Is your total annual household income from all sources, and before taxes...?

¿El ingreso anual total de su hogar de todas las fuentes antes de descontar impuestos es...?

- 01 Less than \$15,000
- 02 \$15,000 but less than \$25,000
- 03 \$25,000 but less than \$30,000
- 04 \$30,000 but less than \$40,000
- 05 \$40,000 but less than \$50,000
- a06 \$50,000 but less than \$75,000
- 07 \$75,000 but less than \$100,000
- 08 \$100,000 but less than \$250,000
- 09 \$250,000 and over
- 10 Would rather not say

- 01 Menos de \$15,000
- 02 Entre \$15,000 y menos de \$25,000
- 03 Entre \$25,000 y menos de \$30,000
- 04 Entre \$30,000 y menos de \$40,000
- 05 Entre \$40,000 y menos de \$50,000
- 06 Entre \$50,000 y menos de \$75,000
- 07 Entre \$75,000 y menos de \$100,000
- 08 \$100,000 y menos de \$250,000
- 09 \$250,000 o más
- 10 Preferiría no decir