

GWI.

GWI USA Plus Q3 2023

Questionnaire

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Environment & Sustainability

Sustainability Definition & Attitudes

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Environment & Sustainability

Sustainability Definition & Attitudes

Sustainability Definitions

When you hear the term "sustainability", which of the following things do you think of?

- Consuming only enough to meet my needs
- Ensuring the survival of our species
- Ethical production of products
- Ethical treatment of workers
- Preserving natural resources and wildlife
- Recycling
- Reducing the impact of climate change
- Reducing the impact of pollution
- Using less harmful materials / substances / products
- Other
- None of these

Sustainability Importance

How important is sustainability to you?

- Very unimportant
- Somewhat unimportant
- Neither important or unimportant
- Somewhat important
- Very important
- Don't know / no opinion

Reasons for Caring About Sustainability

Why is sustainability important to you?

- I am concerned about increased natural disasters / weather events
- I feel like I should care about it for the sake of society
- I want to control my personal impact on the climate
- It impacts future generations
- It impacts natural resources and wildlife
- Pollution is a problem that needs addressing
- Sustainable products last longer / are of better quality
- Other
- None of these

Sustainability Attitudes

Which of these statements do you agree with?

- Brands should do more to make their products sustainable
- I am willing to pay more for sustainable products / services
- I feel better about buying things if they are sustainable

- I pick sustainable products when I can
- I trust what the mainstream media says about climate change
- I would choose to vote for a politician that cares about sustainability
- It is my responsibility to do what I can for the environment
- It's important to live a sustainable lifestyle
- It's important to reduce climate change
- My government should do more to protect the planet
- Other people see me as a sustainably-conscious person
- The threat of climate change is exaggerated
- None of these

Responsibility for Acting Sustainably

Who has the most responsibility to act sustainably?

- | | |
|-------------------------------|--------------------|
| ● Celebrities | ● Local government |
| ● Charities | ● Politicians |
| ● Consumers | ● Scientists |
| ● Corporations | ● Small businesses |
| ● Federal government | ● Other |
| ● International organizations | ● None of these |

Sustainable Industry Actions

Sustainable Industry Actions

What do you think this industry is doing well when it comes to sustainability?

Most Important Sustainable Industry Improvement

Which is the most important thing for this industry to improve?

Automotive, Beauty & Personal Care, Energy, Utilities & Industry, Fashion, Finance, Food & Drink, Household Products, Technology / Electronics, Travel

- | | |
|--|---------------------------------------|
| ● Disposing of waste responsibly | ● Talking about sustainability issues |
| ● Fair treatment / wages for workers | ● Other |
| ● Making changes to be more sustainable | ● Don't know / no opinion |
| ● Offering sustainable products / services | ● None of these |
| ● Reducing emissions / impact | |

Sustainability in Ads

Sustainability in Ads Attitudes

To what extent do you agree with the following statement?

Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree, Don't know / no opinion

- Brands that talk about sustainability in ads are trustworthy
- I am concerned about "greenwashing" (deception about sustainability) in ads
- I like to see sustainability talked about in ads

Sustainability in Ads Improvements

What would you like to see more of in ads?

- Brands providing evidence of their sustainability
- Creating or supporting sustainable campaigns
- Offering sustainability incentives (e.g. planting trees for purchases)
- Partnering with sustainable charities / companies
- Platforming public figures / activists
- Pledges to improve their sustainability
- Other
- None of these

Preference for People Used in Sustainability Ads

When you see ads that reference sustainability, who do you like to see included?

- Actors / actresses / TV stars
- Artists / musicians
- Athletes / sports professionals
- CEO / owner of the brand
- Climate activists
- Employees of the brand
- Individuals / consumers
- Scientists / academics
- Social media influencers
- Other
- None of these

Preference for Public Figures / Influencers Used in Sustainability Ads

When you see public figures in these ads, which of the following would you like them to be?

- Known for speaking out about the environment
- Living the values of sustainability
- Someone I aspire to be like
- Someone I can relate to
- Someone who interacts with their fans / audience
- Someone who represents me / my values
- Very successful
- Very well-known
- Other
- None of these

Note: This question is asked to respondents who state that they would like to see actors / actresses / TV stars, artists / musicians, athletes / sport professionals, climate activists, or social media influencers in ads that reference sustainability (gwi-usa-plus.q7711).

Sustainable Behaviors & Purchasing

Sustainable Behaviors

Which of the following do you try to do?

- Buy fewer products
- Buy products made locally
- Buy products with recyclable packaging
- Buy refurbished tech products
- Buy second-hand clothing
- Buy sustainably-made clothing
- Limit how much single-use plastic I use
- Make improvements to the energy efficiency of my home
- Make my own versions of household products
- Purchase seasonal produce
- Recycle
- Repair my clothes where possible
- Seek out carbon-neutral products / services where available
- Take fewer car trips
- Take fewer flights
- Use a reusable water bottle
- Use metal or glass straws instead of plastic ones
- Use more home-made items
- Use reusable shopping bags
- None of these

Sustainable Purchase Influencers

Which of the following are most important to you when purchasing a product?

- Biodegradable packaging / product
- Cruelty-free
- Ethical production practices
- Ethical treatment of workers
- Fairtrade
- My opinion of the CEO / owner of the brand
- Plastic-free
- Price
- Recyclable / repairable
- Sustainable packaging
- The location of manufacturing
- Vegan / plant-based
- Other
- None of these

Diversity, Equity & Inclusion

DE&I Definitions & Attitudes

DE&I Definitions

When you hear the term "diversity, equity and inclusion" (DE&I), which of the following things do you think of?

- Addressing the imbalance between people
- Celebrating all cultures
- Educating people on other cultures and lived experiences
- Reducing discrimination
- Supporting diverse-owned businesses / communities
- Providing equal opportunity for marginalized communities
- Valuing the differences between people
- Workplace initiatives
- Other
- None of these

DE&I Importance

How important is diversity, equity and inclusion (DE&I) to you?

- Very unimportant
- Somewhat unimportant
- Neither important or unimportant
- Somewhat important
- Very important
- Don't know / no opinion

Reasons for Caring About DE&I

Why is DE&I important?

- For providing fair and equal opportunities
- To be able to express yourself
- To be more accepting of people
- To better understand each other
- To feel safer
- To share new ideas
- Other
- None of these

Note: This question is asked to respondents who state that diversity, equity and inclusion (DE&I) is somewhat or very important to them (gwi-usa-plus.q7719).

Groups Needing Better DE&I

Which of these could benefit most from better DE&I efforts / initiatives?

Thinking about how these groups are treated in society.

- BIPOC people (Black Indigenous and People of Color)
- Disabled people
- Men
- Minority gender identities (e.g. transgender, non-binary, gender fluid)
- Minority sexual orientations (e.g. homosexual, bisexual, asexual)
- Neurodivergent people (e.g. those with autism, dyslexia)
- Older people
- People who are part of a religious group
- People who face discrimination / difficulty based on their physical size
- People whose first language isn't English
- People with mental illnesses
- Women
- Young people
- Other
- None of these

Sexual Orientations Needing Better DE&I

Which of the following sexual orientations could benefit most from better DE&I efforts / initiatives?

Thinking about how these groups are treated in society.

- Homosexuality
- Bisexuality
- Asexuality
- Pansexuality
- Other sexual orientation
- None of these

Note: This question is asked to respondents who select "Minority sexual orientations (e.g. homosexual, bisexual, asexual)" as a group that could benefit most from better DE&I efforts / initiatives (gwi-usa-plus.q7721).

Gender Identities Needing Better DE&I

Which of the following gender identities could benefit most from better DE&I efforts / initiatives?

Thinking about how these groups are treated in society.

- Agender / gender neutral
- Bigender
- Gender fluid
- Gender queer
- Non-binary
- Trans men / trans women
- Two spirit
- Other gender identity
- None of these

Note: This question is asked to respondents who select "Minority gender identities (e.g. transgender, non-binary, gender fluid)" as a group that could benefit most from better DE&I efforts / initiatives (gwi-usa-plus.q7721).

Groups Needing Better Representation

Which of these could benefit most from better representation?

Thinking about visibility in media, workplaces, products, and positions of power.

- BIPOC people (Black Indigenous and People of Color)
- Disabled people
- Men
- Minority gender identities (e.g. transgender, non-binary, gender fluid)
- Minority sexual orientations (e.g. homosexual, bisexual, asexual)
- Neurodivergent people (e.g. those with autism, dyslexia)
- Older people
- People who are part of a religious group
- People who face discrimination / difficulty based on their physical size
- People whose first language isn't English
- People with mental illnesses
- Women
- Young people
- Other
- None of these

Sexual Orientations Needing Better Representation

Which of these sexual orientations could benefit most from better representation?

Thinking about visibility in media, workplaces, products, and positions of power.

- Homosexuality
- Bisexuality
- Asexuality
- Pansexuality
- Other sexual orientation
- None of these

Note: This question is asked to respondents who select "Minority sexual orientations (e.g. homosexual, bisexual, asexual)" as a group that could benefit most from better representation (gwi-usa-plus.q7724).

Gender Identities Needing Better Representation

Which of these gender identities could benefit most from better representation?

Thinking about visibility in media, workplaces, products, and positions of power.

- Agender / gender neutral
- Bigender
- Gender fluid
- Gender queer
- Non-binary
- Trans men / trans women
- Two spirit
- Other gender identity
- None of these

Note: This question is asked to respondents who select "Minority gender identities (e.g. transgender, non-binary, gender fluid)" as a group that could benefit most from better representation (gwi-usa-plus.q7724).

Areas for Better Representation

Where could this group be better represented?

In the media / pop-culture, In products / services, In the workplace, In positions of power (e.g. CEOs, board leadership, politicians), None of these

- BIPOC people (Black Indigenous and People of Color)
- Disabled people
- Men
- Minority gender identities (e.g. transgender, non-binary, gender fluid)
- Minority sexual orientations (e.g. homosexual, bisexual, asexual)
- Neurodivergent people (e.g. those with autism, dyslexia)
- Older people
- People who are part of a religious group
- People who face discrimination / difficulty based on their physical size
- People whose first language isn't English
- People with mental illnesses
- Women
- Young people

Note: This question is asked to respondents who select "BIPOC people (Black Indigenous and People of Color)", "Disabled people", "Men", "Minority gender identities (e.g. transgender, non-binary, gender fluid)", "Minority sexual orientations (e.g. homosexual, bisexual, asexual)", "Older people", "People who are part of a religious group", "People who face discrimination / difficulty based on their physical size", "People whose first language isn't English", "People with mental illnesses", "Women", or "Young people" as sexual orientations that could benefit most from better representation (gwi-usa-plus.q7724).

Areas for Better Representation – Sexual Orientations

Where could this sexual orientation be better represented?

In the media / pop-culture, In products / services, In the workplace, In positions of power (e.g. CEOs, board leadership, politicians), None of these

- Homosexuality
- Bisexuality
- Asexuality
- Pansexuality

Note: This question is asked to respondents who select "homosexuality", "bisexuality", "asexuality" or "pansexuality" as sexual orientations that could benefit most from better representation (gwi-usa-plus.q7725).

Areas for Better Representation – Gender Identities

Where could this gender identity be better represented?

In the media / pop-culture, In products / services, In the workplace, In positions of power (e.g. CEOs, board leadership, politicians), None of these

- Agender / gender neutral
- Bigender
- Gender fluid
- Gender queer
- Non-binary
- Trans men / trans women
- Two spirit

Note: This question is asked to respondents who select "agender / gender neutral", "bigender", "gender fluid", "gender queer", "non-binary", "trans men / trans women" or "two spirit" as gender identities that could benefit most from better representation (gwi-usa-plus.q7726).

DE&I-Supportive Behaviors

Have you done any of the following in the last 6 months to support DE&I causes?

- Attended a protest
- Boycotted brands / organizations
- Chose to work in a company that supports DE&I
- Donated money
- Educated others (e.g. family, friends)
- Educated yourself
- Engaged with brands / organizations on social media
- Sought out diverse-owned businesses
- Supported businesses that are diverse, equitable and inclusive
- Volunteered
- Other
- None of these

DE&I Definitions & Attitudes: Gender Attitudes

Women's Empowerment Definitions

When you hear the term "women's empowerment", which of the following things do you think of?

- People respecting non-traditional gender roles
- Women and men earning equal pay
- Women feeling confident in their abilities
- Women feeling supported
- Women having careers
- Women having the same opportunities as men
- Women having the same resources as men
- Women occupying positions of power
- Other
- None of these

Women's Empowerment Attitudes

Which of the following statements do you agree with?

- There is still a long way to go for women to achieve equality
- I would like to see more women in positions of power in this country
- I would support a female presidential candidate
- I would describe myself as a feminist
- Women have a harder time in society than men
- None of these

Gender Attitudes

Which of the following statements about gender do you agree with?

- All genders should be treated the same
- Gender is on a spectrum (there are lots of possible genders)
- I am happy to use the preferred pronouns of whoever I'm speaking to
- I have at some point questioned my gender identity
- I support the right to self-identify gender
- I will buy / use products that are "for" a gender other than my own
- Prefer not to say
- None of these

DE&I Industry Actions

DE&I Industry Actions

What do you think this industry is doing well when it comes to DE&I?

Most Important DE&I Industry Improvement

Which is the most important thing for this industry to improve?

Beauty & Personal Care, Entertainment / Media, Fashion, Finance, Gaming, Pharmaceuticals / Medical Care, Sports, Technology / Electronics

- Cutting ties with those that engage in hate speech
- Creating inclusive ads
- Listening to diverse communities
- Offering an inclusive range of products / services
- Talking about DE&I issues
- Working to improve DE&I in their company culture
- Other
- Don't know / no opinion
- None of these

Representation & Inclusion in Products

Finding Inclusive Products

How easy is it for you to find the following?

Very difficult, Somewhat difficult, Neither difficult nor easy, Somewhat easy, Very easy, Prefer not to say

- Products that fit my size
- Products that are suitable for my hair
- Products that are suitable for my skin

Preferred Inclusive Product Ranges

Which of the following product ranges would you most like brands to offer?

- Gender-neutral product ranges (e.g. products for any gender)
- Inclusive of age (e.g. products for older and younger people)
- Inclusive of all hair types (e.g. products suitable for straight, curly, and afro hair types)
- Inclusive of all skin colors
- Inclusive of physical ability / disability
- Size-inclusive (e.g. sizes larger than XL)
- Other
- None of these

Inclusive Product Attitudes

Thinking of brands who offer inclusive product ranges, which of these do you agree with?

- I prefer to buy from them even if I can use "standard" product ranges
- It should be the norm to offer inclusive ranges
- They care about their customers needs
- They value diversity
- None of these

DE&I in Ads

DE&I in Ads Attitudes

To what extent do you agree with the following statement?

Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree, Don't know / no opinion

- Brands have a responsibility to create ads that feature diverse representation
- I like to see ads in different languages
- I prefer to see ads that have diverse representation
- The quality of ads that feature diverse representation is improving
- The representation of diverse groups in ads is improving

DE&I in Ads Improvements

Which of the following would improve diverse representation in ads?

- Better portrayals of diverse groups
- Celebrating diverse communities
- Ensuring diverse voices are represented
- Highlighting the hardships that minority groups face
- Partnering with charities / companies
- Platforming activists
- Pledges to create more inclusive products

- Pledges to improve workplace / hiring policies
- Support for social movements
- Other
- None of these

Feeling Represented in Ads

How often do you see people that look like you in ads?

- Never
- Rarely
- Sometimes
- All the time

Groups to be Better Represented in Ads

Which of the following would you like to see a more diverse range of in ads?

- Age groups
- BIPOC people (Black Indigenous and People of Color)
- Body types
- Disabilities
- Men
- Minority family types (e.g. adopted children, single parents, chosen families)
- Minority gender identities (e.g. transgender, non-binary, gender fluid)
- Minority sexual orientations (e.g. homosexual, bisexual, asexual)
- Neurodivergence (e.g. autism, dyslexia)
- Religious groups
- Women
- Other
- None of these

Sexual Orientations to be Better Represented in Ads

Which of the following sexual orientations would you like to see a more diverse range of in ads?

- Homosexuality
- Bisexuality
- Asexuality
- Pansexuality
- Other sexual orientation
- None of these

Note: This question is asked to respondents who state that they would like to see a more diverse range of minority sexual orientations (e.g. homosexual, bisexual, asexual) in ads (gwi-usa-plus.q7743).

Gender Identities to be Better Represented in Ads

Which of the following gender identities would you like to see a more diverse range of in ads?

- Agender / gender neutral
- Bigender
- Gender fluid
- Gender queer
- Non-binary
- Trans men / trans women
- Two spirit
- Other gender identity
- None of these

Note: This question is asked to respondents who state that they would like to see a more diverse range of minority gender identities (e.g. transgender, non-binary, gender fluid) in ads (gwi-usa-plus.q7743).

Preference for People Used in DE&I Ads

When you see ads that focus on diverse representation, who do you like to see included?

- Actors / actresses / TV stars
- Artists / musicians
- Athletes / sports professionals
- CEO / owner of the brand
- Activists
- Employees of the brand
- Individuals / consumers
- Scientists / academics
- Social media influencers
- Other
- Don't know / no opinion
- None of these

Preference for Public Figures / Influencers Used in DE&I Ads

When you see public figures in these ads, which of the following would you like them to be?

- Known for speaking out on DE&I issues
- Someone I aspire to be like
- Someone of a diverse / marginalized community group
- Someone who interacts with their fans / audience
- Someone who represents me / my values
- Very successful
- Very well-known
- Other
- None of these

Note: This question is asked to respondents who state that they would like to see actors / actresses / TV stars, artists / musicians, athletes / sport professionals, climate activists, or social media influencers in ads that focus on diverse representation (gwi-usa-plus.q7746).

DE&I in the Workplace

Note: These questions are asked to respondents who work full-time (30 hours+ per week), part-time (Less than 30 hours per week) or are a student (with additional part-time work)(gwi-usa.q8812046).

Importance of Workplace DE&I Action

How important is it that your workplace takes action to support DE&I?

- Very unimportant
- Somewhat unimportant
- Neither important or unimportant
- Somewhat important
- Very important
- Don't know / no opinion

DE&I Initiatives Offered in the Workplace

Which of the following DE&I initiatives are offered at your workplace?

- Bias training
- Celebrating a diverse range of holidays
- Education/ learning sessions

- Encouraging employees to share/display their pronouns
- Hiring DE&I officers
- Partnering with organizations that promote DE&I

- Promoting the use of inclusive language
- Don't know
- None of the above

Preferred DE&I Initiatives Offered in the Workplace

Which of these initiatives would you like to see at your workplace?

- Bias training
- Celebrating a diverse range of holidays
- Education / learning sessions
- Encouraging employees to share / display their pronouns
- Hiring DE&I officers

- Partnering with organizations that promote DE&I
- Promoting the use of inclusive language
- Other
- Don't know
- None of the above

Success of DE&I Initiatives Offered in the Workplace

How successfully do you think your workplace has implemented these initiatives?

- Very unsuccessfully
- Somewhat unsuccessfully
- Neither successfully nor unsuccessfully

- Somewhat successfully
- Very successfully
- Don't know / no opinion

Impact of DE&I Initiatives Offered in the Workplace

How big of an impact has the implementation of DE&I initiatives had in your workplace?

- No impact
- Little impact
- Some impact

- A large impact
- Don't know / no opinion

Social Issues & Activism

Important Social Issues / Movements

Which of the following issues / movements are important to you?

- Access to mental health help / care
- Access to sexual health help / care (e.g. HIV screening, contraception etc)
- Ageism
- Anti-fascism
- Anti-racism (e.g. Black Lives Matter)
- Body inclusivity / body neutrality
- Cyberbullying
- Disability rights / access
- Gender equality / sexism
- Healthcare reform
- LGBTQIA+ Pride
- Online misinformation
- Poverty
- Reducing / ending domestic violence
- Reducing / ending sexual harassment / abuse
- Reproductive rights (e.g. abortion access)
- Trans rights
- None of these

Most Important Social Issue / Movement

Which of the following do you think is the most important?

- Access to mental health help / care
- Access to sexual health help / care (e.g. HIV screening, contraception etc)
- Ageism
- Anti-fascism
- Anti-racism (e.g. Black Lives Matter)
- Body inclusivity / body neutrality
- Cyberbullying
- Disability rights / access
- Gender equality / sexism
- Healthcare reform
- LGBTQIA+ Pride
- Online misinformation
- Poverty
- Reducing / ending domestic violence
- Reducing / ending sexual harassment / abuse
- Reproductive rights (e.g. abortion access)
- Trans rights

Protest Attitudes

Which of the following statements do you agree with?

- I support protests as long as there is no violence / damage to private property
- The only way to create change is to cause disturbance
- The right to safely protest should always be protected
- We have a responsibility to protest if we feel that something is unjust in our society
- None of these

Activism Behaviors

Which of the following have you done in the last 6 months to support issues you care about?

- Attend community events
- Attend protests for issues I care about
- Boycott brands / organizations
- Contact my senator / local government
- Donate money
- Educate myself
- Engage people in discussion on social media
- Join an activist organization
- Post / repost material on social media
- Volunteered for an organization
- None of these

Mental Health & Wellbeing

Mental Health Feelings, Factors & Actions

Rating of Mental Health

How would you rate your mental health currently?

- Very bad
- Bad
- Neither good nor bad
- Good
- Very good
- Prefer not to say

Factors that Impact Mental Health

Which of the following, if any, are negatively impacting your mental health?

- Feelings of loneliness
- Financial situation
- Grief
- Lack of mental health support
- Low self esteem
- News / current events
- Past trauma
- Poor physical health
- Relationships
- Sleeping problems
- Social media
- Social stigmatization / discrimination
- Societal expectations of appearance
- Societal expectations of lifestyle
- Unemployment / difficulties finding work
- Work related stress
- Prefer not to say
- None of these

Social Media Feelings that Impact Mental Health

When using social media, do you ever feel any of the following?

- Disappointed that social media is so depended on
- Disturbed because of something I saw while scrolling
- Guilty for wasting time scrolling
- Hopeless about the state of the world
- Increased feelings of anxiety
- Increased feelings of loneliness
- Like everyone is having a better time than me
- Like everyone looks better than I do
- Tired because I spent so long scrolling
- Prefer not to say
- None of these

Note: This question is asked to respondents who state that "Social media" has negatively impacted their mental health (gwi-usa-plus.q7759).

Importance of Looking After Mental Health

How important to you is looking after your mental health?

- Very unimportant
- Somewhat unimportant
- Neither important or unimportant
- Somewhat important
- Very important
- Prefer not to say

Actions Taken to Relieve Poor Mental Health

Which of these have you done in the last month to relieve poor mental health?

- Be with friends / family
- Breathing exercises
- Cook / bake something
- Do something creative (e.g. create art, play a musical instrument)
- Eat something
- Exercise
- Gardening
- Go on social media
- Journaling
- Play a video game alone
- Play a video game with friends
- Practice meditation / mindfulness on my own
- Read something (e.g. a book)
- Self-care activities (e.g. aromatherapy, face mask, visit a spa)
- Shop / buy something
- Sleep / nap
- Spend time outside / go somewhere
- Spend time with animals / a pet
- Take breaks from online content / social media
- Take medication / supplements / vitamins
- Talk to someone
- Use relaxation content / apps (e.g. ASMR, guided meditation apps)
- Watch / listen to media (e.g. watch TV, listen to music / podcast)
- Prefer not to say
- None of these

Actions Taken to Seek Help for Poor Mental Health

Which of the following have you ever done to relieve poor mental health?

- Accessed a mental health charity support service
- Attended a meditation class
- Been prescribed medication for poor mental health
- Joined a community support group (in person / online)
- Seen a doctor / general practitioner
- Seen a psychologist / psychiatrist
- Seen a therapist / counselor
- Used online counseling / therapy app (e.g. Better Help)
- Prefer not to say
- None of these

Self-care

Self-care Definitions

When you hear the term "self-care", which of the following things do you think of?

- Looking after my body (e.g. following a healthy diet, exercising)
- Looking after my mental health (e.g. seeking professional help)
- Making time for activities that make me happy / relaxed
- Practicing mindfulness / reflection (e.g. expressing gratitude, journaling, being present)
- Products I can buy
- Spending time by myself
- Spending time on my appearance (e.g. skin care)
- Spending time with friends / family
- Other
- Prefer not to say
- None of these

Reasons for Purchasing Self-care Products

For what reasons have you bought self-care products?

- A friend / family member has recommended it to me
- As a gift for someone else
- I saw an influencer / celebrity talking about it
- To help me de-stress
- To help with feelings of pain
- To make me feel happy
- To reduce feelings of depression / anxiety
- To treat myself
- Other reason
- I don't buy self-care products
- Prefer not to say
- None of these

Mental Health & Healthcare in Society

Contributors to Poor Mental Health in Society

What do you see as the main contributors to poor mental health in society?

- Current events
- Lack of access to mental health support
- Low self esteem
- Poor physical health
- Poverty / financial struggles
- Relationship / family struggles
- Social isolation / loneliness
- Social media
- Societal expectations of appearance
- Societal expectations of lifestyle
- Stigmatization surrounding mental health
- I don't believe poor mental health is a big issue in society
- Other
- Prefer not to say
- None of these

Healthcare Access Attitudes

To what extent do you agree with the following statement?

Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree, Don't know, Prefer not to say

- I support healthcare reform
- I trust the healthcare system in my country
- I worry about being able to afford healthcare costs
- I worry about the data privacy of my health information
- I would like to see more of a focus on mental health in healthcare
- It is easy to access healthcare in my country
- The healthcare that I have access to is of good quality

Mental Health & Wellbeing in the Workplace

Note: These questions are asked to respondents who work full-time (30 hours+ per week), part-time (Less than 30 hours per week) or are a student (with additional part-time work)(gwi-usa.q8812046).

Mental Health Initiatives Offered in the Workplace

Which of these mental health initiatives / perks does your workplace offer?

(see answers to question below)

Preferred Mental Health Initiative Offered in the Workplace

Which of these would you most like to see at your workplace?

- Access to or subsidized therapy / counseling
- Access to wellbeing treatments (e.g. massages)
- Discounted / free gym membership
- Employee resource groups
- Extended breaks to accommodate health appointments
- Flexible working hours
- Free access to mental health apps (e.g. Headspace for work)
- Mental health training
- Seminars / talks given by professionals on how to support mental health
- Time off allowance for mental health
- Don't know
- Prefer not to say
- None of these

Importance of Poor Mental Health as a Workplace Issue

How important of an issue is poor mental health in the workplace?

- Very unimportant
- Somewhat unimportant
- Neither important or unimportant
- Somewhat important
- Very important
- Prefer not to say
- Don't know / no opinion

Contributors to Poor Mental Health in the Workplace

What do you see as the main contributors to poor mental health in the workplace?

- Few opportunities to learn / grow
- Inadequate / low compensation
- Inadequate management / organization
- Inadequate mental health training / education
- Lack of mental health support / resources
- Low employee recognition / appreciation
- Low levels of progression
- Microaggression(s)
- Not having someone to reach out to
- Poor quality working space
- Stigmatization of mental health issues
- Unreasonable expectations / workloads of employees
- Other
- Prefer not to say
- None of these

Additions

Environment & Sustainability

Sustainability Definition & Attitudes

Sustainability Attitudes

Which of these statements do you agree with?

- I trust what the mainstream media says about climate change
- I would choose to vote for a politician that cares about sustainability

Diversity, Equity & Inclusion

DE&I Industry Actions

DE&I Industry Actions

What do you think this industry is doing well when it comes to DE&I?

Most Important DE&I Industry Improvement

Which is the most important thing for this industry to improve?

Beauty & Personal Care, Entertainment / Media, Fashion, Finance, Gaming, Pharmaceuticals / Medical Care, Sports, Technology / Electronics

- Creating inclusive ads

DE&I in Ads

DE&I in Ads Attitudes

To what extent do you agree with the following statement?

Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree, Don't know / no opinion

- I like to see ads in different languages

Preference for People Used in DE&I Ads

When you see ads that focus on diverse representation, who do you like to see included?

- Don't know / no opinion

Mental Health & Wellbeing

Mental Health Feelings, Factors & Actions

Social Media Feelings that Impact Mental Health

When using social media, do you ever feel any of the following?

- Disappointed that social media is so depended on
- Increased feelings of anxiety
- Increased feelings of loneliness

Actions Taken to Relieve Poor Mental Health

Which of these have you done in the last month to relieve poor mental health?

- Gardening
- Read something (e.g. a book)

Self-care

Self-care Definitions

When you hear the term "self-care", which of the following things do you think of?

- Prefer not to say

Reasons for Purchasing Self-care Products

For what reasons have you bought self-care products?

- Prefer not to say

Mental Health & Healthcare in Society

Healthcare Access Attitudes

To what extent do you agree with the following statement?

- The healthcare that I have access to is of good quality (new statement)

- Prefer not to say (new answer option)

Mental Health & Wellbeing in the Workplace

Mental Health Initiatives Offered in the Workplace

Which of these mental health initiatives / perks does your workplace offer?

- Prefer not to say

Preferred Mental Health Initiative Offered in the Workplace

Which of these would you most like to see at your workplace?

- Prefer not to say

Importance of Poor Mental Health as a Workplace Issue

How important of an issue is poor mental health in the workplace?

- Prefer not to say

Contributors to Poor Mental Health in the Workplace

What do you see as the main contributors to poor mental health in the workplace?

- Prefer not to say

Removals

Environment & Sustainability

Sustainability Definition & Attitudes

Sustainability Attitudes

Which of these statements do you agree with?

- I vote for politicians that care about sustainability