

Important Shifts in Americans' Attitudes Towards Science

February 2021

This research was conducted by ScienceCounts to improve understanding of the role of science in American society.

Inquiries: Christopher Volpe, PhD
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ABOUT ScienceCounts

ScienceCounts is a nonprofit organization committed to supporting science and scientists in order to fuel American job creation, drive economic growth, improve health care, ensure national security, attain energy independence, foster environmental sustainability, and enhance quality of life for all. We conduct opinion research and science communication activities to advance our mission.



METHODOLOGY

Surveys were co-designed with, and administered by, Edge Research.

The 2015 survey was fielded October 15-30, 2015. An online sampling methodology was employed using the KnowledgePanel, the largest probability-based online panel in the U.S. [then owned by GfK], a leading online research panel provider. Where needed, weighting was applied to the data to balance the sample for demographic and socio-economic characteristics. Sample size is 2,021. The margin of error [that the sample represents the true distribution of the population] is ± 2.1 percentage points at the 95% confidence level for the whole sample, and varies for subgroups reported.

The 2019 survey was fielded October 15-30, 2015. IPSOS provided online sample through the KnowledgePanel, the largest probability-based online panel in the U.S. A national random sample was invited to participate in the survey and where needed, weighting was applied to the data to balance the sample for demographic and socio-economic characteristics. Sample size is 1,525. The margin of error [that the sample represents the true distribution of the population] is ± 2.5 percentage points at the 95% confidence level for the whole sample, and varies for subgroups reported.

The 2020 survey was fielded November 18-24, 2020. Sample was provided by Dynata, a leading online research panel provider. A national random sample was invited to participate in the survey and quotas by age, gender, race, ethnicity, and region were maintained to ensure the sample composition is representative of the US Adult 18+ population. Where needed, weighting was applied to the data to balance the sample for demographic and socio-economic characteristics. Sample size is 1,559. Statistically significant differences between subgroups of the whole sample are reported at the 95% confidence level.

ACKNOWLEDGEMENTS

This research was made possible through the generous support of the following:



Hellman Family



PART I

Science Priorities

COVID-19 Shakes-up Americans' Science Priorities

February 2021

This survey was conducted by ScienceCounts to improve understanding of the role of science in American society.

Inquiries: Christopher Volpe, PhD
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volpe@sciencecounts.org

COVID-19 Shakes-up Americans' Science Priorities

A new survey shows that about half of Americans (53%) say COVID-19 is their top concern in 2021, with another quarter (22%) saying it's the economy. The public's sense of urgency around specific scientific research areas has dramatically shifted to align with these concerns, in some cases, along partisan lines.

SCIENCE PRIORITIES

In recent years, Americans' science priorities have been steady: the sense of urgency around seven science-related areas changed less than 4% between 2015 and 2019.

COVID-19 and its economic consequences have changed that.

Down are the percentage of respondents who say that scientific research urgently needs to focus on non-COVID diseases (down 25%, from 76% to 51%), opioid addiction (down 17%, from 50% to 33%), the environment (down 12%, from 56% to 44%), and food and water safety (down 10%, from 78% to 68%).

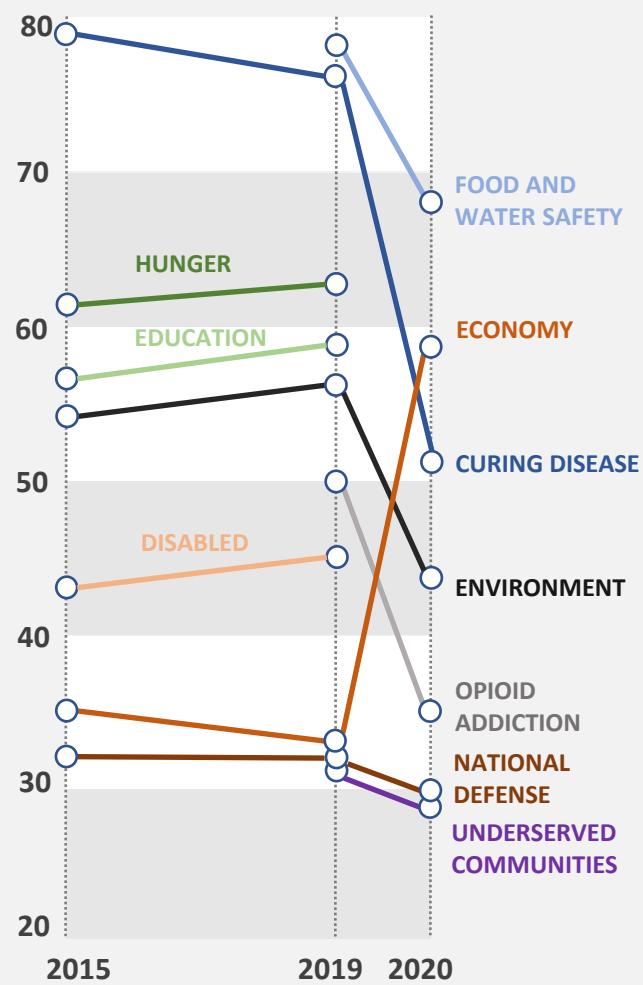
Up is the percentage of respondents who say that scientific research urgently needs to focus on economic growth (up 25%, from 33% to 58%), becoming a high priority for two-thirds of conservative (67%) and half of liberal Americans (48%).

The urgency of scientific research associated with national defense and underserved communities is statistically indistinguishable.

Detailed breakdowns by ideology and education – the two characteristics often associated with the greatest variability – are provided on the following pages.

Americans' prioritization of science plunges in many areas as COVID-19 and the economy top concerns

Percentage of respondents who say scientific research urgently needs to focus on:



Data from ScienceCounts national public benchmark surveys conducted in the fall of 2015, 2019, and 2020.

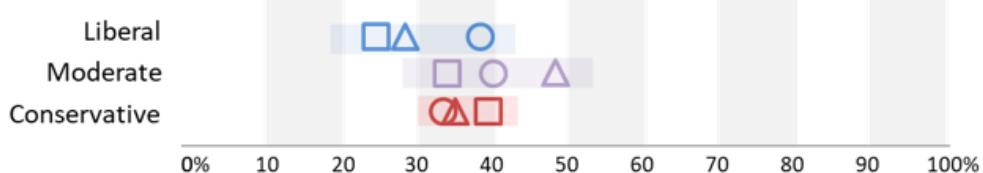
Ideology-Education Segmentation

Percentage of respondents who say economic growth *should be an urgent priority of scientific research*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

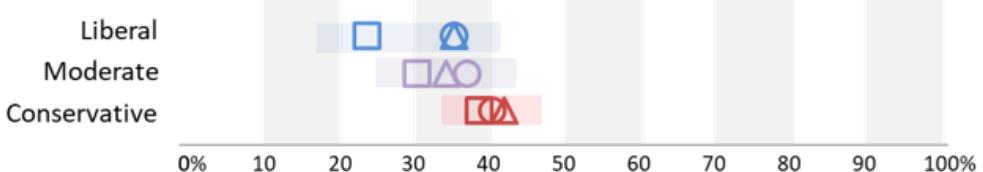
ECONOMIC GROWTH

2015



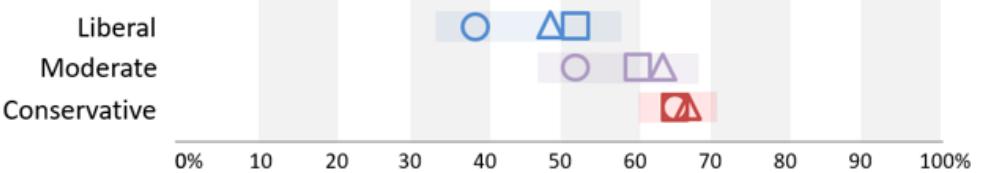
35%

2019



33%

2020



58%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

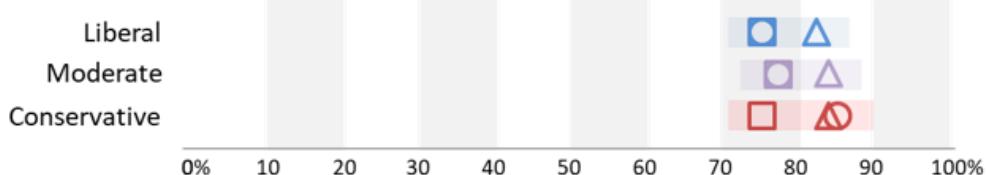
Ideology-Education Segmentation

Percentage of respondents who say curing disease *should be an urgent priority of scientific research.*

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

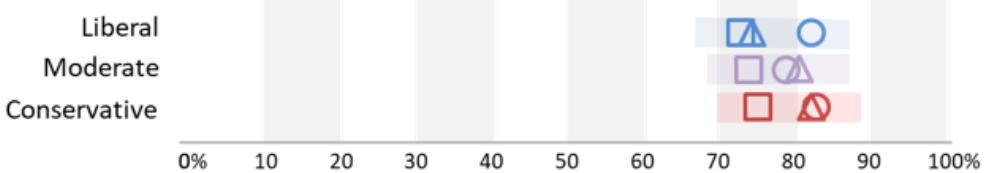
CURING DISEASES (cancer, Alzheimers, etc.)

2015



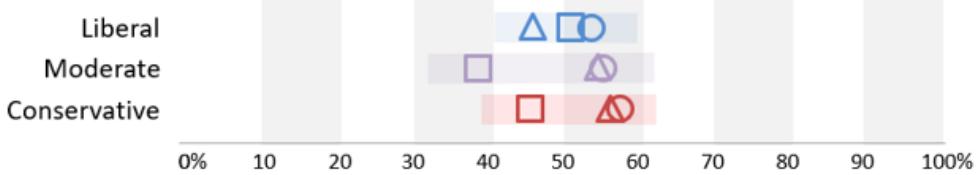
79%

2019



76%

2020



51%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say food and water safety *should be an urgent priority of scientific research.*

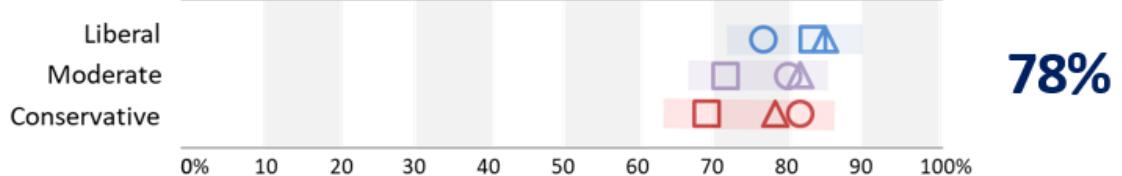
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FOOD AND WATER SAFETY

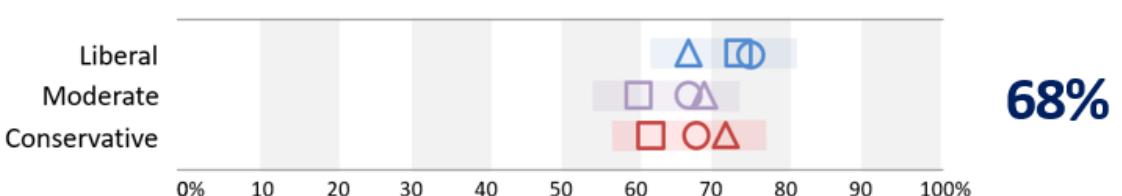
2015

NO DATA

2019



2020



- High School graduate or less
- △ Some college or trade school
- College degree or higher

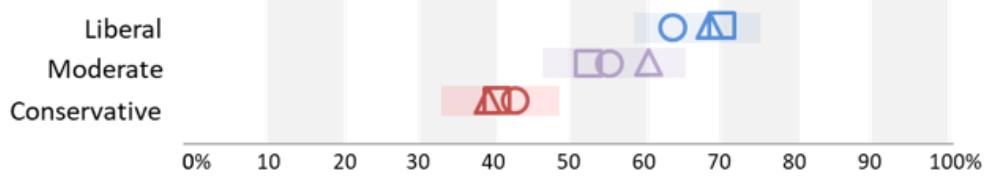
Ideology-Education Segmentation

Percentage of respondents who say protecting the environment *should be an urgent priority of scientific research.*

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

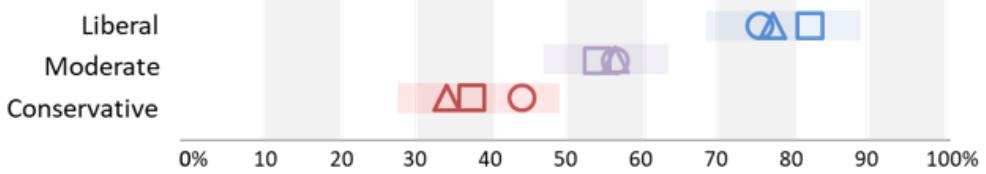
THE ENVIRONMENT

2015



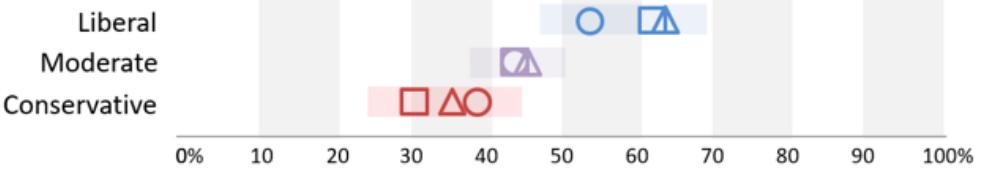
54%

2019



56%

2020



44%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say treating opioid addiction *should be an urgent priority of scientific research.*

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

OPIOID ADDICTION

2015

NO DATA

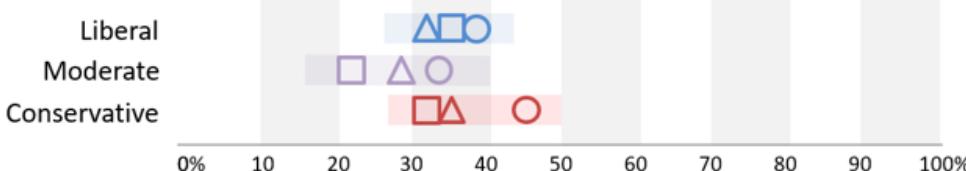
2019

50%



2020

33%



- High School graduate or less
- △ Some college or trade school
- College degree or higher

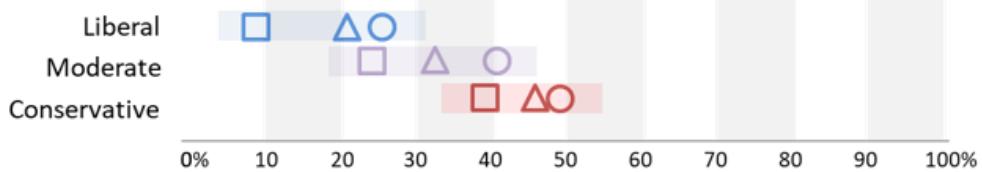
Ideology-Education Segmentation

Percentage of respondents who say national defense *should be an urgent priority of scientific research*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

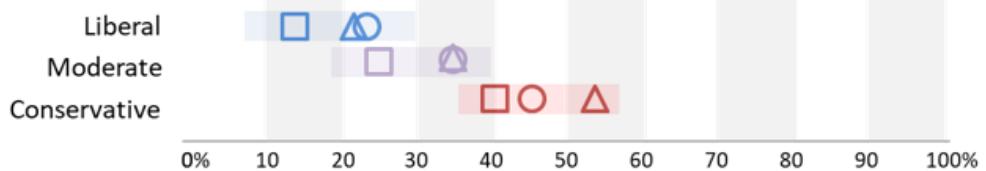
NATIONAL DEFENSE

2015



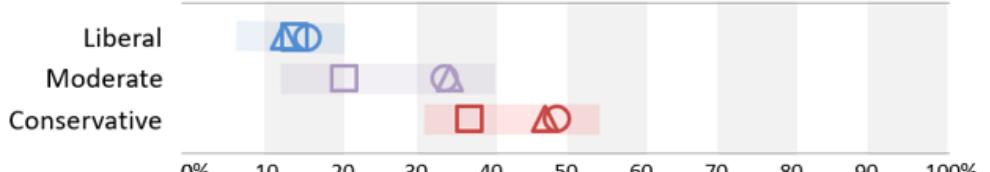
32%

2019



32%

2020



30%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say aiding underserved communities *should be an urgent priority of scientific research*.

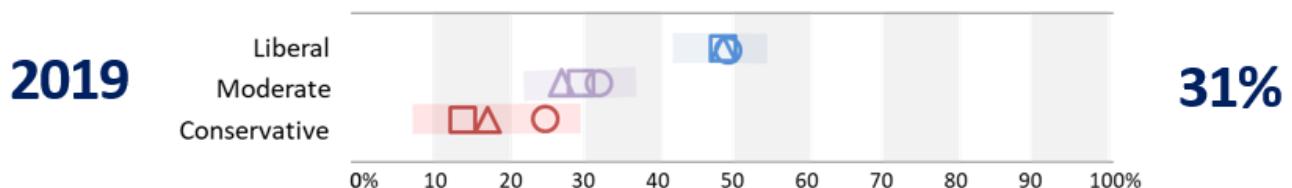
Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

UNDERSERVED COMMUNITIES

2015

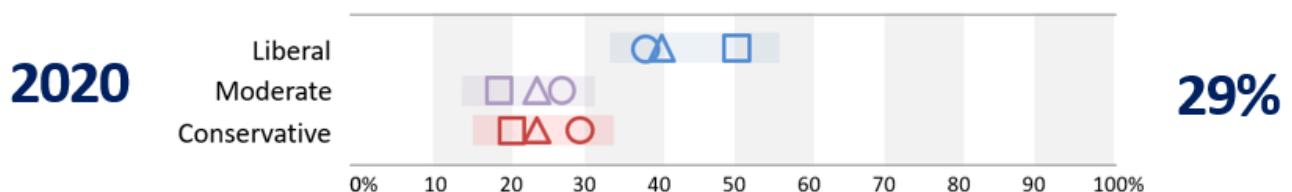
NO DATA

2019



31%

2020



29%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

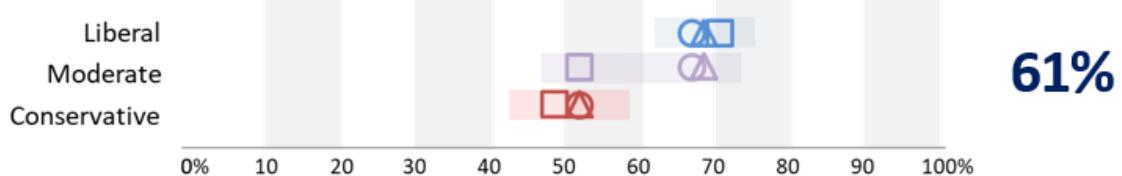
Ideology-Education Segmentation

Percentage of respondents who say addressing hunger and poverty *should be an urgent priority of scientific research*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

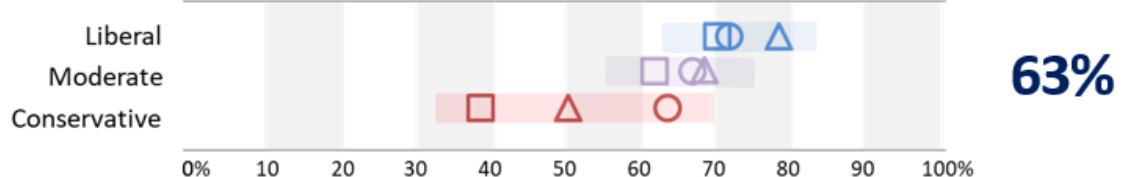
HUNGER AND POVERTY

2015



61%

2019



63%

2020

NO DATA

- High School graduate or less
- △ Some college or trade school
- College degree or higher

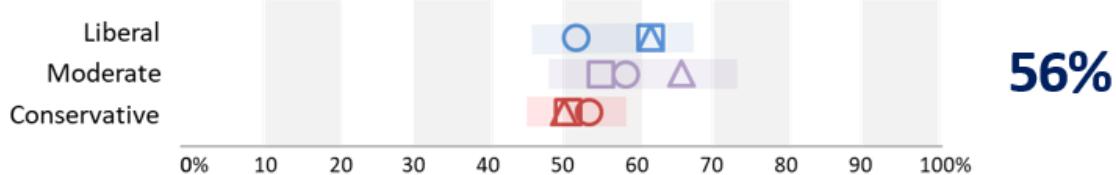
Ideology-Education Segmentation

Percentage of respondents who say improving the education of children *should be an urgent priority of scientific research*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

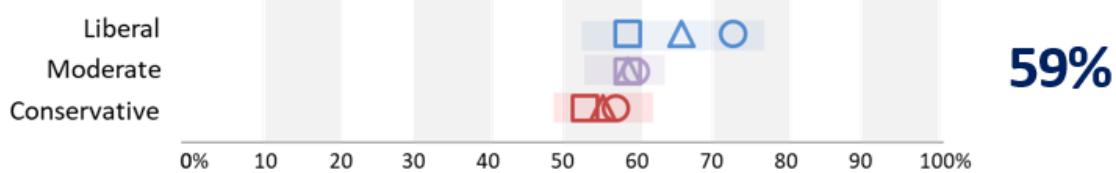
EDUCATION OF CHILDREN

2015



56%

2019



59%

2020

NO DATA

- High School graduate or less
- △ Some college or trade school
- College degree or higher

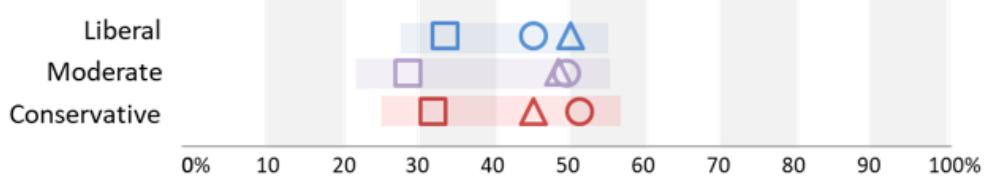
Ideology-Education Segmentation

Percentage of respondents who say assisting the disabled *should be an urgent priority of scientific research.*

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

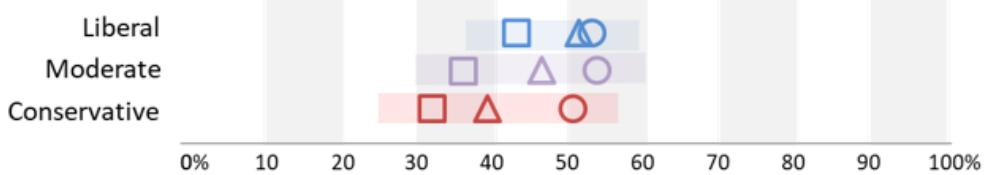
ASSISTING THE DISABLED

2015



43%

2019



45%

2020

NO DATA

- High School graduate or less
- △ Some college or trade school
- College degree or higher



PART II

Trust in Scientists

Americans' Trust in Scientists Surged in 2020

February 2021

This survey was conducted by ScienceCounts to improve understanding of the role of science in American society.

Inquiries: Christopher Volpe, PhD
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volpe@sciencecounts.org

Americans' Trust in Scientists Surged in 2020

A new survey shows that Americans' trust in scientists, down slightly in recent years, increased sharply in 2020, a likely consequence of the central role scientists have played in addressing the COVID-19 pandemic.

MOTIVE AND HONESTY

Americans' trust in scientists increased across the survey measures by an average of 10% in 2020, a marked departure from the slight decline seen between 2015 to 2019.

Up is the public's trust in scientists to act in society's best interest (73% from 69%), to act in the respondent's best interest (68% from 58%), and to put their personal politics aside (63% from 52%), suggesting that more Americans have a favorable view of scientists' underlying motives.

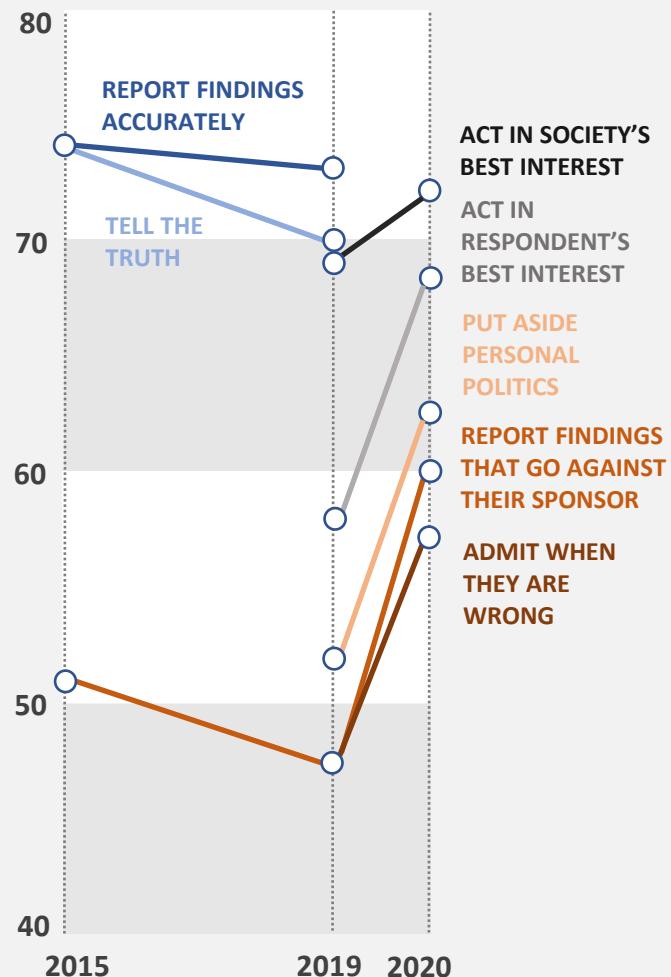
Also up is the public's trust in scientists to report findings that go against their research sponsor (60% up from 47% in 2019 and 51% in 2015) and to admit when they are wrong (57% up from 47%), suggesting that more Americans believe scientists to be honest and to report findings truthfully.

Higher levels of trust span the ideological spectrum, education levels, age, gender, and race, although the largest increases are often among college-educated, liberal Americans.

Detailed breakdowns by ideology and education – the two characteristics associated with the greatest variability – are provided in the following pages.

More Americans trust that scientists are acting in society's best interest and conduct themselves with integrity

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to:



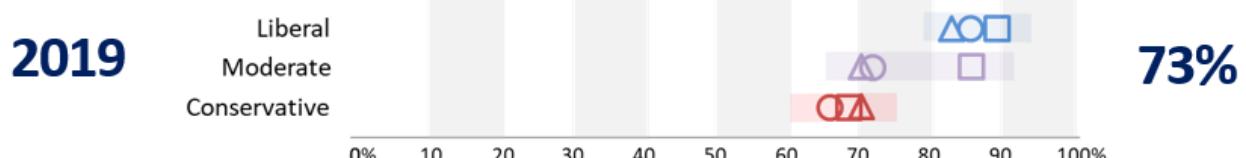
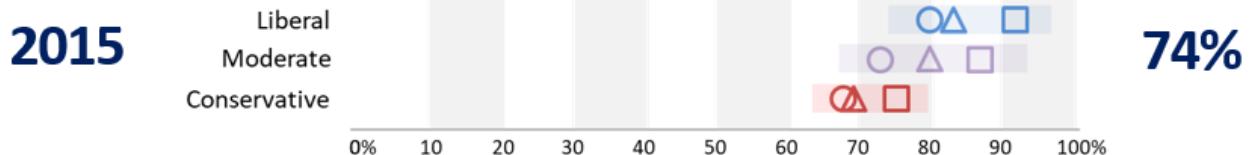
Data from ScienceCounts national public benchmark surveys conducted in the fall of 2015, 2019, and 2020.

Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *report findings accurately*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

REPORT FINDINGS ACCURATELY



2020 **NO DATA**

- High School graduate or less
- △ Some college or trade school
- College degree or higher

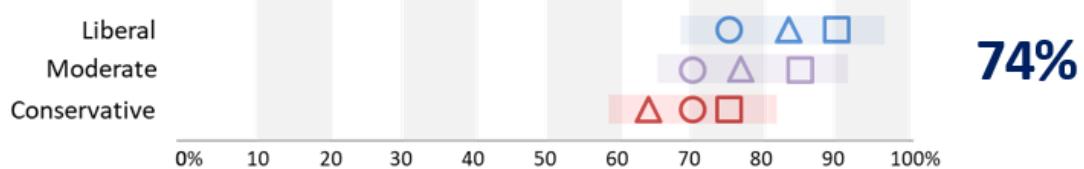
Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *tell the truth*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

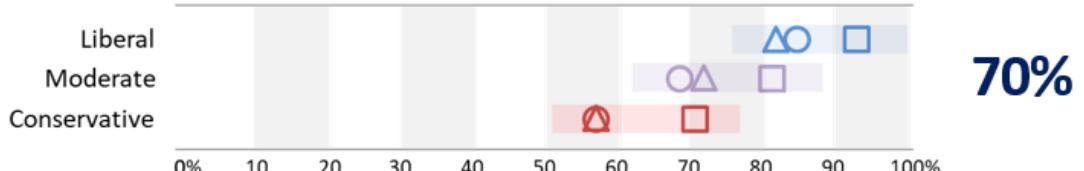
TELL THE TRUTH

2015



74%

2019



70%

2020

NO DATA

- High School graduate or less
- △ Some college or trade school
- College degree or higher

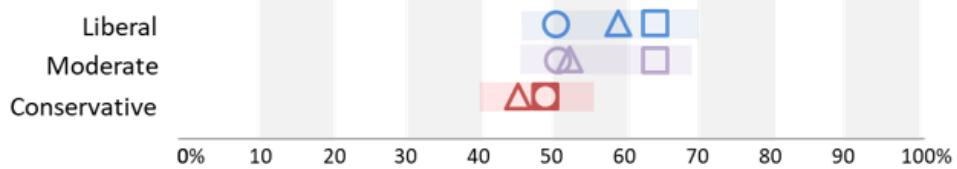
Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *report findings even if they go against the sponsor of the research*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

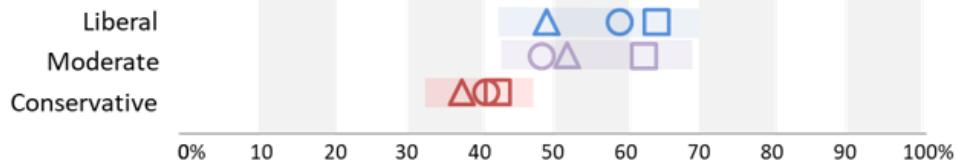
REPORT FINDINGS THAT GO AGAINST THE SPONSOR

2015



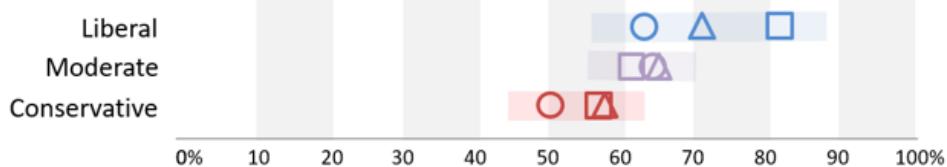
51%

2019



47%

2020



60%

- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *put aside personal politics*.

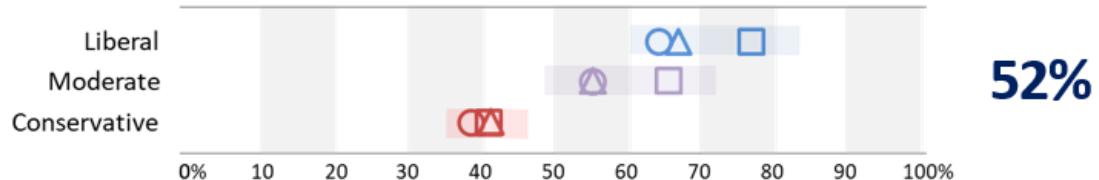
Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

PUT ASIDE PERSONAL POLITICS

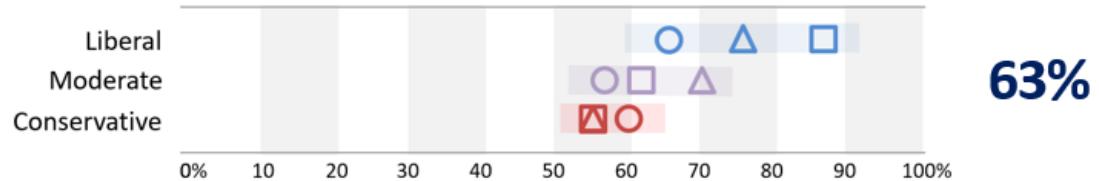
2015

NO DATA

2019



2020



- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *admit when they are wrong*.

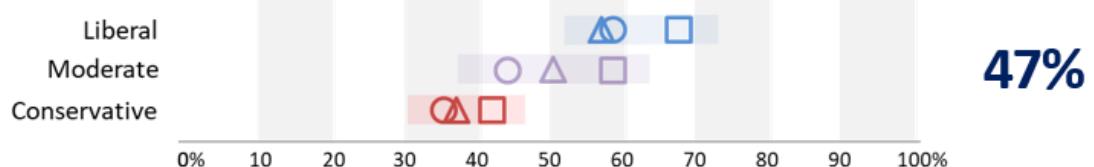
Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

ADMIT WHEN THEY ARE WRONG

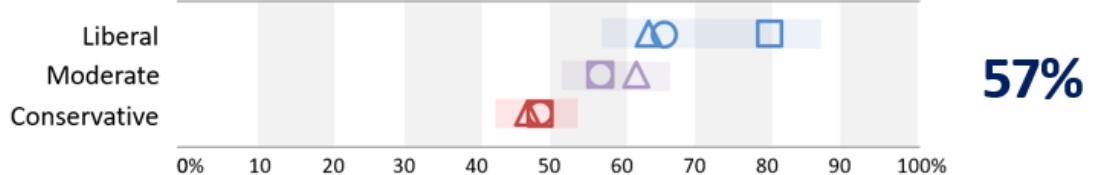
2015

NO DATA

2019



2020



- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *act in your best interest*.

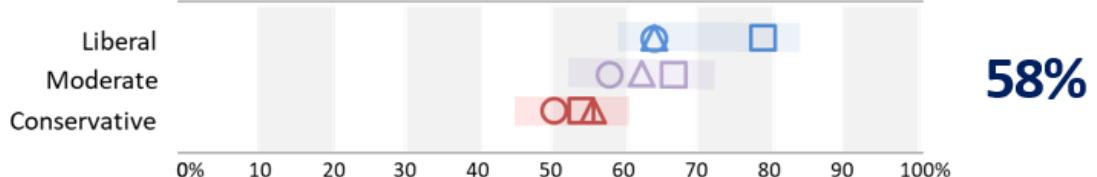
Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

ACT IN THEIR BEST INTEREST

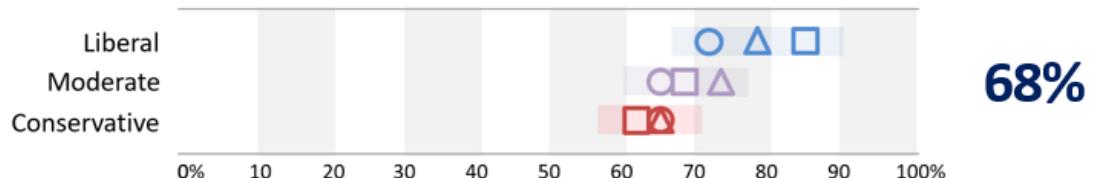
2015

NO DATA

2019



2020



- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say they have a great deal of trust or somewhat trust scientists to *act in society's best interest*.

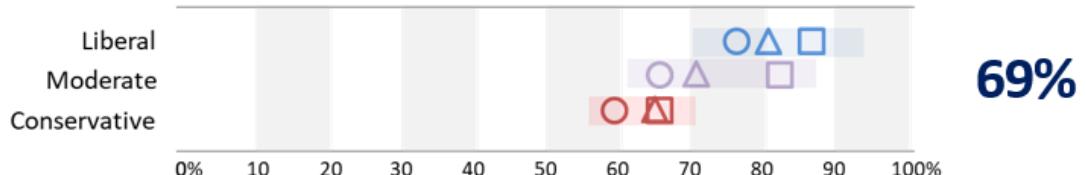
Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

ACT IN SOCIETY'S BEST INTEREST

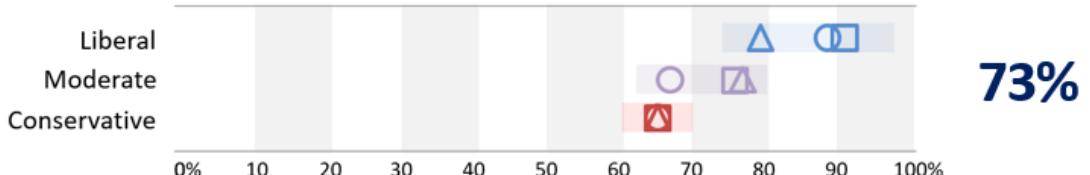
2015

NO DATA

2019



2020



- High School graduate or less
- △ Some college or trade school
- College degree or higher



PART III

Civic Engagement

Since COVID-19, More Americans See Urgent Role for Scientists Outside of the Lab

February 2021

This survey was conducted by ScienceCounts to improve understanding of the role of science in American society.

Inquiries: Christopher Volpe, PhD
Executive Director
volpe@sciencecounts.org

Since COVID-19, More Americans See Urgent Role for Scientists in Policymaking and Public Engagement

A new survey shows that since the onset of COVID-19, more Americans believe it is a high priority for scientists to interact with government policymakers and the public.

SCIENTISTS AND SOCIETY

Since 2019, more Americans believe it should be a high priority for scientists to interact with policymakers and the public.

Nearly half (46% up from 33% in 2019) of the public believe interaction between scientists and government policymakers is a high priority. Liberal (58%) and conservative (41%) Americans are somewhat divided on this issue.

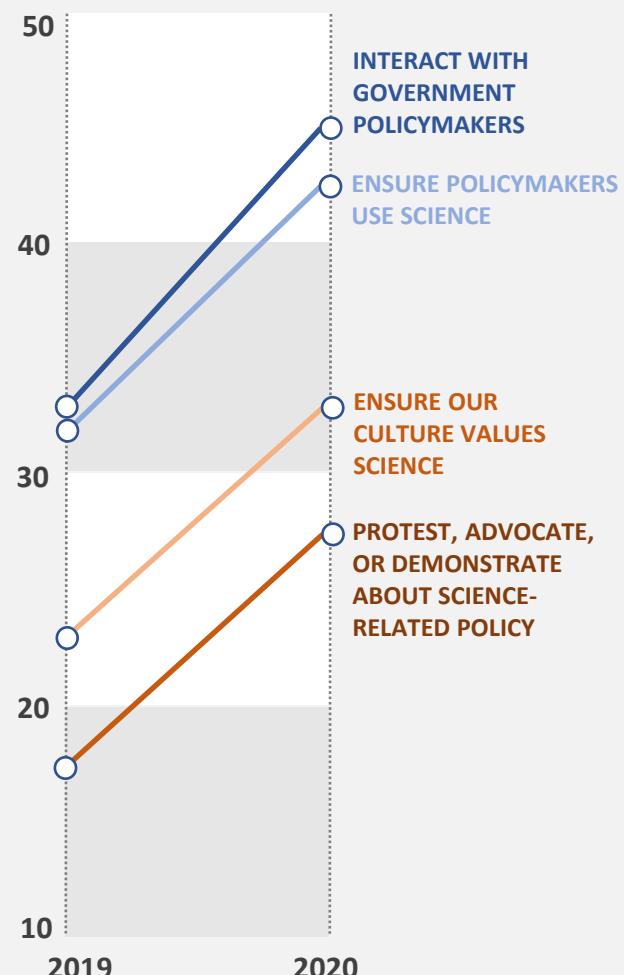
Overall, 43% of Americans (up from 32% in 2019) believe it is a high priority for scientists to ensure that policymakers use scientific evidence in decision making. Liberal (63%) and conservative (36%) Americans are more divided on this issue.

Some Americans also strongly believe that scientists should ensure that our culture values science (33%) and protest, advocate, and demonstrate about science-related policy (27%) – both up 10% from 2019. Liberal and conservative Americans disagree on the extent once again: 49% and 40% of liberals view these issues with high priority versus 28% and 21% for conservatives.

Detailed breakdowns by ideology and education – the two characteristics associated with the greatest variability – are provided in the following pages.

More Americans want to see scientists engage with policymakers and the public, although liberals and conservatives differ to what extent

Percentage of respondents who say it should be a high priority for scientists to:



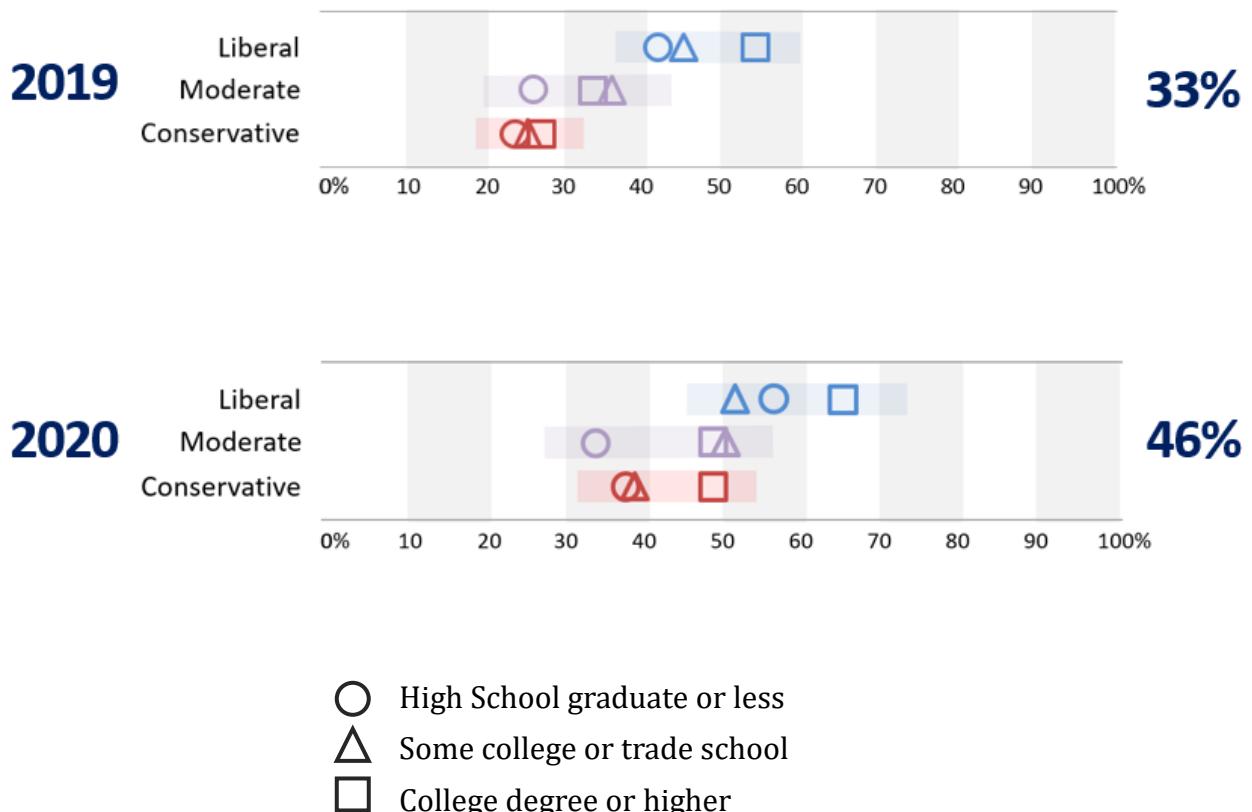
Data from ScienceCounts national public benchmark surveys conducted in the fall of 2019 and 2020.

Ideology-Education Segmentation

Percentage of respondents who say that should be a high priority for scientists to *interact directly with government policymakers*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

INTERACT DIRECTLY WITH GOVERNMENT POLICYMAKERS

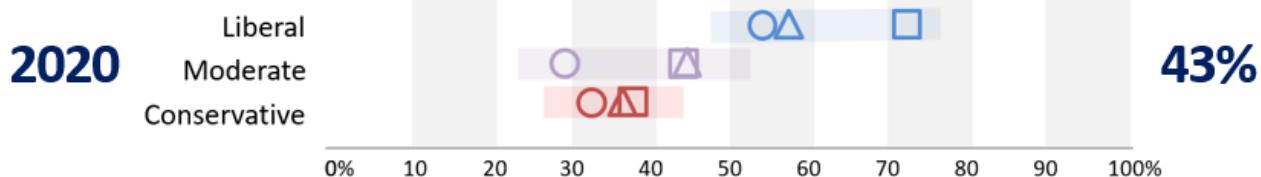
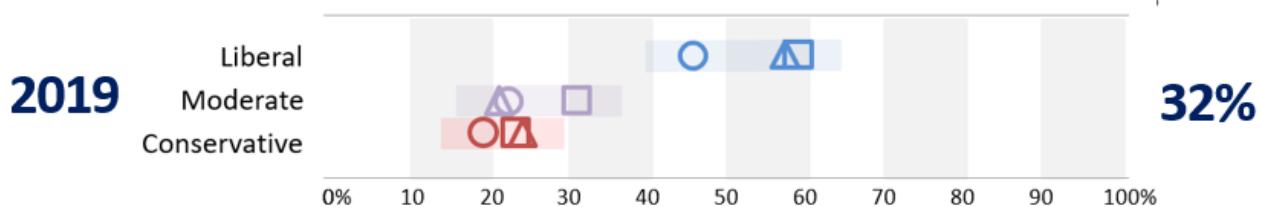


Ideology-Education Segmentation

Percentage of respondents who say that should be a high priority for scientists to ensure that *policymakers use scientific evidence*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

ENSURE THAT POLICYMAKERS USE SCIENTIFIC EVIDENCE



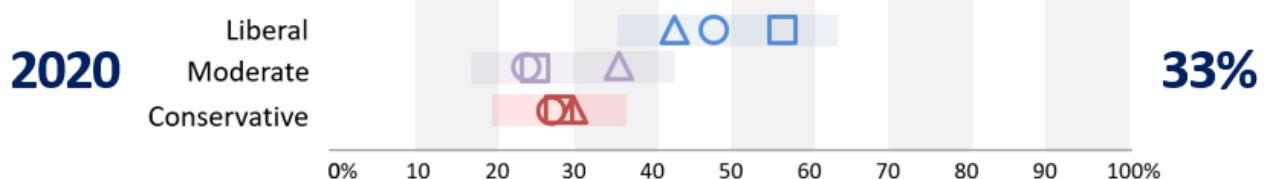
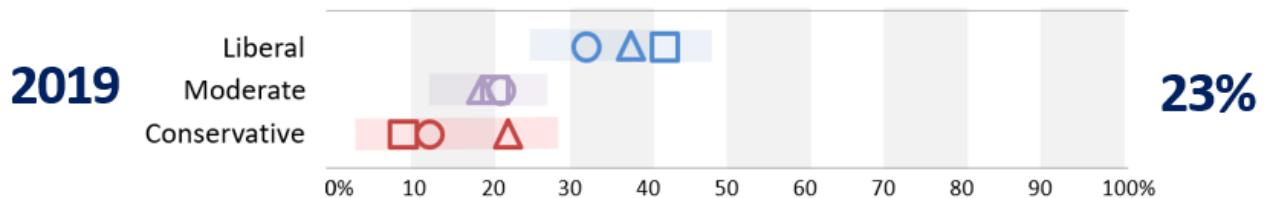
- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say that should be a high priority for scientists to ensure that *our culture values science*.

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

ENSURE THAT OUR CULTURE VALUES SCIENCE



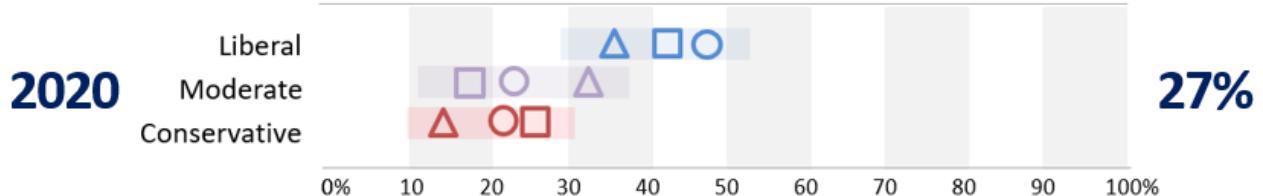
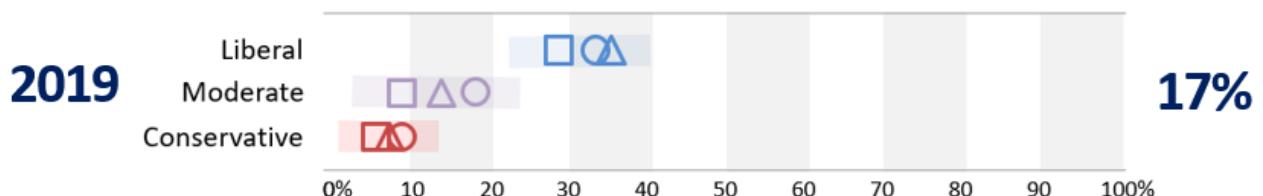
- High School graduate or less
- △ Some college or trade school
- College degree or higher

Ideology-Education Segmentation

Percentage of respondents who say that should be a high priority for scientists to *protest, advocate, or demonstrate about science-related policy.*

Survey year is on the left. Overall percentages per year are on the right. Liberals, moderates, and conservatives are vertically separated for clarity. Education level follows the key at the bottom of the page. Uncertainties are $\pm 2.5\%$ at the 95% confidence level for data representing the whole sample, and no greater than $\pm 5\%$ for individual population segments.

PROTEST, ADVOCATE, OR DEMONSTRATE ABOUT SCIENCE-RELATED POLICY



○ High School graduate or less

△ Some college or trade school

□ College degree or higher



PART IV

Sector Favorability

Americans View Science Organizations More Favorably

February 2021

This survey was conducted by ScienceCounts to improve understanding of the role of science in American society.

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Executive Director
volpe@sciencecounts.org

Americans View Science-Related Organizations More Favorably Since the Onset of COVID-19

A new survey shows that Americans' views on science-related organizations has grown more favorable while their approval of other organizations has remained the same or declined since last year.

SCIENCE LIFTS

Since 2019, more Americans have a favorable view of for-profit companies, academic institutions, and government agencies connected with science.

Nearly half (48%) of respondents have a favorable view of pharmaceutical companies, up 19% from 29% in 2019. Views of federal science agencies and the science community are also up 8% (68%, up from 60%) and 7%, (69% up from 63%), respectively. The rise in public sentiment spans most demographics, but is especially pronounced among liberal Americans, non-college educated Americans, older Americans, minorities, and women.

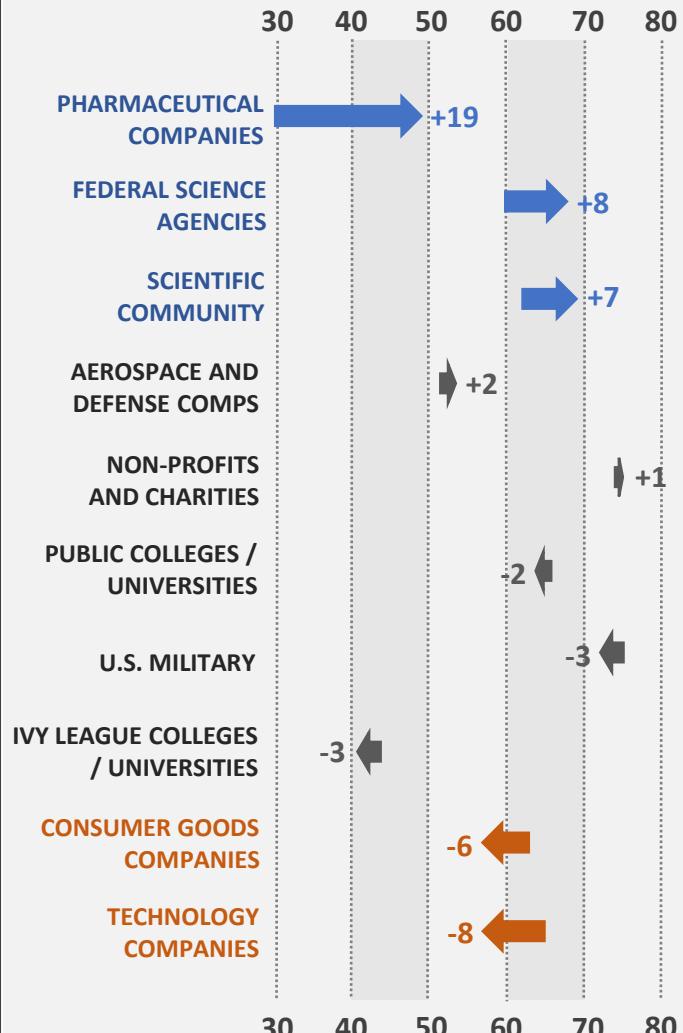
In contrast, public favorability decreased for technology and consumer goods companies by 8% (57%, down from 65%) and 6% (57%, down from 63%), respectively.

Favorability for other sectors remained statistically unchanged overall, although some movement was observed for particular demographic subgroups.

Detailed breakdowns by ideology, education, age, race, and gender are provided on the following pages.

'Science' is the common denominator among organization experiencing uptick in public favorability

Shift between 2019 (arrow root) to 2020 (arrow head) in the percentage of respondents with a favorable view of:



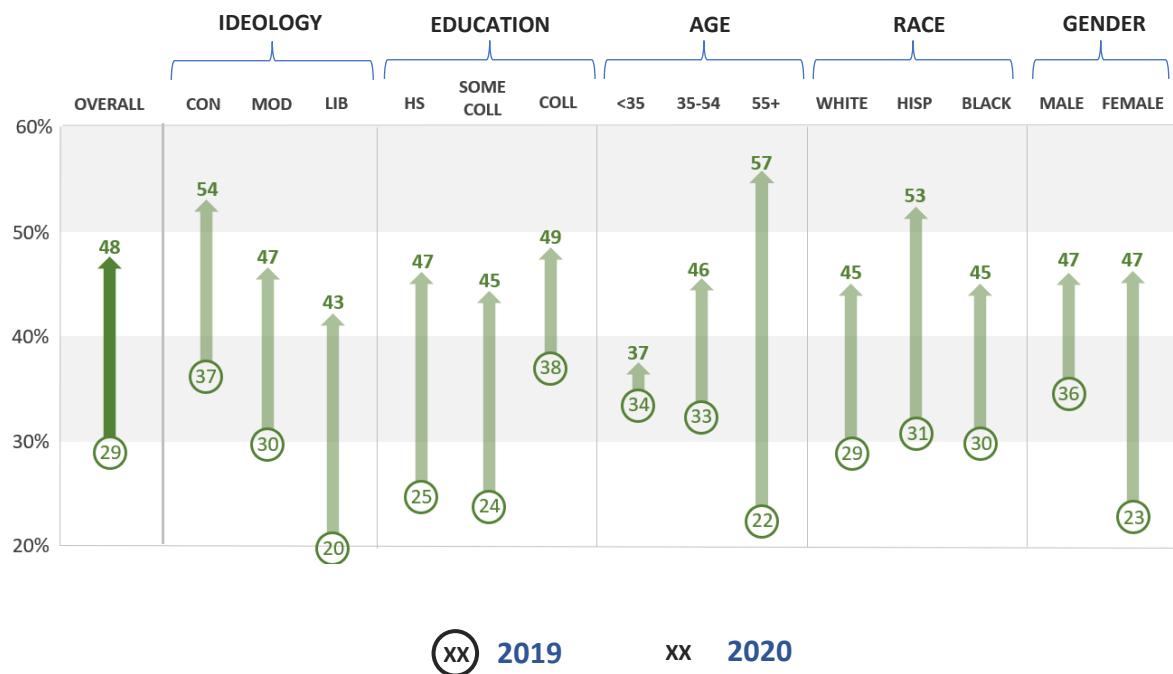
Data from ScienceCounts national public benchmark surveys conducted in the fall of 2019 and 2020.

Segmentation

Shift in the percentage of respondents with a favorable view of *pharmaceutical companies* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

PHARMACEUTICAL COMPANIES

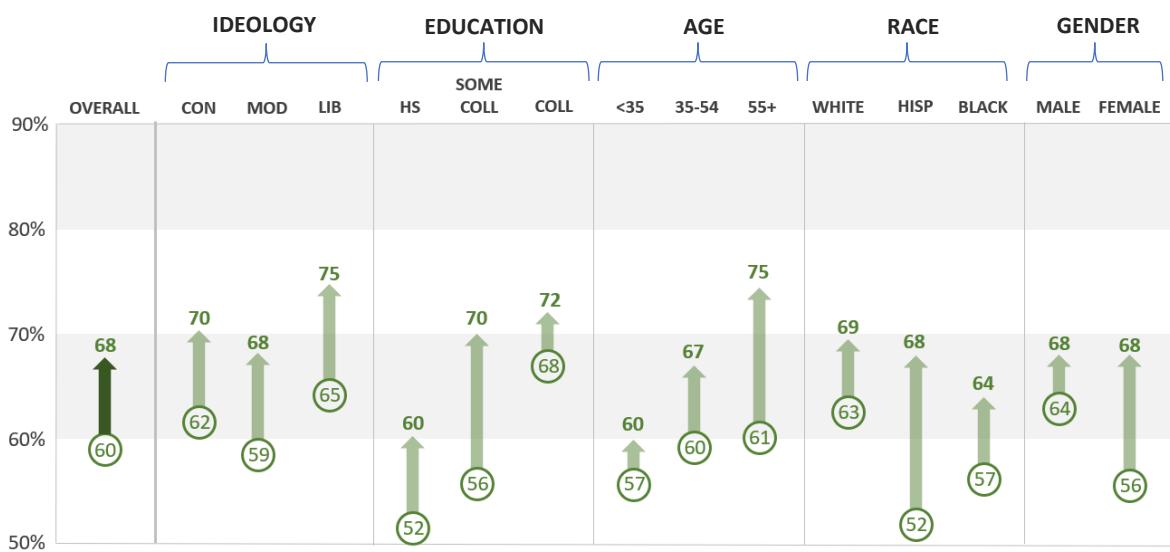


Segmentation

Shift in the percentage of respondents with a favorable view of *federal government science agencies* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

FEDERAL GOVERNMENT SCIENCE AGENCIES



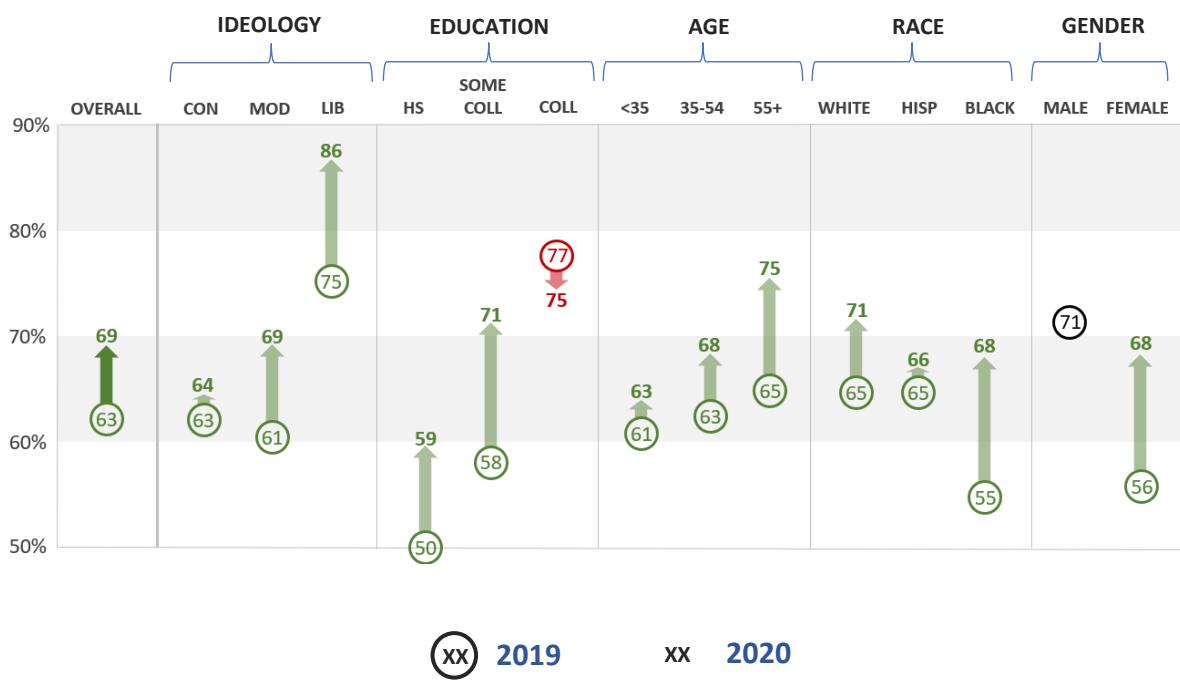
xx 2019 xx 2020

Segmentation

Shift in the percentage of respondents with a favorable view of *the scientific community* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

THE SCIENTIFIC COMMUNITY

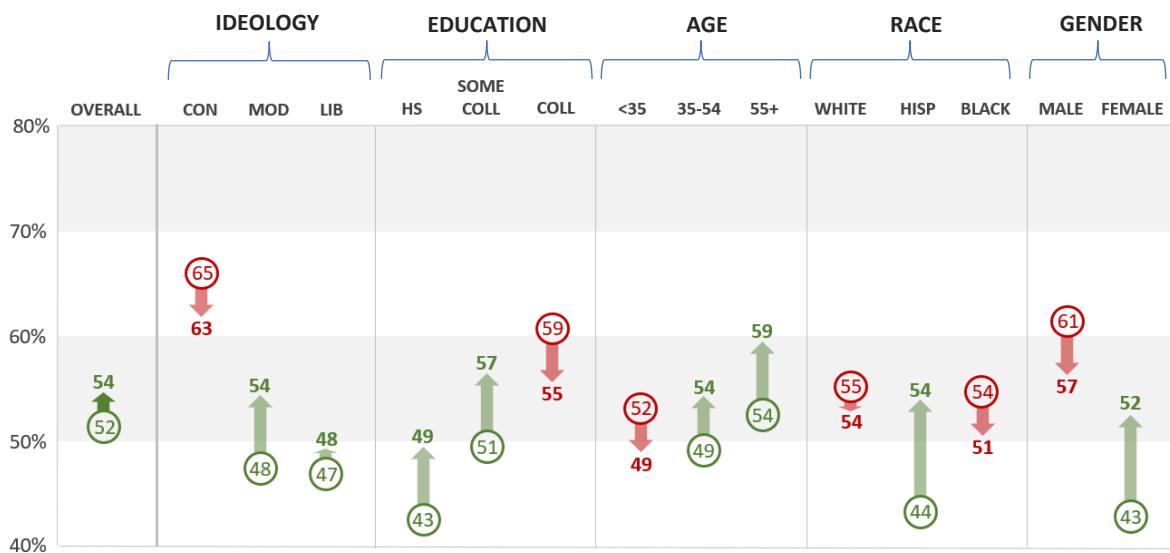


Segmentation

Shift in the percentage of respondents with a favorable view of *aerospace and defense companies* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

AEROSPACE AND DEFENSE COMPANIES



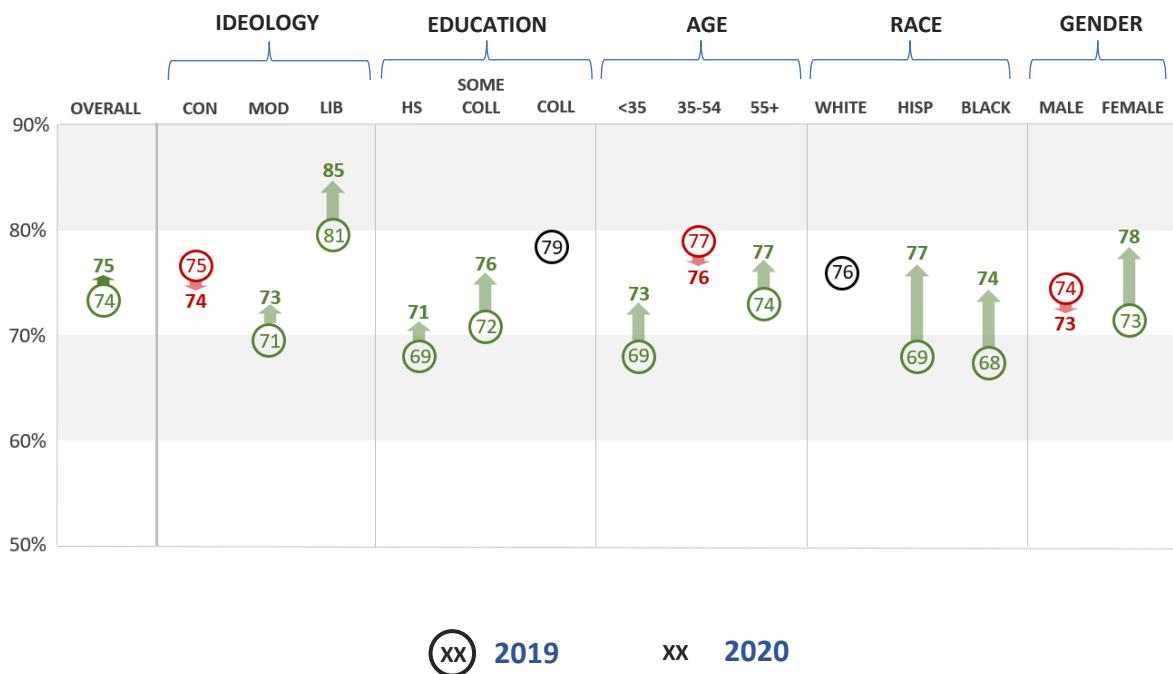
xx 2019 xx 2020

Segmentation

Shift in the percentage of respondents with a favorable view of *non-profits and charities* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

NON-PROFITS AND CHARITIES



xx 2019

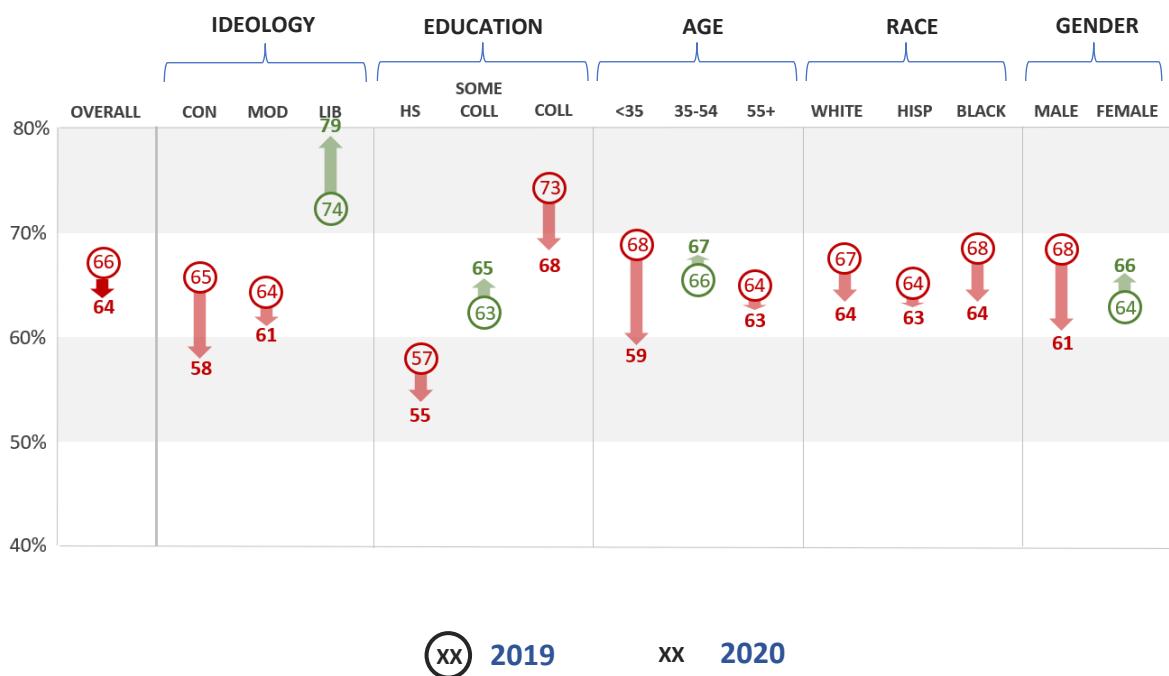
xx 2020

Segmentation

Shift in the percentage of respondents with a favorable view of *public colleges and universities* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

PUBLIC COLLEGES AND UNIVERSITIES

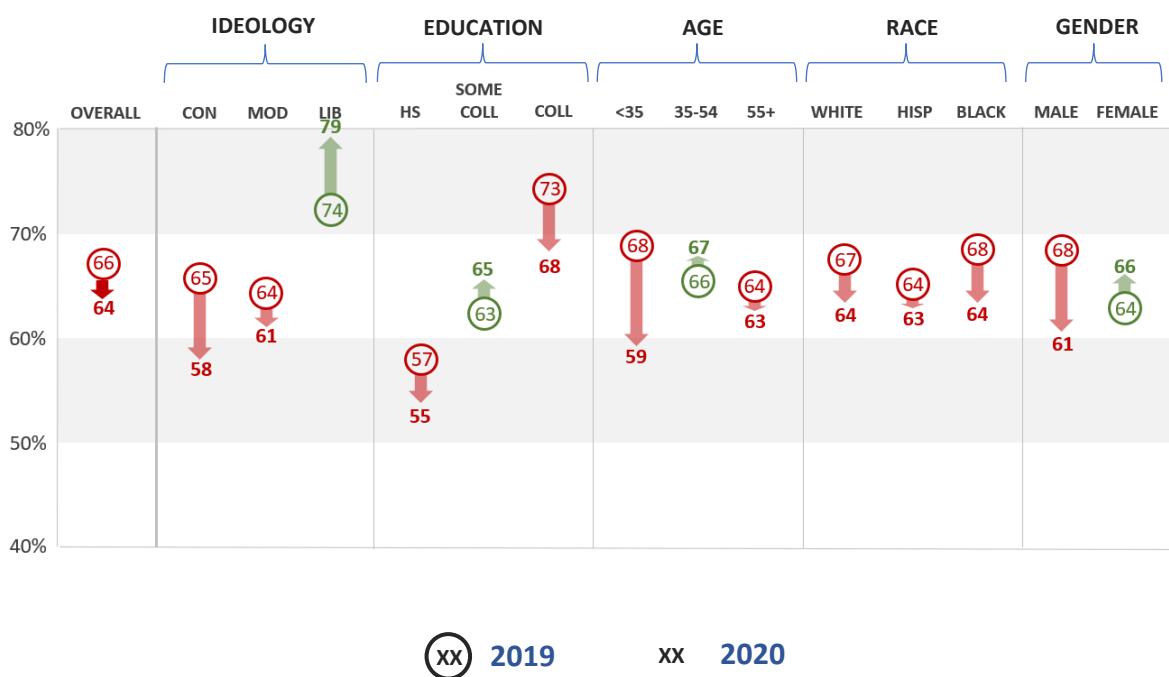


Segmentation

Shift in the percentage of respondents with a favorable view of *the U.S. military* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

U.S. MILITARY

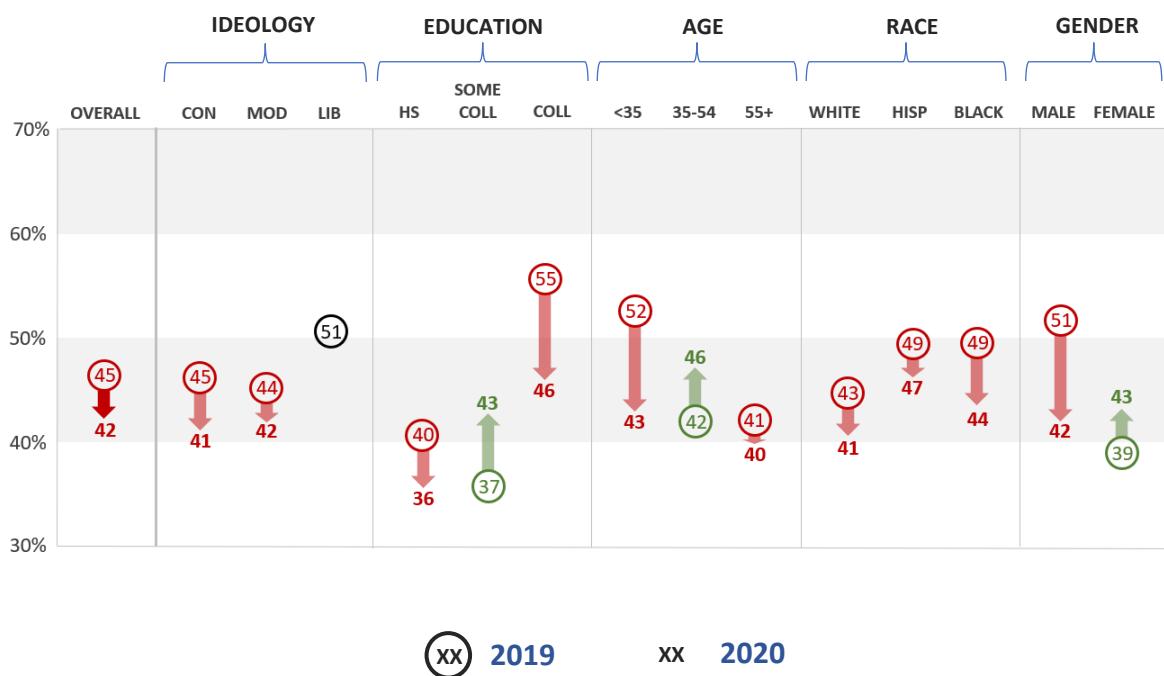


Segmentation

Shift in the percentage of respondents with a favorable view of *Ivy League colleges and universities* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

IVY LEAGUE COLLEGES AND UNIVERSITIES

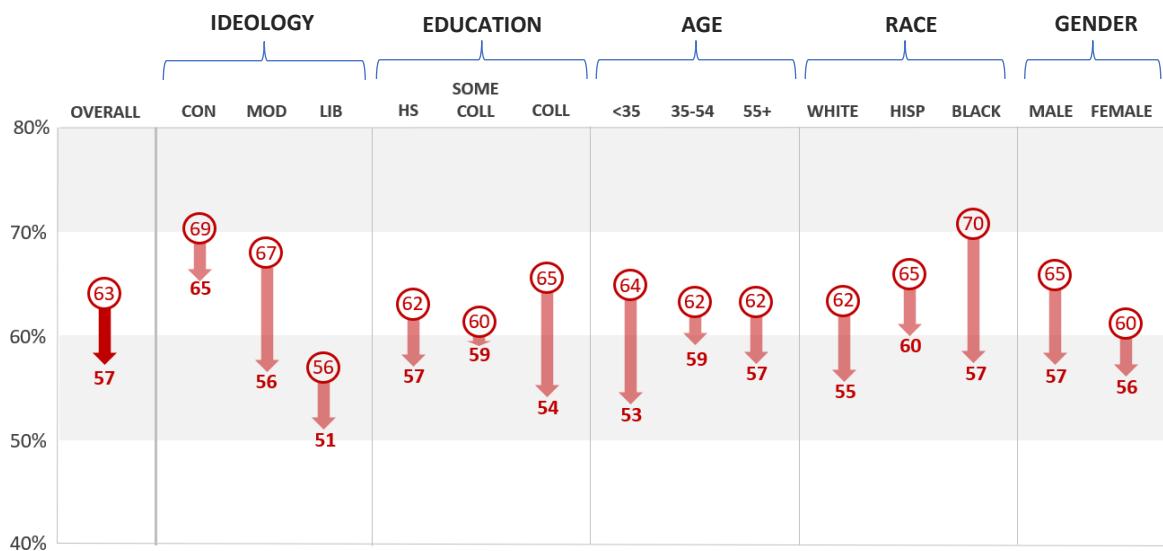


Segmentation

Shift in the percentage of respondents with a favorable view of *consumer goods companies* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

CONSUMER GOODS COMPANIES



xx 2019

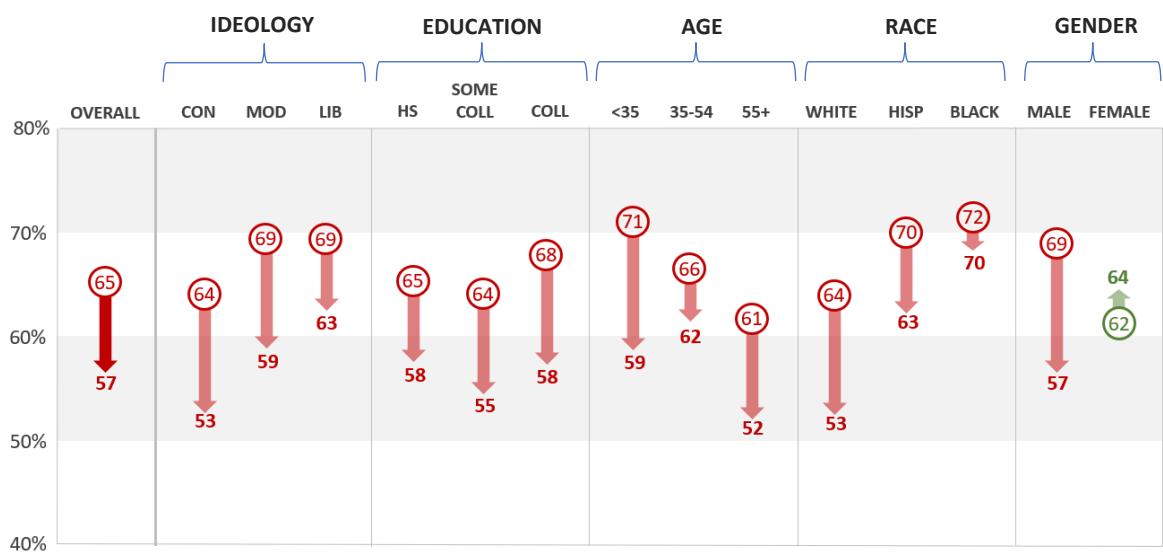
xx 2020

Segmentation

Shift in the percentage of respondents with a favorable view of *technology companies* between 2019 and 2020.

The overall response is in the far left column. Breakout by ideology, education, age, race, and gender in successive columns. Uncertainty is $\pm 2.5\%$ at the 95% confidence level for data representing the overall sample, and generally no greater than $\pm 5\%$ for individual population segments.

TECHNOLOGY COMPANIES



xx 2019

xx 2020