What factors influence attitudes and policy preferences towards global supply chains in industrialized countries?

Research Design for Preregistration

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1. Project Summary

The high-income democracies of the Global North are experiencing difficulties in reducing the negative environmental and social externalities of their consumption. In particular, the length and complexity of corporate supply chains pose information and monitoring problems to policy-makers. Accordingly, there is a debate as to how more sustainable production within supply chains is best achieved.

Previous research suggests that public opinion in industrialized democracies can be a key driver of policy debates on this issue. However, most of the literature so far remains limited in terms of external validity. Thus, it is not clear to what extent the current findings generalize across countries. After all, democratic frameworks differ considerably in terms of institutional scope conditions and, e.g., the polarization of political debates on particular topics (such as environment policy). Moreover, the existing literature still has gaps regarding a) how political coalitions concerning (the regulation of) corporate supply chains form and b) more generally, how individuals form preferences on this aspect of globalization that has only found its way into political debates in recent years.

Accordingly, our research speaks to the literature on the drivers of public opinion about the consequences of economic globalization and potential backlash against it. We do so for a policy area where opinions and arguments have not yet been solidified through intense public discourse (unlike, e.g. concerning the welfare state). Furthermore, industrialized countries' global supply chains and government regulation do not produce obvious (domestic) economic winners and losers. Accordingly, citizens likely draw on other attitudes (e.g. environmental attitudes) and perceptions (e.g. perception of information asymmetries between consumers and producers) when forming policy preferences. Moreover, these attitudes could potentially set contradictory impulses to citizens' opinion formation, and it is not clear a priori how individuals would resolve such potential conflicts. Hence, it remains an open question if (on the issue at hand) individuals align along 'traditional' political spectra (e.g. left-right) or whether 'unconventional' alliances (i.e. between 'traditional' opponents) could emerge.

In addition, our work aims to identify what political mandates citizens would endow their country's policy-makers with to intervene in global production and why. Thus, our research contributes to a growing literature in the Political Sciences that examines which types of political approaches (voluntary/bottom-up vs governmental/top-down) garner public support in sustainability policy. Proponents of supply chain

governance based on voluntary measures argue that voluntary measures by companies achieve the same environmental and social goals at a lower cost. On the other hand, proponents of government intervention claim that environmental quality and decent working conditions in production are credence goods. Therefore, they argue that information asymmetries between consumers and producers exist, creating incentives for business actors to avoid implementing stringent measures and engage in 'greenwashing'. Public opinion is very important in this context, as perceptions of companies' sustainability measures by citizens (who are also consumers) likely influence the government's decision to tolerate voluntary measures or replace them with formal regulations. Against this backdrop, we aim to address the following research questions.

2. Research Questions

1) What is the aggregate preference of the mass public in different countries regarding the policy design (i.e., scope and intensity) of government intervention in supply chains? How does the mass public perceive different policy designs?

2) What factors drive support/opposition to government intervention in supply chains? For example, to what extent is public support for intervention an expression of a backlash against globalization? To what extent is it an expression of a demand for domestic consumer protection?

3) What role does informational framing regarding the current status of supply chain management by multinational corporations (i.e. greenwashing, responsible governance, no information) play in shaping policy preferences?

4) What ideological coalitions make up that aggregate preference? Do individuals align along the 'traditional' political spectrum (e.g. left-right)? Or do particular political and economic attitudes cut across that spectrum?

3. Sampling

We plan to conduct a survey including vignette- and conjoint experiments to investigate the questions mentioned above. More specifically, this cross-sectional, single wave survey includes one randomized conjoint and two vignette experiments. As of the date of submitting this document, the data collection has not been started. None of the data has yet been quantified, constructed, observed, or reported. The survey will be fielded in September/October 2021.

The data will be collected through an online survey. Dynata, a commercial survey company, will implement our survey with a quota sample of the voting population from their pool of potential participants in the following countries (N=2000 per country): USA, Germany, Japan, United Kingdom, France, Netherlands, Korea, Italy, Belgium, Spain, Switzerland, Canada. We selected these countries since these 12 OECD

industrialized member states import the largest quantities of goods. We expect approximately 24,000 completed questionnaires.

Our quota sample will include only citizens eligible to vote, i.e. they have to be at least 18 years of age. We set quotas on age, gender (interlocked with age), and education. Concerning these quotas, our study sample will follow the distribution of age, gender (interlocked with age) and education in the target countries' census. The survey will be fielded in English, German, French, Italian, Spanish, Flemish, Dutch, Japanese and Korean. These languages correspond to the main official languages of our target countries.

Respondents will not be told which experiment and treatment condition they are being assigned. The respondents will receive a fixed monetary compensation in the single-digit Swiss franc range from the survey company carrying out the survey. As participants in the companies' survey panel, the respondents actively made themselves available in advance for surveys under these conditions. The use of click workers in such commercial panels is not intended. Dynata takes measures to prevent the accidental inclusion of click workers in their panels. In addition, Dynata's panel (recruitment, management, etc.) is certified under industry standards for market and opinion research services. In particular, the certifications that apply are the European Society for Opinion and Market Research (ESOMAR) standards. The management of Dynata's Panel is subject to additional criteria in the following countries – in the United Kingdom, the standards of the Market Research Society (MRS), in Australia, the standards of the Australian Market and Social Research Society (AMSRS) and ISO20252, in Germany, the standards of the Berufsverband Deutscher Markt-und Sozialforscher (BVM), and in the United States, the standards of the Insights Association.

4. Study Design

The survey instrument consists of 3 parts: Part 1 includes a welcome to the survey, an informed consent statement, and questions about participants' sociodemographic information. We also collect information on how respondents assess their economic situation. Part 2 of the survey includes the survey experiments. In the first step, participants are randomly assigned to a control or one of two treatment groups. Participants assigned to a treatment group receive a text (split into several paragraphs) as an informational treatment. Participants in the control group do not receive additional information. After each paragraph, respondents in either treatment group are asked to reflect on the paragraph's content they just read. The prompt to reflect on the paragraph comes in two questions that respondents have to respond to after each paragraph. The information treatments vary on whether they emphasize:

1) how reliable companies enforce voluntary sustainability measures in their supply chains, have them certified, and then communicate the findings correctly and adequately to consumers.

2) how sustainability certificates overwhelm consumers because they are hard to distinguish from each other, and there are large information asymmetries between consumers and producers.

In a second step, respondents participate in a conjoint experiment. The purpose of the conjoint experiment is for respondents to compare and evaluate two (randomly generated) policy packages for regulating supply chains – see the survey instrument for the composition of the policy packages and the evaluation criteria. Following the conjoint experiment, respondents are presented with one of three hypothetical policy packages as a scenario (low stringency - medium stringency - high stringency). Respondents are then asked to indicate their associations (regarding effectiveness, economic consequences etc.) with the assigned scenario package. We randomize whether the items measuring respondents' associations with the presented policy package relate to environmental or working conditions.

Part 3 of the survey contains questions measuring political preferences (e.g., left-right), attitudes toward the role of the government, attitudes toward globalization, environmental attitudes and respondents' income. Most of these items are based on questions from the International Social Survey Project. In the end, we thank the respondents for participating. A text box for comments is provided. The current, complete questionnaire is attached below.

5. Updates

The first version of this plan was uploaded on September 15, 2021. We plan to update it if that should be required throughout the project. In case we make any major changes to the purpose of our study after depositing this document, we will explain and justify those changes in the updated version.

6. Original Survey Instrument in English (next page)

Cross-National Public Opinion on Supply Chain Management Policies

QUESTIONNAIRE

September, 2021

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Dr. Dennis Kolcava
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ETH Zurich

TABLE OF CONTENTS

Example and Guide 5

Block 1: Consent 6

Q1.1 Welcome to this survey! 6

Block 2: Java 7

Q2.1 To begin with, we would like to check whether you have Javascript enabled and can therefore see the illustrations used in this questionnaire. Which of the following statements is true for this table? 7

Block 3: Socdem and Quotas 8

Q3.1 What is your gender? 8

Q3.2 Which age group do you belong to? 8

Q3.3 What is the highest level of education you have completed? 8

Q3.4 In total, how many years were you in mandatory school, college/university, or other school-based training (not including in-company training)? 9

Block 4: Employment 10

Q4.1 Which of the following best describes your work situation in the last seven days? 10

Q4.2 How many hours a week do you work in paid employment? 10

Block 5: Consumption SC General 11

Q5.1 How much attention do you usually pay to the following when buying a product? 11

Q5.2 How much attention do you usually pay to the following when buying a product? 11

Q5.3 How much attention do you usually pay to the following when buying a product? 12

Q5.4 To show that you are reading the questions carefully, please indicate below how many wheels a bicycle has. 12

Q5.5 To what extent do you agree or disagree with the following statement? 13

Q5.6 To what extent do you agree or disagree with the following statement? 13

Block 6: Vignette Intro 14

Q6.1 Text 14

Q6.3 Text 14

Block 7: Con Market Treatment 15

Q7.1 Text 15

Q7.7 Text 15

Q7.8 Text 15

Q7.9 How does the information above decrease or increase your **confidence in how well companies selling imported products** are informing consumers about the environmental and working conditions in their international supply chains? 16

Q7.10 How does the information above decrease or increase your **support for new government laws requiring companies selling imported products** to inform consumers about the environmental and working conditions in their international supply chains? ... 16
Q7.12 Text ... 16
Q7.13 Text ... 17
Q7.14 How does the information above decrease or increase your **confidence in how well companies selling imported products** are informing consumers about the environmental and working conditions in their international supply chains? ... 17
Q7.15 How does the information above decrease or increase your **support for new government laws requiring companies selling imported products** to inform consumers about the environmental and working conditions in their international supply chains? ... 17
Block 8: Pro Market Treatment ... 18
Q8.1 Text ... 18
Q8.7 Text ... 18
Q8.8 Text ... 18
Q8.9 How does the information above decrease or increase your **confidence in how well companies selling imported products** are informing consumers about the environmental and working conditions in their international supply chains? ... 19
Q8.10 How does the information above decrease or increase your **support for new government laws requiring companies selling imported products** to inform consumers about the environmental and working conditions in their international supply chains? ... 19
Q8.12 Text ... 19
Q8.13 Text ... 20
Q8.14 How does the information above decrease or increase your **confidence in how well companies selling imported products** are informing consumers about the environmental and working conditions in their international supply chains? ... 20
Q8.15 How does the information above decrease or increase your **support for new government laws requiring companies selling imported products** to inform consumers about the environmental and working conditions in their international supply chains? ... 20
Block 9: Conjoint Intro ... 21
Q9.1 Text ... 21
Q9.3 Text ... 21
Q9.5 Text ... 21
Q9.9 Text ... 21
Q9.11 Text ... 22
Block 10: Conjoint Experiment ... 23
Q10.1 Text ... 23
Q10.2 If you were presented **Proposal A** today, would you be opposed or in favour of it? ... 23
Q10.3 If you were presented **Proposal B** today, would you be opposed or in favour of it? ... 23

Q10.4 Suppose you had to decide between the two proposals in a vote today. Would you rather support Proposal A or Proposal B? 23
Q10.6_A You indicated that you are opposed to both proposals. May we ask why? 24
Block 11: Probes Low 25
Q11.1 Text 25
Q11.2 To what extent do you agree or disagree with the following statement? 25
Q11.3 To what extent do you agree or disagree with the following statement? 26
Q11.4 To what extent do you agree or disagree with the following statement? 26
Q11.5 To what extent do you agree or disagree with the following statement? 27
Q11.6 To what extent do you agree or disagree with the following statement? 28
Q11.7 To what extent do you agree or disagree with the following statement? 28
Q11.8 To what extent do you agree or disagree with the following statement? 29
Q11.9 To what extent do you agree or disagree with the following statement? 30
Q11.10 To what extent do you agree or disagree with the following statement? 30
Block 12: Probes Medium 32
Q12.1 Text 32
Q12.2 To what extent do you agree or disagree with the following statement? 32
Q12.3 To what extent do you agree or disagree with the following statement? 33
Q12.4 To what extent do you agree or disagree with the following statement? 34
Q12.5 To what extent do you agree or disagree with the following statement? 35
Q12.6 To what extent do you agree or disagree with the following statement? 35
Q12.7 To what extent do you agree or disagree with the following statement? 36
Q12.8 To what extent do you agree or disagree with the following statement? 37
Q12.9 To what extent do you agree or disagree with the following statement? 37
Q12.10 To what extent do you agree or disagree with the following statement? 38
Block 13 Probes High 40
Q13.1 Text 40
Q13.2 To what extent do you agree or disagree with the following statement? 40
Q13.3 To what extent do you agree or disagree with the following statement? 41
Q13.4 To what extent do you agree or disagree with the following statement? 41
Q13.5 To what extent do you agree or disagree with the following statement? 42
Q13.6 To what extent do you agree or disagree with the following statement? 43
Q13.7 To what extent do you agree or disagree with the following statement? 44
Q13.8 To what extent do you agree or disagree with the following statement? 45
Q13.9 To what extent do you agree or disagree with the following statement? 45

Q13.10 To what extent do you agree or disagree with the following statement? 46
Block 14: Political Attitudes: LR, Government, Trust 48
Q14.1 In politics people sometimes talk of ‘left’ and ‘right’. Where would you place yourself on this scale, where 1 means the ‘left’ and 11 means the ‘right’? 48
Q14.2 Please indicate how much you trust or do not trust the following institutions in the United States. 49
Q14.3 Do you think the United States government should or should not… 49
Q14.4 Do you think the United States government should or should not… 50
Q14.5 Do you think the United States government should or should not… 50
Block 15: Globalization Attitudes 51
Q15.1 To what extent do you agree or disagree with the following statement? 51
Q15.2 To what extent do you agree or disagree with the following statement? 51
Q15.3 To what extent do you agree or disagree with the following statement? 52
Block 16: Environmental Attitudes 53
Q16.1 To show that you are reading the questions carefully, please select the triangle below. 53
Q16.2 To what extent do you agree or disagree with the following statement? 53
Q16.3 To what extent do you agree or disagree with the following statement? 54
Q16.4 To what extent do you agree or disagree with the following statement? 54
Q16.5 To what extent do you agree or disagree with the following statement? 55
Q16.6 To what extent do you agree or disagree with the following statement? 55
Q16.7 To what extent do you agree or disagree with the following statement? 56
Q16.8 To what extent do you agree or disagree with the following statement? 56
Block 17: Income and End 57
Q17.1 What is the net monthly income of your household? 57
Q17.2 Comments 57

EXAMPLE AND GUIDE

Definitions

Type	Labelling	Examples
Question	QX.X	Q1.1, Q1.2, Q2.1,…
Subquestion	QX.X_A	Q10.6_A
Value Code	[0]	[1], [2], [3], [4],…
Conditional Block	*If answer to QX.X "…" is [0] "…"*	*If answer to Q10.2 "If you were presented **Proposal A** today, would you be opposed or in favour of it?" is [1] "Opposed" AND Q10.3 "If you were presented **Proposal B** today, would you be opposed or in favour of it?" is [1] "Opposed"*

Example: Questions Q10.2, Q10.3 and Q10.6

Explanations are given in square brackets and red italic text *[xyz]*

[QUESTION] Q10.2 IF YOU WERE PRESENTED **PROPOSAL A** TODAY, WOULD YOU BE OPPOSED OR IN FAVOUR OF IT?

- ○ *[Value Code]* [0] In favour
- ○ *[Value Code]* [1] Opposed

[QUESTION] Q10.3 IF YOU WERE PRESENTED **PROPOSAL B** TODAY, WOULD YOU BE OPPOSED OR IN FAVOUR OF IT?

- ○ *[Value Code]* [0] In favour
- ○ *[Value Code]* [1] Opposed

*[Conditional Block] If answer to Q10.2 "If you were presented **Proposal A** today, would you be opposed or in favour of it?" is [1] "Opposed" AND Q10.3 "If you were presented **Proposal B** today, would you be opposed or in favour of it?" is [1] "Opposed"*

[SUBQUESTION] Q10.6_A YOU INDICATED THAT YOU ARE OPPOSED TO BOTH PROPOSALS. MAY WE ASK WHY?

- ○ *[Value Code]* [1] Neither proposal is sufficiently strict enough on companies.
- ○ *[Value Code]* [2] Both proposals place too many restrictions on companies
- ○ *[Value Code]* [3] Other: _____

BLOCK 1: CONSENT

Q1.1 WELCOME TO THIS SURVEY!

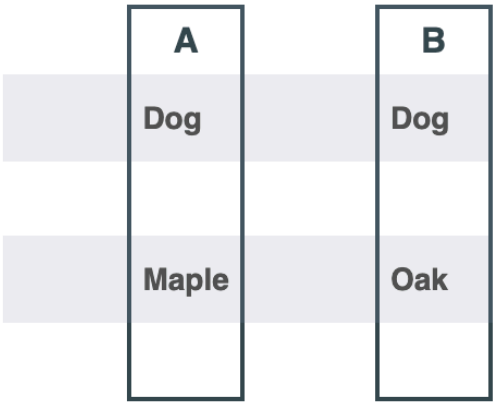
This survey focuses on politics and international business and should take around 15 minutes to complete. It is conducted by Professor Thomas Bernauer at ETH Zurich in Switzerland. The survey is financed by the Swiss National Science Foundation and serves scientific purposes. Participation is voluntary, and you may withdraw your participation at any time. The data from this survey will be stored and analyzed in a confidential form that does not allow any conclusions about individual survey participants. There are no known risks posed by participating in this survey. The survey has been reviewed and approved by ETH Zurich's Ethics Committee (EK-2021-N67). To obtain scientifically well-validated findings, we rely on your participation and are very grateful for it. Please read the questions carefully and answer to the best of your knowledge. If you have any questions, you can reach us at the email address info@ir.gess.ethz.ch.

- ○ [0] I have read and understood the above information and would like to participate in this survey.
- ○ [1] I do not wish to participate in this survey.

[New page]

BLOCK 2: JAVA

Q2.1 TO BEGIN WITH, WE WOULD LIKE TO CHECK WHETHER YOU HAVE JAVASCRIPT ENABLED AND CAN THEREFORE SEE THE ILLUSTRATIONS USED IN THIS QUESTIONNAIRE. WHICH OF THE FOLLOWING STATEMENTS IS TRUE FOR THIS TABLE?



- ○ [1] Top row are trees, bottom row are animals
- ○ [2] Top row are animals, bottom row are trees
- ○ [3] Does not show/Do not know

BLOCK 3: SOCDEM AND QUOTAS

Q3.1 WHAT IS YOUR GENDER?

- ○ [0] Male
- ○ [1] Female

[New page]

Q3.2 WHICH AGE GROUP DO YOU BELONG TO?

- ○ [1] 18-24 years
- ○ [2] 25-34 years
- ○ [3] 35-44 years
- ○ [4] 45-54 years
- ○ [5] 55-64 years
- ○ [6] 65 years or older

[New page]

Q3.3 WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?

- ○ [1] Incomplete Secondary (high school) Education
- ○ [11] Secondary (high school) Education
- ○ [2] Some College, University, Technical School or Further Education
- ○ [21] Vocational or Technical Degree
- ○ [22] Associate's Degree
- ○ [23] Bachelor's Degree
- ○ [24] Master's Degree
- ○ [3] Doctoral or Professional Degree (PhD, Ed.D, JD, DVM, DO, MD, DDS, or similar)

[New page]

Q3.4 IN TOTAL, HOW MANY YEARS WERE YOU IN MANDATORY SCHOOL, COLLEGE/UNIVERSITY, OR OTHER SCHOOL-BASED TRAINING (NOT INCLUDING IN-COMPANY TRAINING)?

If you have repeated a school year, please do NOT count this year.

	0 2 4 6 8 10 12 14 16 18 20
Years	

BLOCK 4: EMPLOYMENT

Q4.1 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR WORK SITUATION IN THE LAST SEVEN DAYS?

- ○ [1] In paid work, in the private sector (employee, self-employed, working for family business)
- ○ [2] In paid work, in the public sector
- ○ [3] In education (not paid for by employer)
- ○ [4] Unemployed, and actively looking for a job
- ○ [5] Unemployed, wanting a job but not actively looking for a job
- ○ [6] Unemployed, not wanting a job
- ○ [7] Permanently sick or disabled
- ○ [8] Retired
- ○ [9] In community or military service
- ○ [10] Doing housework, looking after children or other persons

[New page]

Q4.2 HOW MANY HOURS A WEEK DO YOU WORK IN PAID EMPLOYMENT?

- ○ [1] 0-10h
- ○ [2] 11-20h
- ○ [3] 21-30h
- ○ [4] 31-40h
- ○ [5] 41-50h
- ○ [6] 50h+

BLOCK 5: CONSUMPTION SC GENERAL

Q5.1 HOW MUCH ATTENTION DO YOU USUALLY PAY TO THE FOLLOWING WHEN BUYING A PRODUCT?

(1 = no attention at all, 7 = a lot of attention)

	1 no attention at all	2	3	4	5	6	**7 a lot of attention**
How the production process has impacted the local natural environment where the product was made	○	○	○	○	○	○	○

[New page]

Q5.2 HOW MUCH ATTENTION DO YOU USUALLY PAY TO THE FOLLOWING WHEN BUYING A PRODUCT?

(1 = no attention at all, 7 = a lot of attention)

	1 no attention at all	2	3	4	5	6	**7 a lot of attention**
How the production process has impacted the people who made this product	○	○	○	○	○	○	○

[New page]

Q5.3 HOW MUCH ATTENTION DO YOU USUALLY PAY TO THE FOLLOWING WHEN BUYING A PRODUCT?

(1 = no attention at all, 7 = a lot of attention)

	1 no attention at all	2	3	4	5	6	**7 a lot of attention**
Whether the product was made abroad or in the United States.	○	○	○	○	○	○	○

[New page]

Q5.4 TO SHOW THAT YOU ARE READING THE QUESTIONS CAREFULLY, PLEASE INDICATE BELOW HOW MANY WHEELS A BICYCLE HAS.

- ○ [1] 1
- ○ [2] 2
- ○ [3] 3
- ○ [4] 4
- ○ [5] 5

[New page]

Q5.5 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Companies that sell imported products in the United States usually provide accurate information to consumers about the environmental and working conditions under which their products were made abroad.

- [1] **1 strongly disagree**
- [2] 2
- [3] 3
- [4] 4
- [5] 5
- [6] 6
- [7] **7 strongly agree**

[New page]

Q5.6 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

The United States should adopt and enforce new laws that make it mandatory for any company in the United States to provide accurate information to consumers on the environmental and working conditions under which imported products they are selling were made abroad.

- [1] **1 strongly disagree**
- [2] 2
- [3] 3
- [4] 4
- [5] 5
- [6] 6
- [7] **7 strongly agree**

BLOCK 6: VIGNETTE INTRO

Q6.1 TEXT

Please read the information on the following two pages carefully.

Products sold in the United States are often made partially or entirely in another country. Think for example of coffee, computers, clothes, cars, gold, chemicals, or steel. These products are manufactured and sold through international supply chains that may involve multiple companies from the United States and from other countries abroad.

[New page]

Q6.3 TEXT

Each country has their own distinct standards for labor conditions and environmental protections. Hence, imported products that we buy locally in the United States may be produced abroad under certain working (i.e. wages, working hours, safety rules) and environmental conditions (i.e., clean air and water quality) that are different than US standards.

BLOCK 7: CON MARKET TREATMENT

Q7.1 TEXT

You will next be presented with several short pieces of text. Please read them carefully. These texts have been taken from recent news editorials on the environmental and working conditions in international supply chains for products sold in the United States.

In between, we will ask you to rate how much this text decreases or increases your confidence in how well companies that sell imported products in the United States are informing consumers about the environmental and working conditions in their international supply chains.

We will also ask you about how much this text decreases or increases your support for new government laws requiring companies to provide more information about the environmental and working conditions in their international supply chains. People hold different opinions on these matters, and we want to know what you think.

[New page]

Q7.7 TEXT

Perhaps you have had this experience, or can imagine a similar situation in your daily life: You are strolling down the aisles of the supermarket and mulling the options. As you are looking at a product, you notice colorful eco- and fairtrade labels proclaiming that the product is environmentally friendly or has been produced under fair working conditions. You ask yourself, do any of these labels really mean anything? Does picking one product over another actually help to preserve the rainforest, improve worker wages and safety, or keep toxic chemicals out of the environment?

We will give you the answer to these questions on the next page.

[New page]

Q7.8 TEXT

The answer is NO. Many companies misuse labels to make false claims, and their products do not help preserve the local environment and ensure fair working conditions.

Q7.9 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **CONFIDENCE IN HOW WELL COMPANIES SELLING IMPORTED PRODUCTS** ARE INFORMING CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases confidence**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases confidence**

Q7.10 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **SUPPORT FOR NEW GOVERNMENT LAWS REQUIRING COMPANIES SELLING IMPORTED PRODUCTS** TO INFORM CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases support**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases support**

[New page]

Q7.12 TEXT

You are not alone with your confusion. From green frogs and blue angels to white bunnies, modern consumers are confronted with more and more eco- and fair-trade labels on everything from food products to furniture, jewellery, computers, and mobile phones. While some labels on imported products are sincere, others are dishonest and do not improve environmental and working conditions in international supply chains.

What does this mean for consumers? Click to the next page to find out.

[New page]

Q7.13 TEXT

Most of the time, deciding which labels are sincere and which ones are not is very difficult for the average consumer. Consumer groups and business analysts believe that labels often fail to help consumers make better decisions about which products to buy, and which ones to avoid.

Q7.14 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **CONFIDENCE IN HOW WELL COMPANIES SELLING IMPORTED PRODUCTS** ARE INFORMING CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- ○ [1] **1 greatly decreases confidence**
- ○ [2] 2
- ○ [3] 3
- ○ [4] **4 no change**
- ○ [5] 5
- ○ [6] 6
- ○ [7] **7 greatly increases confidence**

Q7.15 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **SUPPORT FOR NEW GOVERNMENT LAWS REQUIRING COMPANIES SELLING IMPORTED PRODUCTS** TO INFORM CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- ○ [1] **1 greatly decreases support**
- ○ [2] 2
- ○ [3] 3
- ○ [4] **4 no change**
- ○ [5] 5
- ○ [6] 6
- ○ [7] **7 greatly increases support**

BLOCK 8: PRO MARKET TREATMENT

Q8.1 TEXT

You will next be presented with several short pieces of text. Please read them carefully. These texts have been taken from recent news editorials on the environmental and working conditions in international supply chains for products sold in the United States.

In between, we will ask you to rate how much this text decreases or increases your confidence in how well companies that sell imported products in the United States are informing consumers about the environmental and working conditions in their international supply chains.

We will also ask you about how much this text decreases or increases your support for new government laws requiring companies to provide more information about the environmental and working conditions in their international supply chains. People hold different opinions on these matters, and we want to know what you think.

[New page]

Q8.7 TEXT

Perhaps you have had this experience, or can imagine a similar situation in your daily life: You are strolling down the aisles of the supermarket and mulling the options. As you are looking at a product, you notice colorful eco- and fairtrade labels proclaiming that the product is environmentally friendly or has been produced under fair working conditions. You ask yourself, do any of these labels really mean anything? Does picking one product over another actually help to preserve the rainforest, improve worker wages and safety, or keep toxic chemicals out of the environment?

We will give you the answer to these questions on the next page.

[New page]

Q8.8 TEXT

The answer is YES. Labels are guarantees that are supported by independent assessments and certification agencies. These labels assure that picking one product over another actually helps to preserve the local environment and ensure fair working conditions where the imported product was made.

Q8.9 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **CONFIDENCE IN HOW WELL COMPANIES SELLING IMPORTED PRODUCTS** ARE INFORMING CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases confidence**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases confidence**

Q8.10 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **SUPPORT FOR NEW GOVERNMENT LAWS REQUIRING COMPANIES SELLING IMPORTED PRODUCTS** TO INFORM CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases support**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases support**

[New page]

Q8.12 TEXT

Consumers increasingly want to be sure that the imported products they buy are not only of high quality, but also help to preserve the rainforest, improve worker wages, or keep toxic chemicals out of the environment abroad. Companies are working hard to guarantee that the imported products they sell meet these goals (such as foods, furniture, computes, mobile phones).

What does this mean for consumers? Click to the next page to find out.

[New page]

Q8.13 TEXT

Labels help companies to inform their customers about their sincere efforts. Consumer groups and business analysts believe that labels help consumers make better decisions about which imported products to buy, and which ones to avoid.

Q8.14 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **CONFIDENCE IN HOW WELL COMPANIES SELLING IMPORTED PRODUCTS** ARE INFORMING CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases confidence**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases confidence**

Q8.15 HOW DOES THE INFORMATION ABOVE DECREASE OR INCREASE YOUR **SUPPORT FOR NEW GOVERNMENT LAWS REQUIRING COMPANIES SELLING IMPORTED PRODUCTS** TO INFORM CONSUMERS ABOUT THE ENVIRONMENTAL AND WORKING CONDITIONS IN THEIR INTERNATIONAL SUPPLY CHAINS?

(1 = greatly decreases, 7 = greatly increases)

- [1] **1 greatly decreases support**
- [2] 2
- [3] 3
- [4] **4 no change**
- [5] 5
- [6] 6
- [7] **7 greatly increases support**

BLOCK 9: CONJOINT INTRO

Q9.1 TEXT

Politicians and societies around the world are debating whether governments should adopt and enforce new laws requiring companies that sell imported products to disclose more information about the local environmental and working conditions in their international supply chains.

They are also debating which companies such new laws should apply to and how strict these new laws should be. We would like to know what you think. On the following pages, we will show you some of the main discussion points in these debates on regulating international supply chains.

[New page]

Q9.3 TEXT

In terms of company size (by number of employees), a new international supply chain law could apply to:

- **Very large companies** (25'000 employees)
- **Large and very large companies** (2'500 employees or more)
- **Medium sized, large, and very large companies** (250 employees or more)
- **All companies** with 25 employees or more

[New page]

Q9.5 TEXT

Currently, companies that sell imported products in the United States can voluntarily report on the local environmental and working conditions in their international supply chain. A new law could make such reporting:

- **Slightly stricter** – no government rules on required content (companies can freely choose what they report), annual confidential report to government
- **Somewhat stricter** – some general government rules on required content (companies can partially choose what they report), annual confidential report to government
- **Much stricter** – detailed government rules on required content (companies must report according to a specific set of questions), annual public report (online)

[New page]

Q9.9 TEXT

Imagine a company that sells imported goods in the United States withholds or presents false information about the local environmental and working conditions in its international supply chain. Currently, the government cannot take any action against such a company. A new law could:

- **Not change this** – as is the case now, the government cannot take any action against the company. The government can only remind the company of its responsibility.
- **Allow for some government action** – putting the company on a public list of companies that provide unreliable information and imposing a moderate financial penalty.
- **Allow for strong government action** – putting the company on a public list of companies that provide unreliable information, imposing a severe financial penalty, stop buying government supplies from that company, press legal charges against the company management.

[New page]

Q9.11 TEXT

Next, we will show you two proposals for new rules on how companies that sell imported goods in the United States must disclose information on the local environmental and working conditions in their international supply chains. In total, we will show you five such pairs of proposals.

The two proposals may look similar at first glance, but they differ in detail. Please take a moment to look closely at the two proposals and compare them. We would like to know which proposal you prefer, if any.

BLOCK 10: CONJOINT EXPERIMENT

The new law applies to…

Very large companies – 25'000 employees or more

Large and very large companies – 2'500 employees or more

Medium sized, large, and very large companies – 250 employees or more

All companies with 25 employees or more

Reporting requirements are made …

Slightly stricter – annual confidential report no mandatory information

Somewhat stricter – annual confidential report with mandatory summary information

Much stricter – annual public report with mandatory detailed information

If companies violate reporting requirements, government can…

Not take any action – only remind companies of their responsibility.

Take somewhat stronger action – put company on public list, moderate financial penalty

Take much stronger action – put company on public list, severe financial penalty, stop buying supplies, press legal charges

Q10.2 IF YOU WERE PRESENTED **PROPOSAL A** TODAY, WOULD YOU BE OPPOSED OR IN FAVOUR OF IT?

- ○ [0] In favour
- ○ [1] Opposed

Q10.3 IF YOU WERE PRESENTED **PROPOSAL B** TODAY, WOULD YOU BE OPPOSED OR IN FAVOUR OF IT?

- ○ [0] In favour
- ○ [1] Opposed

Q10.4 SUPPOSE YOU HAD TO DECIDE BETWEEN THE TWO PROPOSALS IN A VOTE TODAY. WOULD YOU RATHER SUPPORT PROPOSAL A OR PROPOSAL B?

- ○ [0] Proposal A
- ○ [1] Proposal B

[New page]

*If answer to Q10.2 "If you were presented **Proposal A** today, would you be opposed or in favour of it?" is [1] "Opposed" AND Q10.3 "If you were presented **Proposal B** today, would you be opposed or in favour of it?" is [1] "Opposed"*

Q10.6_A YOU INDICATED THAT YOU ARE OPPOSED TO BOTH PROPOSALS. MAY WE ASK WHY?

- [1] Neither proposal is sufficiently strict enough on companies.
- [2] Both proposals place too many restrictions on companies
- [3] Other: _____

BLOCK 11: PROBES LOW

Q11.1 TEXT

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

[New page]

Q11.2 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would ensure companies provide accurate information to consumers about the working conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q11.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law will create fair local working conditions in international supply chains.	○	○	○	○	○	○	○

[New page]

Q11.4 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	7 strongly agree
This new law is our moral duty because it helps create fair working conditions abroad.	○	○	○	○	○	○	○

[New page]

Q11.5 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	7 strongly agree
This new law would ensure companies provide accurate information to consumers about the environmental conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q11.6 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law will protect the local environment in international supply chains.	○	○	○	○	○	○	○

[New page]

Q11.7 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law is our moral duty because it helps preserve the environment abroad.	○	○	○	○	○	○	○

[New page]

Q11.8 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would create many new bureaucratic barriers that would deter companies from doing business in the United States.	○	○	○	○	○	○	○

[New page]

Q11.9 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would make it harder to import products from abroad and help to protect jobs in the United States from foreign competition.	○	○	○	○	○	○	○

[New page]

Q11.10 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **slightly stricter** than the current rules. The law applies to very large companies with **25'000 or more** employees. Companies write an **annual confidential report** to the government. There are **no government rules on required content** (companies can freely choose what they report). If a company withholds or presents false information the **government cannot take any action** against the company.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would hurt consumers in the Unites States by making imported products more expensive.	○	○	○	○	○	○	○

BLOCK 12: PROBES MEDIUM

Q12.1 TEXT

Please read the following proposal carefully, we will ask your opinion about it on the following pages.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

[New page]

Q12.2 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would ensure companies provide accurate information to consumers about the working conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q12.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law will create fair local working conditions in international supply chains.	○	○	○	○	○	○	○

[New page]

Q12.4 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law is our moral duty because it helps create fair working conditions abroad.	○	○	○	○	○	○	○

[New page]

Q12.5 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would ensure companies provide accurate information to consumers about the environmental conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q12.6 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially

choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law will protect the local environment in international supply chains.	○	○	○	○	○	○	○

[New page]

Q12.7 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law is our moral duty because it helps preserve the environment abroad.	○	○	○	○	○	○	○

[New page]

Q12.8 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would create many new bureaucratic barriers that would deter companies from doing business in the United States.	○	○	○	○	○	○	○

[New page]

Q12.9 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would make it harder to import products from abroad and help to protect jobs in the United States from foreign competition.	○	○	○	○	○	○	○

[New page]

Q12.10 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies that sell imported goods in the United States which is **somewhat stricter than the current rules**. The law applies to large and medium-sized companies with **250 or more** employees. Companies write an **annual confidential report** to the government. There are **some general government rules on required content** (companies can only partially choose what they report). If a company withholds or presents false information the government can **put the company on a public list** of companies that provide unreliable information and impose **a moderate financial penalty.**

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would hurt consumers in the Unites States by making imported products more expensive.	○	○	○	○	○	○	○

BLOCK 13 PROBES HIGH

Q13.1 TEXT

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

[New page]

Q13.2 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would ensure companies provide accurate information to consumers about the working conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q13.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law will create fair local working conditions in international supply chains.	○	○	○	○	○	○	○

[New page]

Q13.4 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law is our moral duty because it helps create fair working conditions abroad.	○	○	○	○	○	○	○

[New page]

Q13.5 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would ensure companies provide accurate information to consumers about the environmental conditions under which these imported products were made abroad.	○	○	○	○	○	○	○

[New page]

Q13.6 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	7 strongly agree
This new law will protect the local environment in international supply chains.	○	○	○	○	○	○	○

[New page]

Q13.7 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	7 strongly agree
This new law is our moral duty because it helps preserve the environment abroad.	○	○	○	○	○	○	○

[New page]

Q13.8 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would create many new bureau-cratic bar-riers that would de-ter com-panies from doing business in the United States.	○	○	○	○	○	○	○

[New page]

Q13.9 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would make it harder to import products from abroad and help to protect jobs in the United States from for-eign com-petition.	○	○	○	○	○	○	○

[New page]

Q13.10 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

Click here to see the new law again.

Imagine the United States adopt the following new law for companies selling imported goods in the United States, which is **much stricter than the current rules**. The law apply to all companies with **25 or more** employees. Companies write an **annual public (online) report**. There are **detailed government rules on required content** (companies must report all required information). If a company withholds or presents false information the government can put the company on **a public list** of companies that provide unreliable information, impose a **severe financial penalty**, **stop buying government supplies** from that company and **press legal charges** against the company management.

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
This new law would hurt consumers in the Unites States by making imported products more expensive.	○	○	○	○	○	○	○

BLOCK 14: POLITICAL ATTITUDES: LR, GOVERNMENT, TRUST

Q14.1 IN POLITICS PEOPLE SOMETIMES TALK OF 'LEFT' AND 'RIGHT'. WHERE WOULD YOU PLACE YOURSELF ON THIS SCALE, WHERE 1 MEANS THE 'LEFT' AND 11 MEANS THE 'RIGHT'?

- [1] **1 left**
- [2] 2
- [3] 3
- [4] 4
- [5] 5
- [6] 6
- [7] 7
- [8] 8
- [9] 9
- [10] 10
- [11] **11 right**

[New page]

Q14.2 PLEASE INDICATE HOW MUCH YOU TRUST OR DO NOT TRUST THE FOLLOWING INSTITUTIONS IN THE UNITED STATES.

(1 = no trust, 7 = complete trust)

	1 no trust	2	3	4	5	6	**7 complete trust**
Courts	○	○	○	○	○	○	○
Major private companies	○	○	○	○	○	○	○
The national government	○	○	○	○	○	○	○

[New page]

Q14.3 DO YOU THINK THE UNITED STATES GOVERNMENT SHOULD OR SHOULD NOT…

(1 = definitely should not, 7 = definitely should)

	1 definitely should not	2	3	4	5	6	**7 definitely should**
Reduce income differences between the rich and the poor?	○	○	○	○	○	○	○

[New page]

Q14.4 DO YOU THINK THE UNITED STATES GOVERNMENT SHOULD OR SHOULD NOT…

(1 = definitely should not, 7 = definitely should)

	1 definitely should not	2	3	4	5	6	**7 definitely should**
Decrease government regulation of business?	○	○	○	○	○	○	○

[New page]

Q14.5 DO YOU THINK THE UNITED STATES GOVERNMENT SHOULD OR SHOULD NOT…

(1 = definitely should not, 7 = definitely should)

	1 definitely should not	2	3	4	5	6	**7 definitely should**
Decrease government spending?	○	○	○	○	○	○	○

BLOCK 15: GLOBALIZATION ATTITUDES

Q15.1 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
The United States should place restrictions on the ability to sell foreign products in economic sectors where jobs are at risk.	○	○	○	○	○	○	○

[New page]

Q15.2 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
Competition from large international companies hurts local businesses in the United States and is putting jobs in the United States at risk.	○	○	○	○	○	○	○

[New page]

Q15.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
I feel more like a citizen of the world than of any country.	○	○	○	○	○	○	○

BLOCK 16: ENVIRONMENTAL ATTITUDES

Q16.1 TO SHOW THAT YOU ARE READING THE QUESTIONS CAREFULLY, PLEASE SELECT THE TRIANGLE BELOW.

[New page]

Q16.2 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
It is just too difficult for someone like me to do much about the environment.	○	○	○	○	○	○	○

[New page]

Q16.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
I do what is right for the environment, even when it costs more money or takes more time.	○	○	○	○	○	○	○

[New page]

Q16.4 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
There are more important things to do in life than protect the environment.	○	○	○	○	○	○	○

[New page]

Q16.5 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
There is no point in doing what I can for the environment unless others do the same.	○	○	○	○	○	○	○

[New page]

Q16.6 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
Many of the claims about environmental threats are exaggerated.	○	○	○	○	○	○	○

[New page]

Q16.7 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
I find it hard to know whether the way I live is helpful or harmful to the environment.	○	○	○	○	○	○	○

[New page]

Q16.8 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

(1 = strongly disagree, 7 = strongly agree)

	1 strongly disagree	2	3	4	5	6	**7 strongly agree**
Environmental problems have a direct effect on my everyday life.	○	○	○	○	○	○	○

BLOCK 17: INCOME AND END

Q17.1 WHAT IS THE NET MONTHLY INCOME OF YOUR HOUSEHOLD?

By this we mean the amount remaining after deductions for tax and social security contributions.

- ○ [1] Less than 1000 USD
- ○ [2] 1001 to 1400 USD
- ○ [3] 1401 to 1700 USD
- ○ [4] 1701 to 2100 USD
- ○ [5] 2101 to 2500 USD
- ○ [6] 2501 to 3000 USD
- ○ [7] 3001 to 3500 USD
- ○ [8] 3501 to 4300 USD
- ○ [9] 4301 to 5600 to USD
- ○ [10] More than 5600 USD
- ○ [11] Don't Know
- ○ [12] Wish not to answer

[New page]

Q17.2 COMMENTS

Thank you very much for your participation! You have just made an important contribution to research at ETH Zurich, Switzerland.

Do you have any suggestions or comments on the survey topic or the questionnaire? If so, please note them here. Thank you very much.