

Rice University's Vikas Mittal and his co-author, Rajan Sambandam from the market research company TRC, surveyed a national sample of 522 adults aware of the oil spill using a scale where zero indicated complete disagreement and 10 indicated complete agreement.

Business & Society Public Opinion Study: Rice University

	Total	Republican	Independent	Democrat
The government should allow offshore exploration.	6.3	7.8*	6	5.4
Offshore drilling is critical for America to maintain its competitiveness.	6.7	8.2*	6.5	5.8
Based on this incident, I am more likely to support a ban on offshore drilling.	4.9	3.3*	5.3	5.8
The media coverage of the spill has been biased and negative when it comes to this spill.	5.1	6.8*	4.2	4.1
This spill shows that businesses need to be more socially responsible.	8.2	7.4*	8.5	8.7
Corporate social responsibility is just as important as corporate shareholder responsibility.	8.5	8*	9	8.7
Socially responsible corporations can also create a lot of wealth for their shareholders.	8.2	7.9	8.3	8.3

Total sample = 522 adults from an online U.S. panel.

* Indicates that the mean score for Republicans is statistically different than the mean score for Independent and Democrats.