

ZA5882

**Flash Eurobarometer 363
(How Companies Influence Our Society: Citizens' View)**

**Country Questionnaire
USA**

EB FLASH 363 - CSR - US

D1 How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

| | |
|--|--|
| | |
|--|--|

D2 Gender.

| | |
|--------|---|
| Male | 1 |
| Female | 2 |

D5a What is your current occupation? Would you say you are self-employed, a professional or office worker, a manual laborer, or are you retired or are you currently not working?

(ONE ANSWER ONLY)

| | |
|------------------------------|---|
| Self-employed | 1 |
| Professional/Office Employee | 2 |
| Laborer | 3 |
| Currently not working | 4 |
| Refusal (DO NOT READ OUT) | 5 |

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

| | |
|--|---|
| Farmer, forester, fisherman | 1 |
| Owner of shop, craftsman | 2 |
| Professional (lawyer, medical practitioner, accountant, architect,...) | 3 |
| Manager of a company | 4 |
| Other\ Refusal (DO NOT READ OUT) | 5 |

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

| | |
|--|---|
| Professional (employed doctor, lawyer, accountant, architect, ...) | 1 |
| General management, director or top management | 2 |
| Middle management | 3 |
| Civil servant | 4 |
| Office clerk | 5 |
| Other employee (salesman, nurse, ...) | 6 |
| Other\ Refusal (DO NOT READ OUT) | 7 |

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

| | |
|---|---|
| Supervisor\ foreman (team manager, ...) | 1 |
| Manual worker | 2 |
| Unskilled manual worker | 3 |
| Other\ Refusal (DO NOT READ OUT) | 4 |

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e | Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

| | |
|----------------------------------|---|
| A homemaker | 1 |
| Student (full time) | 2 |
| Retired | 3 |
| Seeking a job | 4 |
| Other\ Refusal (DO NOT READ OUT) | 5 |

How companies influence our society: citizens view

In current times, companies often have a big influence on society and the way we live our lives. Therefore, I would like to ask you a few questions about companies in our society.

Q1: Rotate items 1 to 6

Q1 | Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in the United States?

(READ OUT – MAX 3 ANSWERS)

| | |
|--|----|
| Public authorities (incl. national and local governments and international organizations), through policies and regulations | 1, |
| Citizens themselves, through the purchasing decisions they make | 2, |
| Investors through the decisions they make about which companies to invest in | 3, |
| Non-governmental organizations or charities, by identifying problems and proposing solutions | 4, |
| Management of companies, through the decisions they make about what the company does | 5, |
| Trade unions, by identifying problems and proposing solutions | 6, |
| Other (DO NOT READ OUT) | 7, |
| DK/NA | 8, |

NEW

Q2 | Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in the United States?

(ONE ANSWER ONLY)

| | |
|--------------------------|---|
| Very well informed | 1 |
| Fairly well informed | 2 |
| Not very well informed | 3 |
| Not well informed at all | 4 |
| DK/NA | 5 |

NEW

Q3 Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in the United States?

(ONE ANSWER ONLY)

| | |
|-----------------------|---|
| Very interested | 1 |
| Fairly interested | 2 |
| Not very interested | 3 |
| Not interested at all | 4 |
| DK/NA | 5 |

NEW

Q4 Do you think that the overall influence of companies on society in the United States is very positive, somewhat positive, somewhat negative or very negative?

(ONE ANSWER ONLY)

| | |
|-------------------|---|
| Very positive | 1 |
| Somewhat positive | 2 |
| Somewhat negative | 3 |
| Very negative | 4 |
| DK/NA | 5 |

NEW

Q5 Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in the United States?

(ONE ANSWER ONLY)

| | |
|---------------|---|
| Much more | 1 |
| Slightly more | 2 |
| The same | 3 |
| Slightly less | 4 |
| Much less | 5 |

Companies don't pay attention to the society (DO NOT READ OUT)
 DK/NA

6
7

NEW

Q6: Rotate items 1 to 11

Q6 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in the United States?

(READ OUT - ONE ANSWER ONLY)

| | | Yes, a lot | Yes, som ewh at | No, not reall y | No not at all | Not appli cabl e (DO NOT REA D OUT | DK/ NA |
|--|--|---------------|--------------------------|--------------------------|---------------------|--|-----------|
|--|--|---------------|--------------------------|--------------------------|---------------------|--|-----------|

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 1 | Information, communication and technology (ICT) companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | Clothes and shoe manufacturing companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | Financial and banking companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | Food production and agriculture companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 5 | Mining and oil & gas industry companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 6 | Construction companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | Chemical companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 8 | Pharmaceutical companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 9 | Retail stores and supermarkets | 1 | 2 | 3 | 4 | 5 | 6 |
| 10 | Small and medium-sized companies | 1 | 2 | 3 | 4 | 5 | 6 |
| 11 | Large companies | 1 | 2 | 3 | 4 | 5 | 6 |

NEW

Q7: Rotate items 1 to 7

Q7: 'None' single code

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in the United States?

(READ OUT – MAX 3 ANSWERS)

| | |
|---|-----|
| Paying taxes | 1, |
| Creating jobs | 2, |
| Developing innovative products and services | 3, |
| Providing return to investors | 4, |
| Contributing to economic growth | 5, |
| Providing financial or material support to local people | 6, |
| Providing training to their employees | 7, |
| Other (DO NOT READ OUT) | 8, |
| None (DO NOT READ OUT) | 9, |
| DK/NA | 10, |

NEW

Q8: Rotate items 1 to 7

Q8: 'None' single code

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in the United States?

(READ OUT – MAX 3 ANSWERS)

| | |
|--|-----|
| Environmental pollution | 1, |
| Corruption | 2, |
| Poor working conditions/failure to respect labor standards | 3, |
| Excessive influence on government policy | 4, |
| Encouraging over consumption | 5, |
| Reducing the number of their employees | 6, |
| Poor quality products or services | 7, |
| Other (DO NOT READ OUT) | 8, |
| None (DO NOT READ OUT) | 9, |
| DK/NA | 10, |

NEW

Ask Q9 IF "WORKING", codes 1 to 3 in D5a

Q9 If you work for a company, which of the following statements best apply to the company you are working for?

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Your company has taken measures to behave responsibly towards society and you think they are effective | 1 |
| Your company has taken measures to behave responsibly towards society but you do not think they are effective | 2 |
| Your company has not yet taken measures to behave responsibly towards society | 3 |

| | |
|--|---|
| You do not know what your company is doing or planning to do to behave responsibly towards society | 4 |
| You do not work for a company | 5 |
| DK/NA | 6 |

NEW

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

D12 In which state do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

| | | |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|

D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

| | |
|----------------------------|---|
| Rural area or village | 1 |
| Small or medium-sized town | 2 |
| Large town/city | 3 |
| DK (DO NOT READ OUT) | 4 |

D18 Have you got a mobile phone?

(DO NOT READ OUT

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

D20 Have you got a landline phone?

(DO NOT READ OUT

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

| | | |
|----------------------|----------------------|---|
| <input type="text"/> | <input type="text"/> | Number of people aged 15 or more in the household |
|----------------------|----------------------|---|