

**SURVEY CONDUCTED BY POVADDO FOR PHILIP MORRIS INTERNATIONAL  
PRESENTED IN THE WHITE PAPER  
“IN SUPPORT OF THE PRIMACY OF SCIENCE”**

**Topline Results**

**KEY SPECIFICATIONS:**

**AUDIENCE:** LEGAL AGE, GENERAL POPULATION ADULTS (21+)

**SAMPLE:** N=19,100 (n=1,000 PER MARKET)

**GEOGRAPHY:** ARGENTINA, AUSTRALIA, BRAZIL, GERMANY, HONG KONG, ISRAEL, ITALY, JAPAN, KOREA, MEXICO, NORWAY, NETHERLANDS, PHILIPPINES, RUSSIA, SOUTH AFRICA, TAIWAN, UK, US, VIETNAM

**METHOD:** ONLINE

**FIELDWORK DATES:** 25 JUNE – 8 JULY 2020

**RESEARCH SUPPLIER:** POVADDO

Question S7 What is your country of residence?	
<b>EA&amp;A</b>	<b>26%</b>
AUSTRALIA	5%
HONG KONG	5%
JAPAN	5%
SOUTH KOREA	5%
TAIWAN	5%
<b>EE</b>	<b>10%</b>
ISRAEL	5%
RUSSIA	5%
<b>EU</b>	<b>26%</b>
GERMANY	5%
ITALY	5%
NORWAY	5%
UNITED KINGDOM	5%
NETHERLANDS	5%
<b>LA&amp;C</b>	<b>16%</b>
ARGENTINA	5%
BRAZIL	5%
MEXICO	5%
<b>S&amp;SA</b>	<b>11%</b>
PHILIPPINES	5%
VIETNAM	5%
<b>OTHER</b>	<b>11%</b>
SOUTH AFRICA	5%
UNITED STATES OF AMERICA	5%

Table 2 Summary Table: Q2 Government <u>will</u> have a strong focus - Q1 Government <u>should</u> have a strong focus	
STRENGTHENING THE ECONOMY	-12%
ADDING JOBS/REDUCING UNEMPLOYMENT	-20%
REDUCING SMOKING RATES	-24%
IMPROVING PUBLIC HEALTH	-25%
IMPROVING EDUCATION	-26%
PROTECTING THE ENVIRONMENT AND FIGHTING CLIMATE CHANGE	-26%
REDUCING INEQUALITY	-29%
REDUCING AIR POLLUTION/IMPROVING AIR QUALITY	-29%
PROMOTING HEALTHY EATING/REDUCING TRANS FATS	-30%
INCREASING WAGES/IMPROVING COST OF LIVING	-30%

Table 3 Summary Table: % Government <u>should</u> have a strong focus (Q1)	
STRENGTHENING THE ECONOMY	93%
IMPROVING PUBLIC HEALTH	92%
ADDING JOBS/REDUCING UNEMPLOYMENT	92%
IMPROVING EDUCATION	90%
REDUCING AIR POLLUTION/IMPROVING AIR QUALITY	88%
INCREASING WAGES/IMPROVING COST OF LIVING	88%
PROTECTING THE ENVIRONMENT AND FIGHTING CLIMATE CHANGE	87%
REDUCING INEQUALITY	82%
PROMOTING HEALTHY EATING/REDUCING TRANS FATS	76%
REDUCING SMOKING RATES	64%

Question 1A Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues? Increasing wages/improving cost of living	
<b>TOTAL STRONG FOCUS</b>	<b>88%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>11%</b>
VERY STRONG FOCUS	52%
SOMEWHAT STRONG FOCUS	36%
VERY LITTLE FOCUS	9%
NO FOCUS AT ALL	2%
UNSURE	1%

Question 1B

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Strengthening the economy

<b>TOTAL STRONG FOCUS</b>	<b>93%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>6%</b>
VERY STRONG FOCUS	64%
SOMEWHAT STRONG FOCUS	29%
VERY LITTLE FOCUS	5%
NO FOCUS AT ALL	1%
UNSURE	1%

Question 1C

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Improving public health

<b>TOTAL STRONG FOCUS</b>	<b>92%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>7%</b>
VERY STRONG FOCUS	60%
SOMEWHAT STRONG FOCUS	32%
VERY LITTLE FOCUS	6%
NO FOCUS AT ALL	1%
UNSURE	1%

Question 1D

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Reducing inequality

<b>TOTAL STRONG FOCUS</b>	<b>82%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>16%</b>
VERY STRONG FOCUS	46%
SOMEWHAT STRONG FOCUS	36%
VERY LITTLE FOCUS	13%
NO FOCUS AT ALL	3%
UNSURE	2%

Question 1E

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Protecting the environment and fighting climate change

<b>TOTAL STRONG FOCUS</b>	<b>87%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>12%</b>
VERY STRONG FOCUS	53%
SOMEWHAT STRONG FOCUS	34%
VERY LITTLE FOCUS	10%
NO FOCUS AT ALL	2%
UNSURE	1%

Question 1F

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Improving education

<b>TOTAL STRONG FOCUS</b>	<b>90%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>9%</b>
VERY STRONG FOCUS	59%
SOMEWHAT STRONG FOCUS	31%
VERY LITTLE FOCUS	7%
NO FOCUS AT ALL	1%
UNSURE	1%

Question 1G

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Adding jobs/reducing unemployment

<b>TOTAL STRONG FOCUS</b>	<b>92%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>7%</b>
VERY STRONG FOCUS	63%
SOMEWHAT STRONG FOCUS	29%
VERY LITTLE FOCUS	6%
NO FOCUS AT ALL	1%
UNSURE	1%

Question 1H

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Reducing smoking rates

<b>TOTAL STRONG FOCUS</b>	<b>64%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>33%</b>
VERY STRONG FOCUS	28%
SOMEWHAT STRONG FOCUS	36%
VERY LITTLE FOCUS	22%
NO FOCUS AT ALL	10%
UNSURE	3%

Question 1K

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Reducing air pollution/improving air quality

<b>TOTAL STRONG FOCUS</b>	<b>88%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>11%</b>
VERY STRONG FOCUS	53%
SOMEWHAT STRONG FOCUS	35%
VERY LITTLE FOCUS	9%
NO FOCUS AT ALL	2%
UNSURE	1%

Question 1L

Please indicate how much focus you believe the government should spend on addressing each of the following. In other words, in your ideal world, how much focus [in terms of time, energy, and resources] should the government spend on each of these issues?

Promoting healthy eating/reducing trans fats

<b>TOTAL STRONG FOCUS</b>	<b>76%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>22%</b>
VERY STRONG FOCUS	31%
SOMEWHAT STRONG FOCUS	45%
VERY LITTLE FOCUS	19%
NO FOCUS AT ALL	4%
UNSURE	2%

Table 14  
 Summary Table: % Government will have a strong focus (Q2)

STRENGTHENING THE ECONOMY	81%
ADDING JOBS/REDUCING UNEMPLOYMENT	72%
IMPROVING PUBLIC HEALTH	67%
IMPROVING EDUCATION	64%
PROTECTING THE ENVIRONMENT AND FIGHTING CLIMATE CHANGE	61%
REDUCING AIR POLLUTION/IMPROVING AIR QUALITY	59%
INCREASING WAGES/IMPROVING COST OF LIVING	58%
REDUCING INEQUALITY	53%
PROMOTING HEALTHY EATING/REDUCING TRANS FATS	46%
REDUCING SMOKING RATES	40%

Question 2A

And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?

Increasing wages/improving cost of living

<b>TOTAL STRONG FOCUS</b>	<b>58%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>40%</b>
VERY STRONG FOCUS	26%
SOMEWHAT STRONG FOCUS	32%
VERY LITTLE FOCUS	32%
NO FOCUS AT ALL	8%
UNSURE	2%

Question 2B

And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?

Strengthening the economy

<b>TOTAL STRONG FOCUS</b>	<b>81%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>17%</b>
VERY STRONG FOCUS	44%
SOMEWHAT STRONG FOCUS	38%
VERY LITTLE FOCUS	14%
NO FOCUS AT ALL	3%
UNSURE	2%

Question 2C	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Improving public health	
<b>TOTAL STRONG FOCUS</b>	<b>67%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>31%</b>
VERY STRONG FOCUS	30%
SOMEWHAT STRONG FOCUS	38%
VERY LITTLE FOCUS	26%
NO FOCUS AT ALL	4%
UNSURE	2%

Question 2D	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Reducing inequality	
<b>TOTAL STRONG FOCUS</b>	<b>53%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>44%</b>
VERY STRONG FOCUS	21%
SOMEWHAT STRONG FOCUS	32%
VERY LITTLE FOCUS	33%
NO FOCUS AT ALL	11%
UNSURE	3%

Question 2E	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Protecting the environment and fighting climate change	
<b>TOTAL STRONG FOCUS</b>	<b>61%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>37%</b>
VERY STRONG FOCUS	27%
SOMEWHAT STRONG FOCUS	34%
VERY LITTLE FOCUS	29%
NO FOCUS AT ALL	9%
UNSURE	2%

Question 2F	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Improving education	
<b>TOTAL STRONG FOCUS</b>	<b>64%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>33%</b>
VERY STRONG FOCUS	29%
SOMEWHAT STRONG FOCUS	36%
VERY LITTLE FOCUS	28%
NO FOCUS AT ALL	6%
UNSURE	2%

Question 2G	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Adding jobs/reducing unemployment	
<b>TOTAL STRONG FOCUS</b>	<b>72%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>26%</b>
VERY STRONG FOCUS	33%
SOMEWHAT STRONG FOCUS	39%
VERY LITTLE FOCUS	21%
NO FOCUS AT ALL	4%
UNSURE	2%

Question 2H	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Reducing smoking rates	
<b>TOTAL STRONG FOCUS</b>	<b>40%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>56%</b>
VERY STRONG FOCUS	15%
SOMEWHAT STRONG FOCUS	25%
VERY LITTLE FOCUS	35%
NO FOCUS AT ALL	21%
UNSURE	4%



Question 2K	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Reducing air pollution/improving air quality	
<b>TOTAL STRONG FOCUS</b>	<b>59%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>39%</b>
VERY STRONG FOCUS	26%
SOMEWHAT STRONG FOCUS	33%
VERY LITTLE FOCUS	30%
NO FOCUS AT ALL	9%
UNSURE	2%

Question 2L	
And, thinking about the same list of issues, how much focus do you think the government will actually spend on addressing each of these issues over the next 15 years?	
Promoting healthy eating/reducing trans fats	
<b>TOTAL STRONG FOCUS</b>	<b>46%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>51%</b>
VERY STRONG FOCUS	16%
SOMEWHAT STRONG FOCUS	30%
VERY LITTLE FOCUS	36%
NO FOCUS AT ALL	15%
UNSURE	3%

Table 25	
Summary Table: % Government Should Undertake (Q3)	
INCREASED PUBLIC AWARENESS CAMPAIGNS	71%
ENSURING POLICY DECISIONS ARE BASED ON SCIENCE	71%
GREATER ENFORCEMENT OF EXISTING REGULATIONS	71%
ENCOURAGING PRIVATE BUSINESSES TO DEVELOP THEIR OWN SOLUTIONS	68%
INCREASED FUNDING OF GOVERNMENT PROGRAMS	59%

Question 3A	
Generally speaking, please indicate whether you believe government should or should not undertake each of the following actions as a way to address societal issues.	
Increased funding of government programs	
GOVERNMENT SHOULD UNDERTAKE THIS ACTION	59%
GOVERNMENT SHOULD NOT UNDERTAKE THIS ACTION	21%
UNSURE	20%

Question 3B Generally speaking, please indicate whether you believe government should or should not undertake each of the following actions as a way to address societal issues. Encouraging private businesses to develop their own solutions	
GOVERNMENT SHOULD UNDERTAKE THIS ACTION	68%
GOVERNMENT SHOULD NOT UNDERTAKE THIS ACTION	15%
UNSURE	17%

Question 3C Generally speaking, please indicate whether you believe government should or should not undertake each of the following actions as a way to address societal issues. Ensuring policy decisions are based on science	
GOVERNMENT SHOULD UNDERTAKE THIS ACTION	71%
GOVERNMENT SHOULD NOT UNDERTAKE THIS ACTION	11%
UNSURE	18%

Question 3D Generally speaking, please indicate whether you believe government should or should not undertake each of the following actions as a way to address societal issues. Greater enforcement of existing regulations	
GOVERNMENT SHOULD UNDERTAKE THIS ACTION	71%
GOVERNMENT SHOULD NOT UNDERTAKE THIS ACTION	14%
UNSURE	15%

Question 3E Generally speaking, please indicate whether you believe government should or should not undertake each of the following actions as a way to address societal issues. Increased public awareness campaigns	
GOVERNMENT SHOULD UNDERTAKE THIS ACTION	71%
GOVERNMENT SHOULD NOT UNDERTAKE THIS ACTION	15%
UNSURE	14%

Table 31 Summary Table: % Will Be Fully Achieved (Q4)	
FASTER DEVELOPMENT AND DEPLOYMENT OF VACCINES	28%
SIGNIFICANT INCREASES IN GOVERNMENT FUNDING FOR PUBLIC HEALTH	21%
GREATER RELIANCE ON SCIENTIFIC DATA IN GOVERNMENT DECISION MAKING	18%
GREATER COORDINATION ACROSS COUNTRIES TO DEAL WITH ISSUES FACING SOCIETY	16%
LARGE, MULTINATIONAL COMPANIES WORKING WITH ONE ANOTHER TO SOLVE SOCIETAL PROBLEMS	14%
SIGNIFICANT REDUCTION OF RACIAL AND GENDER INEQUALITIES WORLDWIDE	14%
ALL LARGE, MULTINATIONAL COMPANIES ACTIVELY WORKING TO SOLVE SOCIETAL PROBLEMS	13%
FOOD COMPANIES SIGNIFICANTLY REDUCING TRANS FATS FROM THEIR PRODUCTS	13%
A SIGNIFICANT DECREASE IN GLOBAL GREENHOUSE GAS EMISSIONS	12%
A SIGNIFICANT DECREASE IN THE NUMBER OF CIGARETTE SMOKERS	11%
ALL LARGE, MULTINATIONAL COMPANIES BECOMING CARBON NEUTRAL	10%
TOBACCO COMPANIES SIGNIFICANTLY REDUCING THE RISK OF THEIR PRODUCTS	10%

Table 32 Summary Table: % Will Be Fully/Partially Achieved (Q4)	
FASTER DEVELOPMENT AND DEPLOYMENT OF VACCINES	89%
GREATER RELIANCE ON SCIENTIFIC DATA IN GOVERNMENT DECISION MAKING	79%
SIGNIFICANT INCREASES IN GOVERNMENT FUNDING FOR PUBLIC HEALTH	78%
GREATER COORDINATION ACROSS COUNTRIES TO DEAL WITH ISSUES FACING SOCIETY	74%
FOOD COMPANIES SIGNIFICANTLY REDUCING TRANS FATS FROM THEIR PRODUCTS	71%
SIGNIFICANT REDUCTION OF RACIAL AND GENDER INEQUALITIES WORLDWIDE	68%
A SIGNIFICANT DECREASE IN GLOBAL GREENHOUSE GAS EMISSIONS	68%
LARGE, MULTINATIONAL COMPANIES WORKING WITH ONE ANOTHER TO SOLVE SOCIETAL PROBLEMS	64%
ALL LARGE, MULTINATIONAL COMPANIES ACTIVELY WORKING TO SOLVE SOCIETAL PROBLEMS	63%
A SIGNIFICANT DECREASE IN THE NUMBER OF CIGARETTE SMOKERS	62%
ALL LARGE, MULTINATIONAL COMPANIES BECOMING CARBON NEUTRAL	56%
TOBACCO COMPANIES SIGNIFICANTLY REDUCING THE RISK OF THEIR PRODUCTS	47%

Question 4A For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. A significant decrease in global greenhouse gas emissions	
<b>TOTAL YES</b>	<b>68%</b>
THIS WILL BE FULLY ACHIEVED	12%
THIS WILL BE PARTIALLY ACHIEVED	56%
NO - THIS WILL NOT BE ACHIEVED AT ALL	32%

Question 4B For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. A significant decrease in the number of cigarette smokers	
<b>TOTAL YES</b>	<b>62%</b>
THIS WILL BE FULLY ACHIEVED	11%
THIS WILL BE PARTIALLY ACHIEVED	51%
NO - THIS WILL NOT BE ACHIEVED AT ALL	38%

Question 4C For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. All large, multinational companies actively working to solve societal problems	
<b>TOTAL YES</b>	<b>63%</b>
THIS WILL BE FULLY ACHIEVED	13%
THIS WILL BE PARTIALLY ACHIEVED	50%
NO - THIS WILL NOT BE ACHIEVED AT ALL	37%

Question 4D For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. Large, multinational companies working with one another to solve societal problems	
<b>TOTAL YES</b>	<b>64%</b>
THIS WILL BE FULLY ACHIEVED	14%
THIS WILL BE PARTIALLY ACHIEVED	50%
NO - THIS WILL NOT BE ACHIEVED AT ALL	36%

Question 4E For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. All large, multinational companies becoming carbon neutral	
<b>TOTAL YES</b>	<b>56%</b>
THIS WILL BE FULLY ACHIEVED	10%
THIS WILL BE PARTIALLY ACHIEVED	46%
NO - THIS WILL NOT BE ACHIEVED AT ALL	44%

Question 4F For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. Faster development and deployment of vaccines	
<b>TOTAL YES</b>	<b>89%</b>
THIS WILL BE FULLY ACHIEVED	28%
THIS WILL BE PARTIALLY ACHIEVED	62%
NO - THIS WILL NOT BE ACHIEVED AT ALL	11%

Question 4G For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. Greater reliance on scientific data in government decision making	
<b>TOTAL YES</b>	<b>79%</b>
THIS WILL BE FULLY ACHIEVED	18%
THIS WILL BE PARTIALLY ACHIEVED	61%
NO - THIS WILL NOT BE ACHIEVED AT ALL	21%

Question 4H For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. Greater coordination across countries to deal with issues facing society	
<b>TOTAL YES</b>	<b>74%</b>
THIS WILL BE FULLY ACHIEVED	16%
THIS WILL BE PARTIALLY ACHIEVED	57%
NO - THIS WILL NOT BE ACHIEVED AT ALL	26%

Question 4I For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years. Significant increases in government funding for public health	
<b>TOTAL YES</b>	<b>78%</b>
THIS WILL BE FULLY ACHIEVED	21%
THIS WILL BE PARTIALLY ACHIEVED	57%
NO - THIS WILL NOT BE ACHIEVED AT ALL	22%

Question 4J	
For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years.	
Food companies significantly reducing trans fats from their products	
<b>TOTAL YES</b>	<b>71%</b>
THIS WILL BE FULLY ACHIEVED	13%
THIS WILL BE PARTIALLY ACHIEVED	58%
NO - THIS WILL NOT BE ACHIEVED AT ALL	29%

Question 4K	
For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years.	
Tobacco companies significantly reducing the risk of their products	
<b>TOTAL YES</b>	<b>47%</b>
THIS WILL BE FULLY ACHIEVED	10%
THIS WILL BE PARTIALLY ACHIEVED	38%
NO - THIS WILL NOT BE ACHIEVED AT ALL	53%

Question 4L	
For each of the following, please indicate whether or not you believe it will be achieved within the next 15 years.	
Significant reduction of racial and gender inequalities worldwide	
<b>TOTAL YES</b>	<b>68%</b>
THIS WILL BE FULLY ACHIEVED	14%
THIS WILL BE PARTIALLY ACHIEVED	55%
NO - THIS WILL NOT BE ACHIEVED AT ALL	32%

Question 5	
Generally speaking, do you feel like society places a strong enough importance on science?	
<b>TOTAL YES</b>	<b>45%</b>
<b>TOTAL NO</b>	<b>47%</b>
YES - DEFINITELY	7%
YES	38%
NO	38%
NO - DEFINITELY NOT	9%
UNSURE	8%

Table 46  
Summary Table: % Total Important (Q6)

WHEN TO RETURN TO A NORMAL WORK LIFE	78%
WHEN TO TAKE PUBLIC TRANSPORTATION	68%
WHEN TO ATTEND LARGE EVENTS	59%
WHEN AND WHERE TO GO ON YOUR NEXT HOLIDAY	54%
WHEN TO VISIT LARGE SHOPPING CENTERS	53%

Question 6A

Please indicate the importance of science in influencing the following personal decisions.

When to return to a normal work life

<b>TOTAL IMPORTANT</b>	<b>78%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>15%</b>
VERY IMPORTANT	38%
SOMEWHAT IMPORTANT	40%
NOT VERY IMPORTANT	11%
NOT IMPORTANT AT ALL	4%
UNSURE	3%
NOT APPLICABLE	4%

Question 6B

Please indicate the importance of science in influencing the following personal decisions.

When and where to go on your next holiday

<b>TOTAL IMPORTANT</b>	<b>54%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>38%</b>
VERY IMPORTANT	19%
SOMEWHAT IMPORTANT	35%
NOT VERY IMPORTANT	26%
NOT IMPORTANT AT ALL	12%
UNSURE	4%
NOT APPLICABLE	4%

Question 6C Please indicate the importance of science in influencing the following personal decisions. When to take public transportation	
<b>TOTAL IMPORTANT</b>	<b>68%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>25%</b>
VERY IMPORTANT	28%
SOMEWHAT IMPORTANT	40%
NOT VERY IMPORTANT	18%
NOT IMPORTANT AT ALL	7%
UNSURE	4%
NOT APPLICABLE	4%

Question 6D Please indicate the importance of science in influencing the following personal decisions. When to visit large shopping centers	
<b>TOTAL IMPORTANT</b>	<b>53%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>40%</b>
VERY IMPORTANT	18%
SOMEWHAT IMPORTANT	35%
NOT VERY IMPORTANT	28%
NOT IMPORTANT AT ALL	12%
UNSURE	4%
NOT APPLICABLE	3%

Question 6E Please indicate the importance of science in influencing the following personal decisions. When to attend large events	
<b>TOTAL IMPORTANT</b>	<b>59%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>33%</b>
VERY IMPORTANT	24%
SOMEWHAT IMPORTANT	35%
NOT VERY IMPORTANT	23%
NOT IMPORTANT AT ALL	10%
UNSURE	4%
NOT APPLICABLE	4%



Question 7 Generally speaking, do you find it easy or difficult to access reliable information about the latest scientific developments and studies?	
<b>TOTAL EASY</b>	<b>46%</b>
<b>TOTAL DIFFICULT</b>	<b>48%</b>
VERY EASY	8%
SOMEWHAT EASY	38%
SOMEWHAT DIFFICULT	37%
VERY DIFFICULT	10%
UNSURE	7%

Question 8 When you hear about a new scientific development or study, which of the following do you typically do? Please select all that apply.	
NOT PAY MUCH ATTENTION	15%
WATCH OUT FOR OTHER REPORTS	50%
SEEK OUT MORE IN-DEPTH INFORMATION ABOUT IT	48%
UNSURE	8%

Question 9 Which of the following best describes your general attitude to scientific information?	
I CAN UNDERSTAND IT WELL ENOUGH TO EXPLAIN IT IN DETAIL TO ANOTHER PERSON	13%
I CAN UNDERSTAND IT WELL ENOUGH TO EXPLAIN IT BROADLY TO ANOTHER PERSON	42%
I CAN UNDERSTAND SUMMARIES OF SCIENTIFIC INFORMATION	36%
I CANNOT UNDERSTAND IT	5%
UNSURE	3%

Table 55 Summary Table: % Total Trust (Q10)	
YOUR MINISTRY OF HEALTH/DEPARTMENT OF HEALTH	67%
THE WORLD HEALTH ORGANIZATION	63%
YOUR STATE/REGIONAL GOVERNMENT	56%
YOUR NATIONAL/FEDERAL GOVERNMENT	56%
MEDIA	42%

Question 10A Please indicate how much you trust each of the following organizations to provide unbiased and reliable information about the latest scientific developments and studies. Your national/federal government	
<b>TOTAL TRUST</b>	<b>56%</b>
<b>TOTAL DO NOT TRUST</b>	<b>41%</b>
TRUST COMPLETELY	13%
TRUST SOMEWHAT	43%
TRUST VERY LITTLE	27%
DO NOT TRUST AT ALL	14%
UNSURE	2%

Question 10B Please indicate how much you trust each of the following organizations to provide unbiased and reliable information about the latest scientific developments and studies. Your state/regional government	
<b>TOTAL TRUST</b>	<b>56%</b>
<b>TOTAL DO NOT TRUST</b>	<b>41%</b>
TRUST COMPLETELY	10%
TRUST SOMEWHAT	47%
TRUST VERY LITTLE	29%
DO NOT TRUST AT ALL	12%
UNSURE	3%

Question 10C Please indicate how much you trust each of the following organizations to provide unbiased and reliable information about the latest scientific developments and studies. Media	
<b>TOTAL TRUST</b>	<b>42%</b>
<b>TOTAL DO NOT TRUST</b>	<b>56%</b>
TRUST COMPLETELY	4%
TRUST SOMEWHAT	38%
TRUST VERY LITTLE	39%
DO NOT TRUST AT ALL	17%
UNSURE	2%

Question 10D Please indicate how much you trust each of the following organizations to provide unbiased and reliable information about the latest scientific developments and studies. Your Ministry of Health/Department of Health	
<b>TOTAL TRUST</b>	<b>67%</b>
<b>TOTAL DO NOT TRUST</b>	<b>31%</b>
TRUST COMPLETELY	17%
TRUST SOMEWHAT	50%
TRUST VERY LITTLE	22%
DO NOT TRUST AT ALL	9%
UNSURE	2%

Question 10E Please indicate how much you trust each of the following organizations to provide unbiased and reliable information about the latest scientific developments and studies. The World Health Organization	
<b>TOTAL TRUST</b>	<b>63%</b>
<b>TOTAL DO NOT TRUST</b>	<b>34%</b>
TRUST COMPLETELY	19%
TRUST SOMEWHAT	44%
TRUST VERY LITTLE	22%
DO NOT TRUST AT ALL	12%
UNSURE	3%

Table 61 Summary Table: % Total Trust (Q11)	
YOUR MINISTER OF HEALTH	59%
WORLD HEALTH ORGANIZATION LEADERSHIP	58%
YOUR HEAD OF STATE [PRESIDENT/PRIME MINISTER]	55%
YOUR REGIONAL/STATE LEADER	52%
JOURNALISTS	39%

Question 11A Please indicate how much you trust each of the following individuals to provide unbiased and reliable information about the latest scientific developments and studies. Your head of state [President/Prime Minister]	
<b>TOTAL TRUST</b>	<b>55%</b>
<b>TOTAL DO NOT TRUST</b>	<b>42%</b>
TRUST COMPLETELY	19%
TRUST SOMEWHAT	36%
TRUST VERY LITTLE	21%
DO NOT TRUST AT ALL	21%
UNSURE	2%

Question 11B Please indicate how much you trust each of the following individuals to provide unbiased and reliable information about the latest scientific developments and studies. Your regional/state leader	
<b>TOTAL TRUST</b>	<b>52%</b>
<b>TOTAL DO NOT TRUST</b>	<b>44%</b>
TRUST COMPLETELY	10%
TRUST SOMEWHAT	42%
TRUST VERY LITTLE	29%
DO NOT TRUST AT ALL	14%
UNSURE	5%

Question 11C Please indicate how much you trust each of the following individuals to provide unbiased and reliable information about the latest scientific developments and studies. Journalists	
<b>TOTAL TRUST</b>	<b>39%</b>
<b>TOTAL DO NOT TRUST</b>	<b>58%</b>
TRUST COMPLETELY	3%
TRUST SOMEWHAT	35%
TRUST VERY LITTLE	38%
DO NOT TRUST AT ALL	20%
UNSURE	3%

Question 11D	
Please indicate how much you trust each of the following individuals to provide unbiased and reliable information about the latest scientific developments and studies.	
Your Minister of Health	
<b>TOTAL TRUST</b>	<b>59%</b>
<b>TOTAL DO NOT TRUST</b>	<b>38%</b>
TRUST COMPLETELY	14%
TRUST SOMEWHAT	44%
TRUST VERY LITTLE	25%
DO NOT TRUST AT ALL	13%
UNSURE	3%

Question 11E	
Please indicate how much you trust each of the following individuals to provide unbiased and reliable information about the latest scientific developments and studies.	
World Health Organization leadership	
<b>TOTAL TRUST</b>	<b>58%</b>
<b>TOTAL DO NOT TRUST</b>	<b>39%</b>
TRUST COMPLETELY	17%
TRUST SOMEWHAT	40%
TRUST VERY LITTLE	23%
DO NOT TRUST AT ALL	16%
UNSURE	3%

Question 12	
Do you believe the media does a good job or a poor job reporting unbiased and reliable information about the latest scientific developments and studies?	
<b>TOTAL GOOD JOB</b>	<b>54%</b>
<b>TOTAL POOR JOB</b>	<b>40%</b>
GOOD JOB - STRONGLY	6%
GOOD JOB - SOMEWHAT	48%
POOR JOB - SOMEWHAT	28%
POOR JOB - STRONGLY	13%
UNSURE	6%

Question 13

And, do you believe your government does a good job or a poor job communicating unbiased and reliable information about the latest scientific developments and studies?

<b>TOTAL GOOD JOB</b>	<b>54%</b>
<b>TOTAL POOR JOB</b>	<b>41%</b>
GOOD JOB - STRONGLY	10%
GOOD JOB - SOMEWHAT	44%
POOR JOB - SOMEWHAT	26%
POOR JOB - STRONGLY	14%
UNSURE	5%

Question 14

Beyond communicating scientific developments and studies, do you believe your government does a good job or a poor job ensuring science and evidence are included in the decision making process?

<b>TOTAL GOOD JOB</b>	<b>51%</b>
<b>TOTAL POOR JOB</b>	<b>41%</b>
GOOD JOB - STRONGLY	9%
GOOD JOB - SOMEWHAT	42%
POOR JOB - SOMEWHAT	27%
POOR JOB - STRONGLY	14%
UNSURE	8%

Question 15

Generally speaking, how hopeful are you that advances in science and scientific developments can deliver solutions to society's biggest problems?

<b>TOTAL HOPEFUL</b>	<b>77%</b>
<b>TOTAL NOT HOPEFUL</b>	<b>20%</b>
VERY HOPEFUL	26%
SOMEWHAT HOPEFUL	51%
NOT VERY HOPEFUL	16%
NOT AT ALL HOPEFUL	4%
UNSURE	3%

Question 16 [IF Q15="VERY HOPEFUL" OR "SOMEWHAT HOPEFUL", ASK: ] And, do you believe your government will embrace these advances in science and scientific developments?	
<b>TOTAL YES</b>	<b>70%</b>
<b>TOTAL NO</b>	<b>20%</b>
YES - DEFINITELY	17%
YES	54%
NO	17%
NO - DEFINITELY NOT	4%
UNSURE	9%

Question 17 Please indicate whether you support or oppose the government ensuring the latest scientific developments and studies are taken into account when making policy.	
<b>TOTAL SUPPORT</b>	<b>84%</b>
<b>TOTAL OPPOSE</b>	<b>9%</b>
STRONGLY SUPPORT	39%
SOMEWHAT SUPPORT	45%
SOMEWHAT OPPOSE	7%
STRONGLY OPPOSE	3%
UNSURE	7%

Table 73 Summary Table: % Total Agree (Q18)	
IT IS IMPORTANT TO ME THAT BUSINESSES MAKE CONTINUAL INVESTMENTS IN SCIENCE TO IMPROVE THEIR PRODUCT.	90%
I LOOK MORE FAVORABLY ON BUSINESSES WHICH HAVE ROBUST SCIENCE SUPPORTING THEIR PRODUCT.	87%
BUSINESSES HAVE AN IMPORTANT ROLE TO PLAY IN CONVEYING UNBIASED, ACCURATE INFORMATION ABOUT A PRODUCT.	83%
BUSINESSES SHOULD ONLY BE ALLOWED TO MAKE CLAIMS WHICH ARE SUBSTANTIATED BY SCIENCE.	77%

Question 18A

Thinking about the role of business as it relates to scientific information, please indicate whether you agree or disagree with each of the following statements.

Businesses have an important role to play in conveying unbiased, accurate information about a product.

<b>TOTAL AGREE</b>	<b>83%</b>
<b>TOTAL DISAGREE</b>	<b>12%</b>
STRONGLY AGREE	38%
SOMEWHAT AGREE	45%
SOMEWHAT DISAGREE	10%
STRONGLY DISAGREE	2%
UNSURE	4%

Question 18B

Thinking about the role of business as it relates to scientific information, please indicate whether you agree or disagree with each of the following statements.

I look more favorably on businesses which have robust science supporting their product.

<b>TOTAL AGREE</b>	<b>87%</b>
<b>TOTAL DISAGREE</b>	<b>8%</b>
STRONGLY AGREE	41%
SOMEWHAT AGREE	46%
SOMEWHAT DISAGREE	6%
STRONGLY DISAGREE	1%
UNSURE	6%

Question 18C

Thinking about the role of business as it relates to scientific information, please indicate whether you agree or disagree with each of the following statements.

Businesses should only be allowed to make claims which are substantiated by science.

<b>TOTAL AGREE</b>	<b>77%</b>
<b>TOTAL DISAGREE</b>	<b>16%</b>
STRONGLY AGREE	34%
SOMEWHAT AGREE	42%
SOMEWHAT DISAGREE	14%
STRONGLY DISAGREE	3%
UNSURE	7%



Question 18D

Thinking about the role of business as it relates to scientific information, please indicate whether you agree or disagree with each of the following statements.

It is important to me that businesses make continual investments in science to improve their product.

<b>TOTAL AGREE</b>	<b>90%</b>
<b>TOTAL DISAGREE</b>	<b>6%</b>
STRONGLY AGREE	47%
SOMEWHAT AGREE	43%
SOMEWHAT DISAGREE	5%
STRONGLY DISAGREE	1%
UNSURE	4%

Table 78

Summary Table: Q20 Industry will have a strong focus - Q19 Industry should have a strong focus

TECHNOLOGY INDUSTRY	-10%
PHARMACEUTICAL INDUSTRY	-14%
AUTOMOBILE INDUSTRY	-16%
FOOD INDUSTRY	-21%
BANKING AND FINANCIAL SERVICES INDUSTRY	-21%
SOFT DRINK INDUSTRY	-21%
ALCOHOL INDUSTRY	-23%
OIL AND GAS INDUSTRY	-24%
TOBACCO INDUSTRY	-25%

Table 79

Summary Table: % Industry should have a strong focus (Q19)

PHARMACEUTICAL INDUSTRY	90%
TECHNOLOGY INDUSTRY	89%
FOOD INDUSTRY	88%
OIL AND GAS INDUSTRY	82%
BANKING AND FINANCIAL SERVICES INDUSTRY	81%
AUTOMOBILE INDUSTRY	72%
SOFT DRINK INDUSTRY	55%
ALCOHOL INDUSTRY	55%
TOBACCO INDUSTRY	53%

Question 19A

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Tobacco industry

<b>TOTAL STRONG FOCUS</b>	<b>53%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>41%</b>
VERY STRONG FOCUS	28%
SOMEWHAT STRONG FOCUS	26%
VERY LITTLE FOCUS	22%
NO FOCUS AT ALL	19%
UNSURE	6%

Question 19B

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Alcohol industry

<b>TOTAL STRONG FOCUS</b>	<b>55%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>39%</b>
VERY STRONG FOCUS	22%
SOMEWHAT STRONG FOCUS	33%
VERY LITTLE FOCUS	27%
NO FOCUS AT ALL	12%
UNSURE	6%

Question 19C

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Pharmaceutical industry

<b>TOTAL STRONG FOCUS</b>	<b>90%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>8%</b>
VERY STRONG FOCUS	61%
SOMEWHAT STRONG FOCUS	28%
VERY LITTLE FOCUS	7%
NO FOCUS AT ALL	1%
UNSURE	2%

Question 19D

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Banking and financial services industry

<b>TOTAL STRONG FOCUS</b>	<b>81%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>15%</b>
VERY STRONG FOCUS	38%
SOMEWHAT STRONG FOCUS	44%
VERY LITTLE FOCUS	13%
NO FOCUS AT ALL	2%
UNSURE	4%

Question 19E

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Food industry

<b>TOTAL STRONG FOCUS</b>	<b>88%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>10%</b>
VERY STRONG FOCUS	50%
SOMEWHAT STRONG FOCUS	38%
VERY LITTLE FOCUS	9%
NO FOCUS AT ALL	1%
UNSURE	2%

Question 19F

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Soft drink industry

<b>TOTAL STRONG FOCUS</b>	<b>55%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>39%</b>
VERY STRONG FOCUS	19%
SOMEWHAT STRONG FOCUS	36%
VERY LITTLE FOCUS	29%
NO FOCUS AT ALL	10%
UNSURE	6%

Question 19G

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Technology industry

<b>TOTAL STRONG FOCUS</b>	<b>89%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>8%</b>
VERY STRONG FOCUS	54%
SOMEWHAT STRONG FOCUS	35%
VERY LITTLE FOCUS	7%
NO FOCUS AT ALL	1%
UNSURE	3%

Question 19H

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Automobile industry

<b>TOTAL STRONG FOCUS</b>	<b>72%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>23%</b>
VERY STRONG FOCUS	28%
SOMEWHAT STRONG FOCUS	44%
VERY LITTLE FOCUS	19%
NO FOCUS AT ALL	4%
UNSURE	4%

Question 19I

For each of the following industries, please indicate how much focus you believe they should put towards helping find solutions to the major problems facing society today.

Oil and gas industry

<b>TOTAL STRONG FOCUS</b>	<b>82%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>15%</b>
VERY STRONG FOCUS	44%
SOMEWHAT STRONG FOCUS	38%
VERY LITTLE FOCUS	12%
NO FOCUS AT ALL	3%
UNSURE	3%

Table 89  
Summary Table: % Industry will have a strong focus (Q20)

TECHNOLOGY INDUSTRY	79%
PHARMACEUTICAL INDUSTRY	75%
FOOD INDUSTRY	67%
BANKING AND FINANCIAL SERVICES INDUSTRY	60%
OIL AND GAS INDUSTRY	58%
AUTOMOBILE INDUSTRY	56%
SOFT DRINK INDUSTRY	34%
ALCOHOL INDUSTRY	32%
TOBACCO INDUSTRY	28%

Question 20A

And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.

Tobacco industry

<b>TOTAL STRONG FOCUS</b>	<b>28%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>66%</b>
VERY STRONG FOCUS	8%
SOMEWHAT STRONG FOCUS	20%
VERY LITTLE FOCUS	38%
NO FOCUS AT ALL	28%
UNSURE	6%

Question 20B

And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.

Alcohol industry

<b>TOTAL STRONG FOCUS</b>	<b>32%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>62%</b>
VERY STRONG FOCUS	8%
SOMEWHAT STRONG FOCUS	24%
VERY LITTLE FOCUS	41%
NO FOCUS AT ALL	21%
UNSURE	6%

Question 20C And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today. Pharmaceutical industry	
<b>TOTAL STRONG FOCUS</b>	<b>75%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>21%</b>
VERY STRONG FOCUS	36%
SOMEWHAT STRONG FOCUS	39%
VERY LITTLE FOCUS	17%
NO FOCUS AT ALL	4%
UNSURE	4%

Question 20D And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today. Banking and financial services industry	
<b>TOTAL STRONG FOCUS</b>	<b>60%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>35%</b>
VERY STRONG FOCUS	21%
SOMEWHAT STRONG FOCUS	40%
VERY LITTLE FOCUS	27%
NO FOCUS AT ALL	8%
UNSURE	5%

Question 20E And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today. Food industry	
<b>TOTAL STRONG FOCUS</b>	<b>67%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>29%</b>
VERY STRONG FOCUS	25%
SOMEWHAT STRONG FOCUS	42%
VERY LITTLE FOCUS	25%
NO FOCUS AT ALL	4%
UNSURE	4%

Question 20F	
And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.	
Soft drink industry	
<b>TOTAL STRONG FOCUS</b>	<b>34%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>60%</b>
VERY STRONG FOCUS	7%
SOMEWHAT STRONG FOCUS	27%
VERY LITTLE FOCUS	42%
NO FOCUS AT ALL	18%
UNSURE	6%

Question 20G	
And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.	
Technology industry	
<b>TOTAL STRONG FOCUS</b>	<b>79%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>18%</b>
VERY STRONG FOCUS	36%
SOMEWHAT STRONG FOCUS	43%
VERY LITTLE FOCUS	15%
NO FOCUS AT ALL	3%
UNSURE	4%

Question 20H	
And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.	
Automobile industry	
<b>TOTAL STRONG FOCUS</b>	<b>56%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>39%</b>
VERY STRONG FOCUS	15%
SOMEWHAT STRONG FOCUS	41%
VERY LITTLE FOCUS	30%
NO FOCUS AT ALL	9%
UNSURE	5%

Question 20I	
And, thinking about the same list of industries, how much focus do you believe they will actually put towards finding solutions to the major problems facing society today.	
Oil and gas industry	
<b>TOTAL STRONG FOCUS</b>	<b>58%</b>
<b>TOTAL LITTLE TO NO FOCUS</b>	<b>37%</b>
VERY STRONG FOCUS	21%
SOMEWHAT STRONG FOCUS	37%
VERY LITTLE FOCUS	28%
NO FOCUS AT ALL	9%
UNSURE	5%

Table 99	
Summary Table: % Companies Should Undertake (Q21)	
CONTINUALLY RESEARCH AND INNOVATE THEIR PRODUCTS IN THE INTEREST OF PUBLIC HEALTH.	91%
REDUCE THEIR ENVIRONMENTAL IMPACT.	89%
DEVELOP SCIENCE-BASED SOLUTIONS TO SOME OF THE BIGGEST PROBLEMS FACING SOCIETY TODAY.	85%
REGULARLY PUBLISH REPORTS OUTLINING THEIR PROGRESS TOWARDS ADDRESSING SOCIETAL ISSUES.	77%
MAKE THEIR SCIENTIFIC RESEARCH OPEN FOR REVIEW BY GOVERNMENT.	75%
ENGAGE WITH GOVERNMENTS ON PUBLIC POLICY ISSUES.	73%
HAVE ITS CORPORATE LEADERS SPEAK OUT ABOUT SOCIETAL PROBLEMS.	68%
OFFER MONETARY AND IN-KIND CONTRIBUTIONS TO GOVERNMENTS IN TIMES OF CRISIS.	61%

Question 21A	
Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.	
Continually research and innovate their products in the interest of public health.	
COMPANIES SHOULD UNDERTAKE THIS ACTION	91%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	4%
UNSURE	5%



Question 21B

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Reduce their environmental impact.

COMPANIES SHOULD UNDERTAKE THIS ACTION	89%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	5%
UNSURE	5%

Question 21C

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Develop science-based solutions to some of the biggest problems facing society today.

COMPANIES SHOULD UNDERTAKE THIS ACTION	85%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	6%
UNSURE	9%

Question 21D

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Offer monetary and in-kind contributions to governments in times of crisis.

COMPANIES SHOULD UNDERTAKE THIS ACTION	61%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	20%
UNSURE	19%

Question 21E

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Have its corporate leaders speak out about societal problems.

COMPANIES SHOULD UNDERTAKE THIS ACTION	68%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	17%
UNSURE	15%

Question 21F

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Engage with governments on public policy issues.

COMPANIES SHOULD UNDERTAKE THIS ACTION	73%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	15%
UNSURE	12%

Question 21G

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Regularly publish reports outlining their progress towards addressing societal issues.

COMPANIES SHOULD UNDERTAKE THIS ACTION	77%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	11%
UNSURE	12%

Question 21H

Still thinking about this topic of industries and companies in dealing with societal issues, for each of the following, please indicate whether you believe a company should or should not undertake each of the following actions.

Make their scientific research open for review by government.

COMPANIES SHOULD UNDERTAKE THIS ACTION	75%
COMPANIES SHOULD NOT UNDERTAKE THIS ACTION	12%
UNSURE	13%

Question S1

What is your age?

21-34	30%
35-54	36%
55+	33%

Question S2

Gender.

MALE	50%
FEMALE	50%

Question D1

For each of the following products, please indicate whether you are a regular user, occasional user, former user, or never user.

Cigarettes

<b>TOTAL USER</b>	<b>20%</b>
<b>TOTAL NON-USER</b>	<b>80%</b>
REGULAR USER	13%
OCCASIONAL USER	7%
FORMER USER	24%
NEVER USER	56%

Question D2

For each of the following products, please indicate whether you are a regular user, occasional user, former user, or never user.

E-cigarettes

<b>TOTAL USER</b>	<b>11%</b>
<b>TOTAL NON-USER</b>	<b>89%</b>
REGULAR USER	4%
OCCASIONAL USER	7%
FORMER USER	7%
NEVER USER	83%

Question D3

For each of the following products, please indicate whether you are a regular user, occasional user, former user, or never user.

Heated tobacco products

<b>TOTAL USER</b>	<b>10%</b>
<b>TOTAL NON-USER</b>	<b>90%</b>
REGULAR USER	4%
OCCASIONAL USER	6%
FORMER USER	8%
NEVER USER	82%

Question D5

Do you have a university-level education?

YES	62%
NO	38%

Question D7

In what class do you consider your household to be?

<b>HIGH/UPPER MIDDLE</b>	<b>19%</b>
<b>MIDDLE</b>	<b>51%</b>
<b>LOW/LOWER MIDDLE</b>	<b>30%</b>
HIGH INCOME	2%
UPPER MIDDLE INCOME	16%
MIDDLE INCOME	51%
LOWER MIDDLE INCOME	22%
LOW INCOME	9%

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