



UNDERSTANDING MILLENNIAL ATTITUDES TOWARDS CONFLICT FREE MINERALS

Prepared by Penn Schoen Berland
December 2015

Objective & Methodology

Objective: To understand US Millennials' awareness of and attitudes toward conflict minerals, their use in technology, and the actions Intel is taking on this issue.



Method: Online quantitative survey



Timing: November 2015



Audience: N=500 US Millennials

Note: Data has been weighted to ensure a nationally representative sample of Millennials.

Margin of Error is +/- 4.38 at a 95% Confidence Interval



Key Findings



Nearly all Millennials (97%) believe it's important for a company to act in a way that benefits society. 9 in 10 believe that **large companies have the potential to have a positive impact**, but less than a quarter believe large companies are fulfilling that potential today.



Millennials also hold themselves accountable. 8 in 10 believe consumers have a responsibility to make sure products they buy don't use resources that harm society or the environment.



Awareness of conflict minerals is low. Only one third of Millennials have heard of conflict minerals, while over half are aware of responsible sourcing.



Unclear labeling is holding Millennials back from buying conflict-free, and nearly 8 in 10 said it would be helpful if companies indicated which products did not contain conflict minerals.

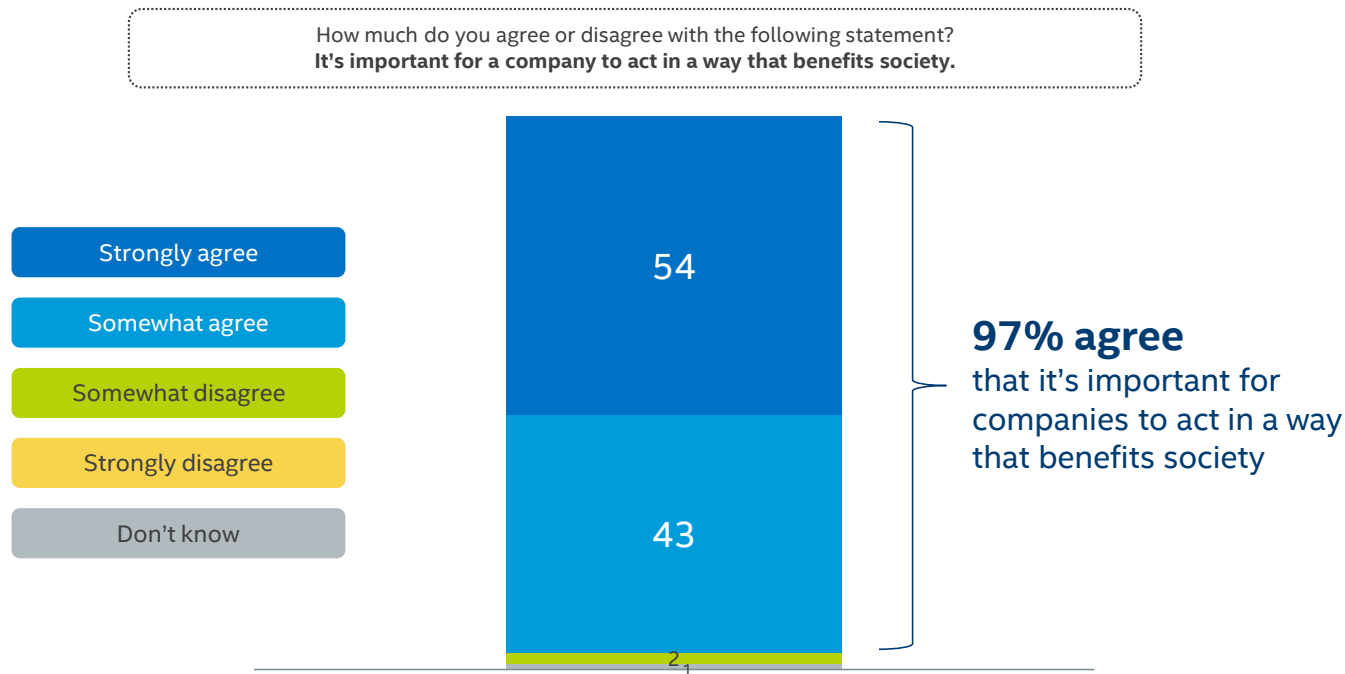


Almost half are unsure which companies are taking initiative in the conflict-free space, providing an opportunity for Intel to get credit for their initiatives in this space thus far.



After learning more about Intel's initiatives, over 2 in 3 say it exceeds their previous expectations of Intel's social responsibility. **8 in 10 think Intel is doing the right thing**, and **7 in 10 think other companies should be more like Intel** in handling this issue.

Nearly all Millennials believe it's important for a company to act in a way that benefits society



90% believe large companies have the potential to have a major positive impact on society

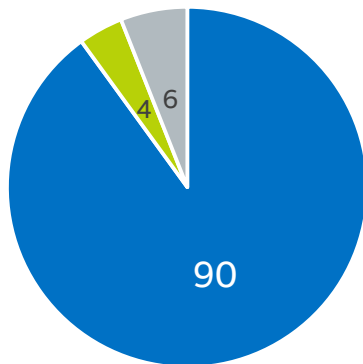
- However, only 23% believe that large companies are fulfilling that potential today

Which of the following best describes your opinion?

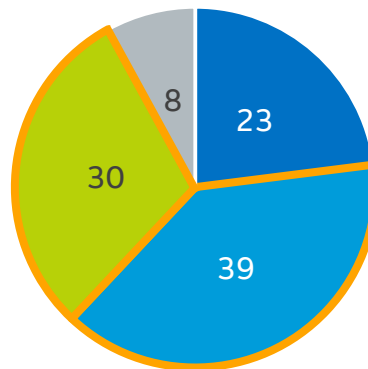
Large companies **have the potential** to have a major positive impact on society

Large companies **don't have the potential** to have a major positive impact on society

Don't know



Complete the sentence in the way that best represents your opinion:
Today large companies are having a...



Positive impact on society

Neutral impact on society

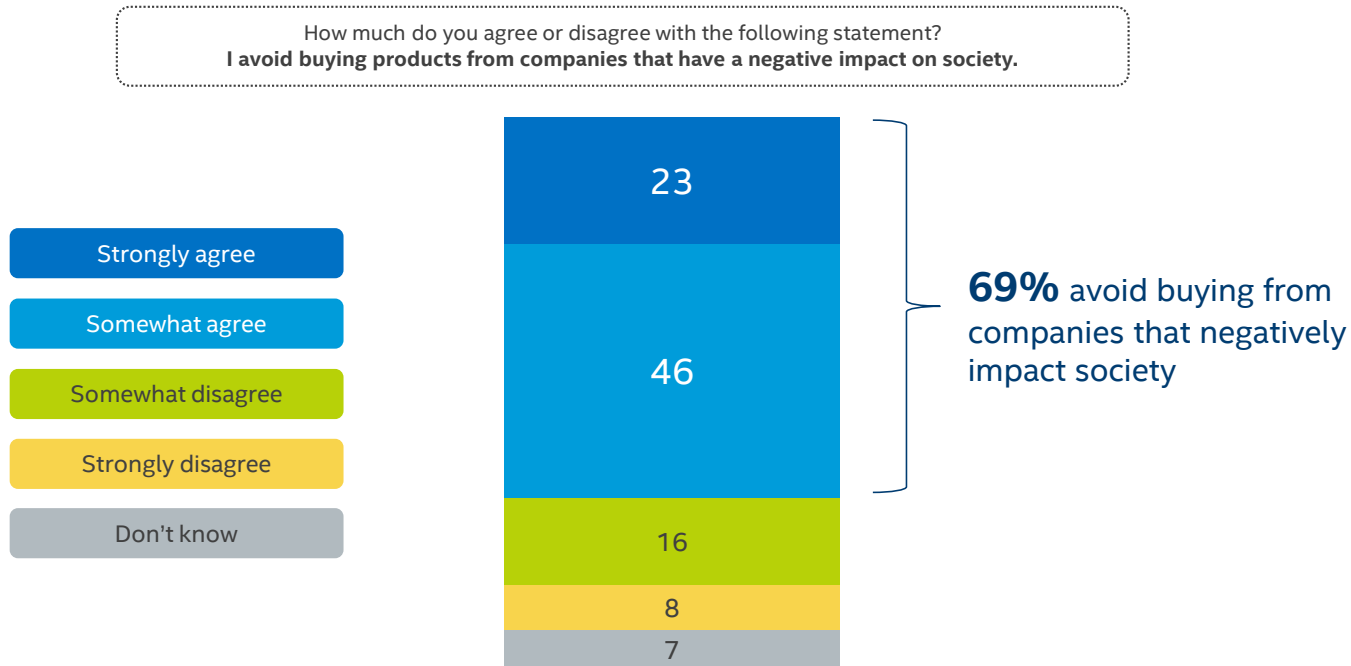
Negative impact on society

Don't know

69% say companies are having a **neutral to negative impact today**

Millennials avoid companies that aren't being socially responsible

- Nearly 7 in 10 avoid buying products from companies that have a negative impact on society



Millennials also hold themselves accountable to avoid products that produce harm



81% Believe **consumers have a responsibility** to make sure the products they buy don't use resources that negatively impact society or the environment

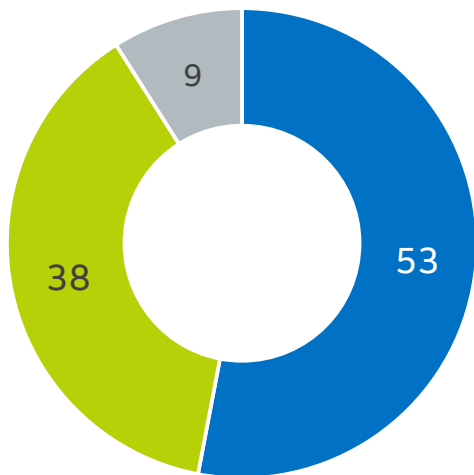
*Q: Which of the following best represents your opinion? Other answer choices included: Consumers don't have a responsibility to make sure the products they buy don't use resources that negatively impact society or the environment (13%); Don't know (6%)

RESPONSIBLE SOURCING

Just over half of Millennials have heard of responsible sourcing

- The internet is driving much of this awareness, with websites and social media being the top 2 sources of awareness

Have you heard of the term “responsible sourcing”?



Yes

No

Don't know

(Among those who have heard of responsible sourcing)
Where did you hear about the term “responsible sourcing”? Select any that apply. (Showing top 3 answers)*



40% Website



30% Social media



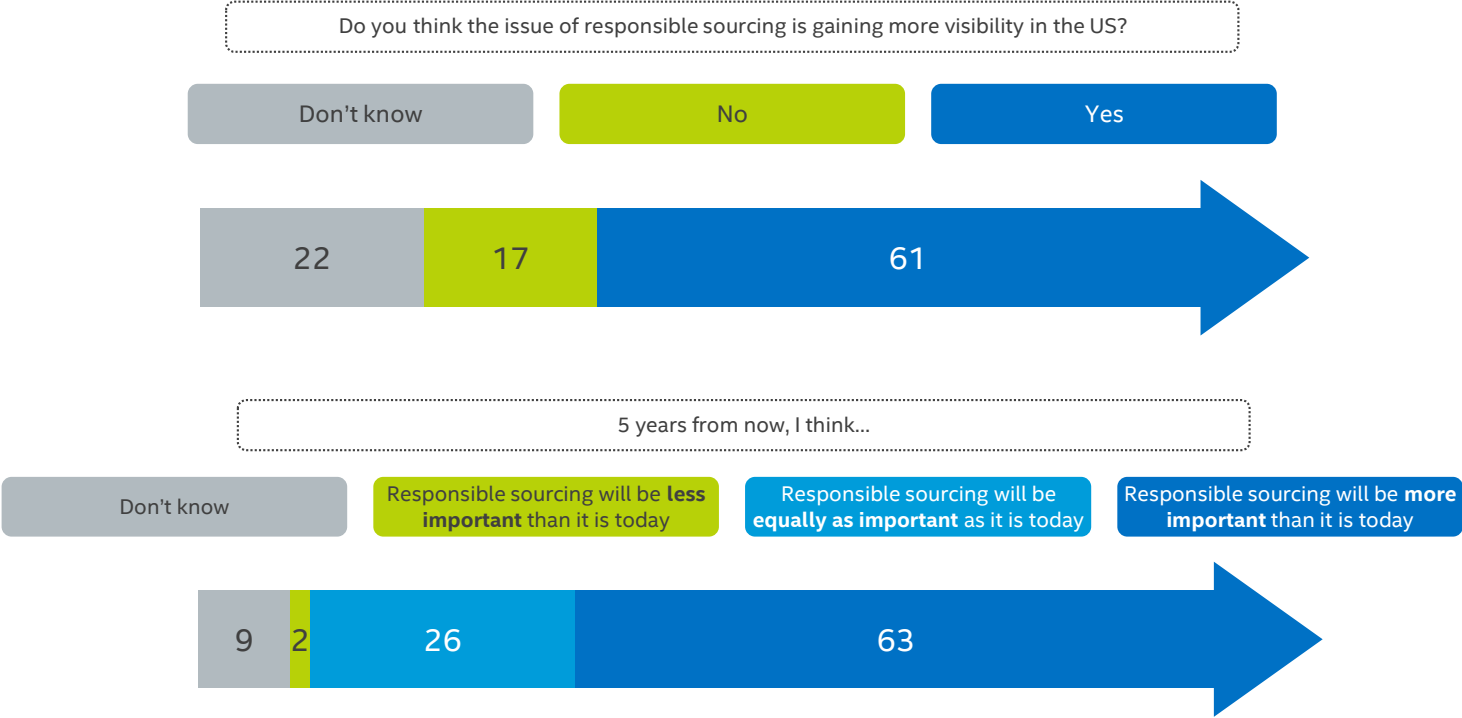
22% Media outlet (print, online or broadcast)

*Full table in appendix; N=266

Description shown to respondents

Just so we're on the same page, by “responsible sourcing,” we mean a voluntary commitment by a company to take into account social and environmental considerations when managing their relationships with suppliers.

Nearly 2 in 3 Millennials believe responsible sourcing is gaining more visibility in the US, and believe this issue will be more important in 5 years



But there's still room to grow: nearly 3 in 4 think more people need to be aware of responsible sourcing

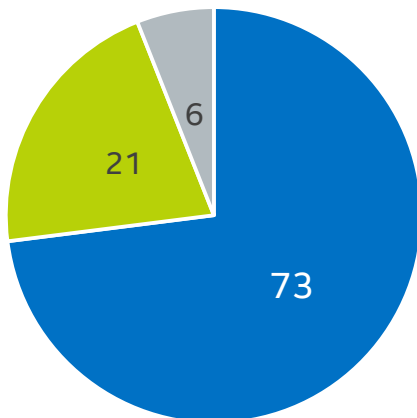
- And one third of Millennials say they don't know how often they purchase responsibly-sourced products

Which statement do you agree with more?

I think **more people need to be aware** of the issue of responsible sourcing

I think **there is enough awareness** about the issue of responsible sourcing

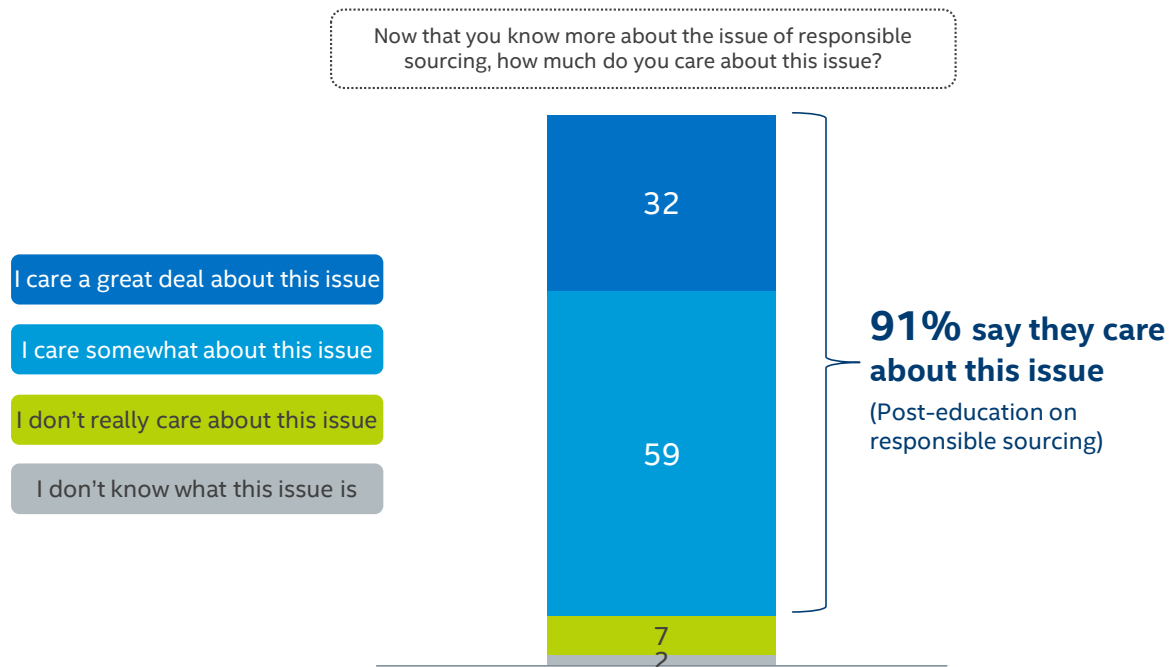
Don't know



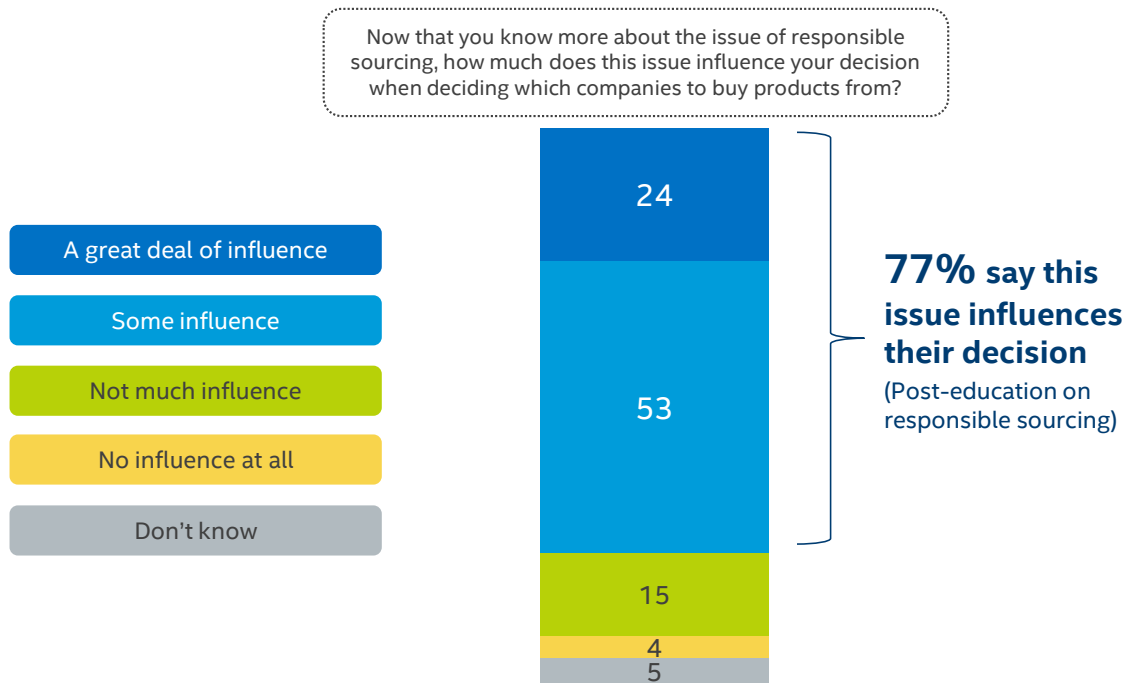
33% of Millennials say they **don't know** how often they purchase responsibly-sourced products*

*Q: How often do you typically purchase responsibly-sourced products? Full table in appendix

After seeing a description of responsible sourcing, 9 in 10 Millennials say they care about the issue, pointing to the need for education

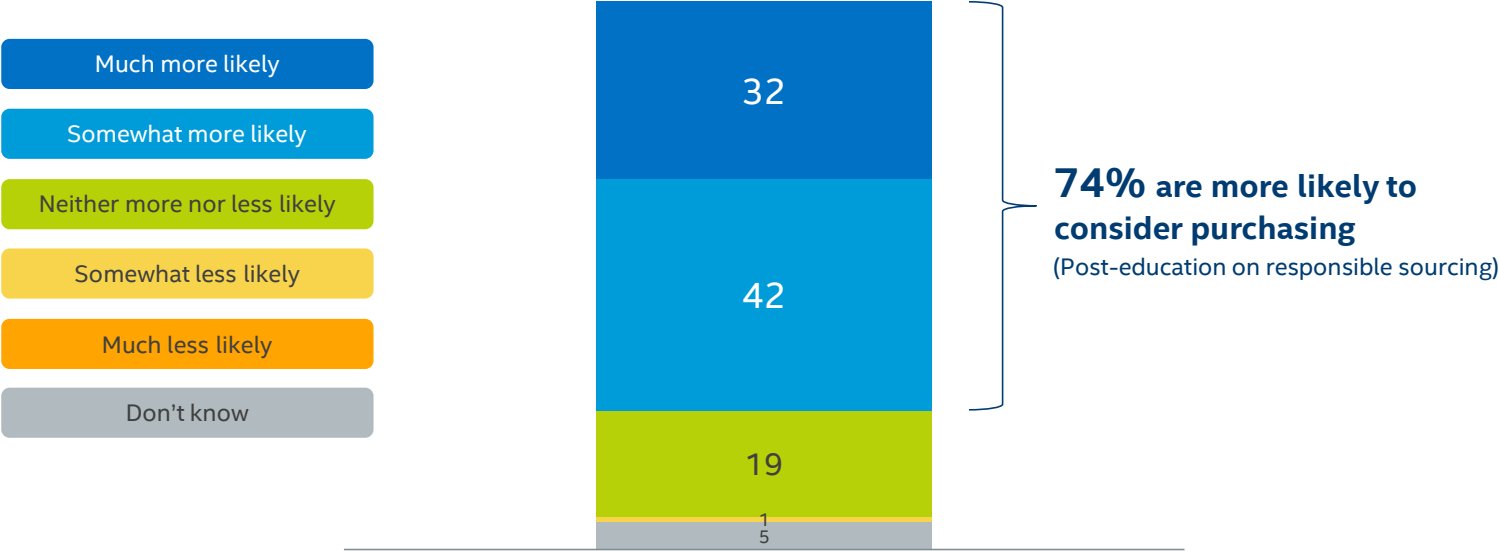


Over 3 in 4 Millennials say responsible sourcing influences their decision when deciding which companies to buy products from



And 3 in 4 Millennials indicate they would be more likely to consider purchasing from a tech company committed to responsible sourcing

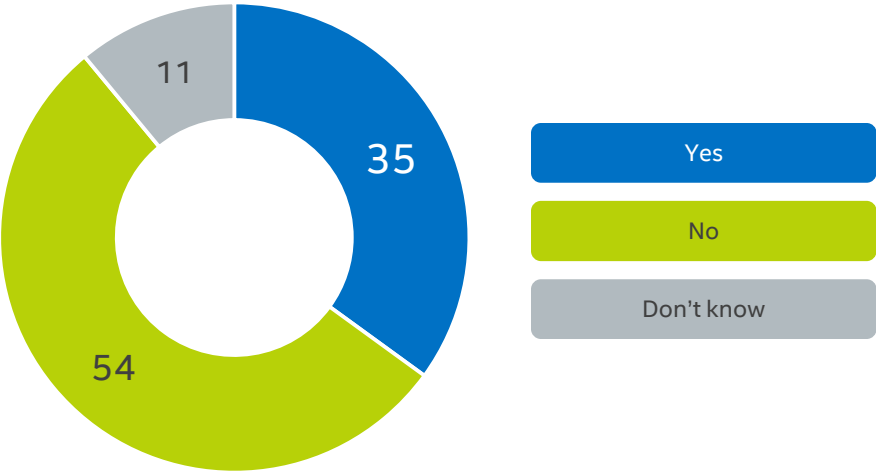
If you knew a technology company was making a public commitment to improve their efforts to responsibly source their products, how much more or less likely would you be to consider purchasing their products?



CONFLICT MINERALS

Only 35% have heard of conflict minerals; of those who have heard of conflict minerals, top sources of information include media outlets, websites, and social media

Have you heard of the term "conflict minerals"?



(Among those who have heard of conflict minerals)
Where did you hear about the term "conflict minerals"?
Select any that apply. (Showing top 3 answers)*



30% Media outlet (print, online or broadcast)



29% Website



29% Social media

*Full table in appendix; N=176

Description shown to respondents

Tantalum, tin, tungsten, and gold are referred to as conflict minerals. They are integral to the technology and other things we rely on every day. Everything from laptops, phones and tablets to cars, airplanes, lighting, and jewelry contain tin, tantalum, tungsten, and/or gold, which are referred to as “conflict minerals.” Militias and rebel groups sometimes fund their violent conflict with money derived from the sale of these minerals.

After having more information about conflict minerals, only 34% believe this issue is gaining more visibility and importance

- Indicating the need for continuing education and action on this issue

Do you think the issue of conflict minerals is gaining more visibility in the US?

Don't know

No

Yes

30

36

34

5 years from now, I think the issue of...

Don't know

Conflict minerals will be **less important** than it is today

Conflict minerals will be **equally as important** as it is today

Conflict minerals will be **more important** than it is today

19

4

29

48

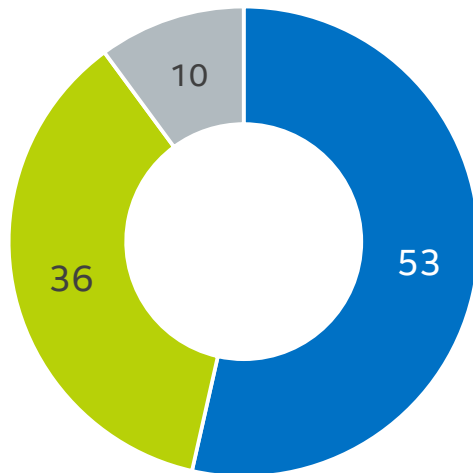
Millennials recognize the importance of raising awareness of this issue

- 75% think more people need to be aware and 53% would like even more information on conflict minerals



75% think **more people need to be aware** of the issue of conflict minerals

Now that you know more about the issue of conflict minerals, would you like even more information on this issue?



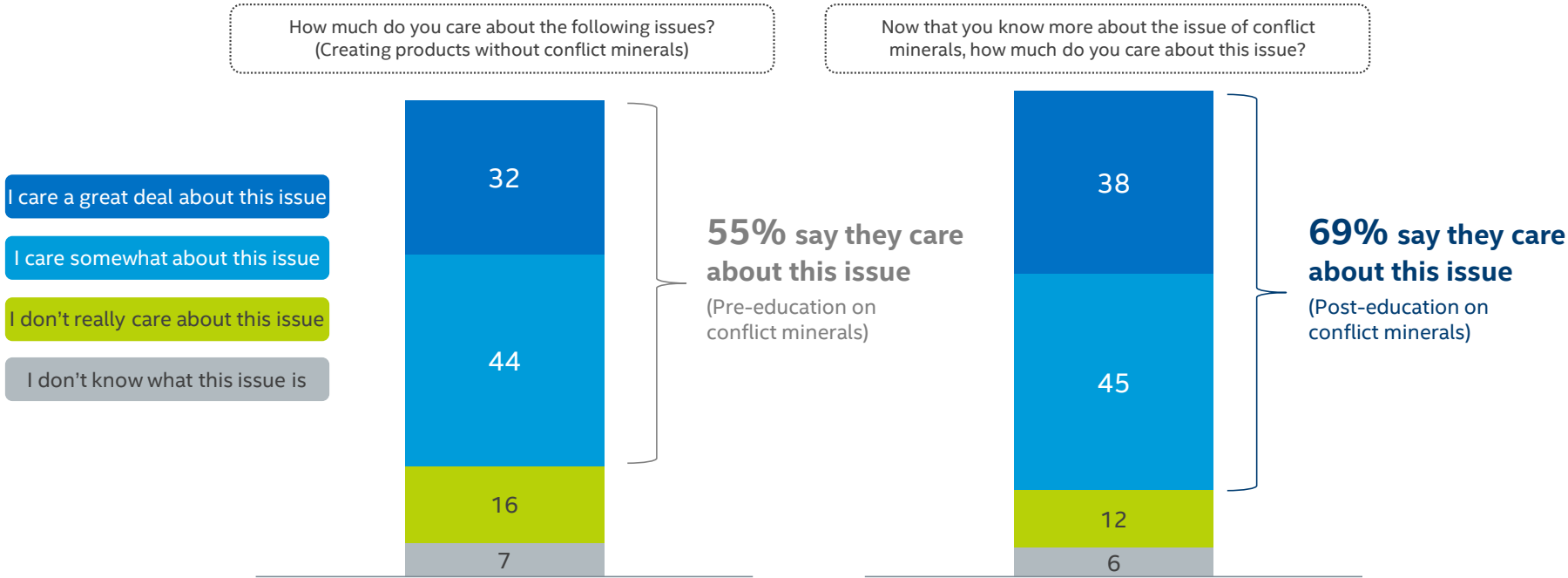
Yes

No

Don't know

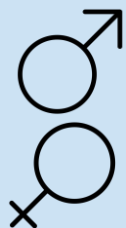
Q: Which statement do you agree with more? Other answer choices included: I think there is enough awareness about the issue of conflict minerals (12%); Don't know (13%)

As Millennials learn more, they also care more about the issue of conflict minerals



Those who care a great deal about conflict minerals tend to be older and have a higher household income

Care a great deal about the issue of conflict minerals* (N=190)



48% Male

52% Female



38% 18-24 years old

62% 25-34 years old

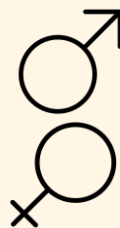


64% have conversations about political, social or economic issues and topics **frequently to all the time**



57% have a household income of **\$40,000 or more**

Don't really care about the issue of conflict minerals and **Don't know what this issue is*** (N=86)



41% Male

59% Female



51% 18-24 years old

49% 25-34 years old



29% have conversations about political, social or economic issues and topics **frequently to all the time**

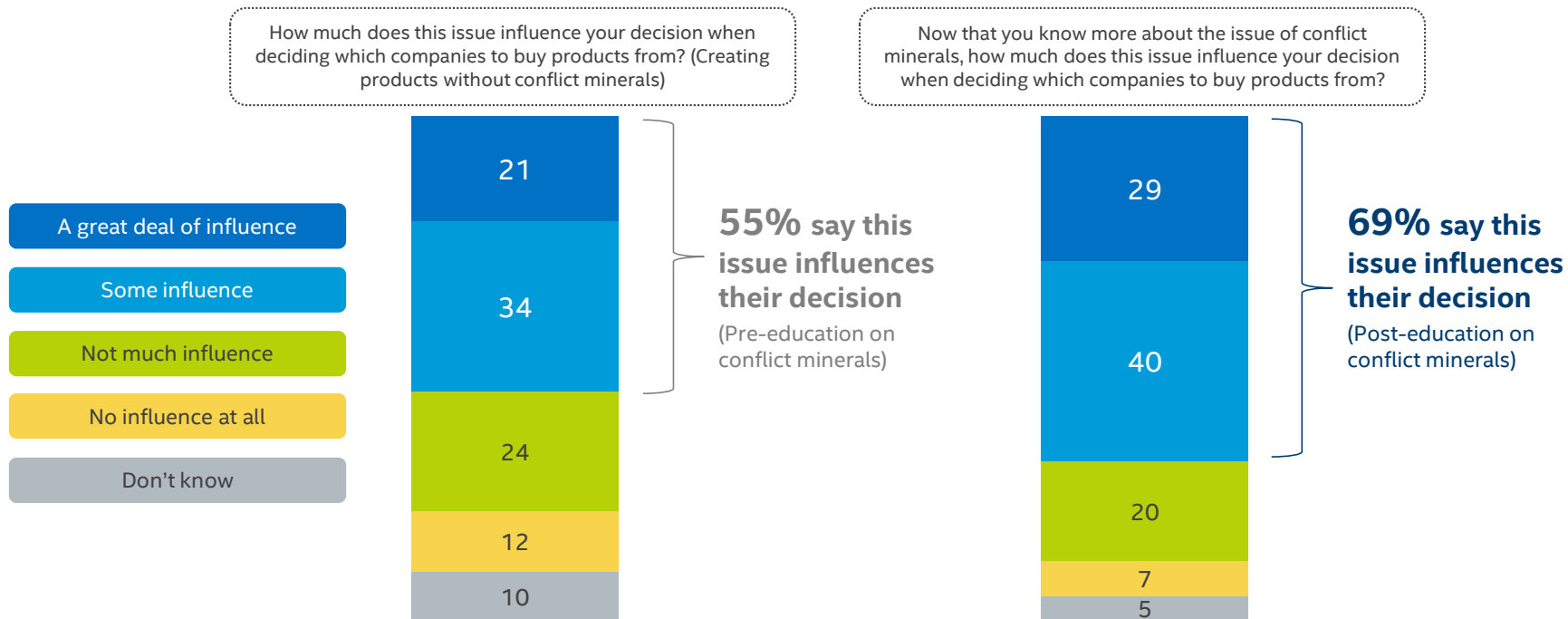


29% have a household income of **\$40,000 or more**

*Now that you know more about the issue of conflict minerals, how much do you care about this issue?

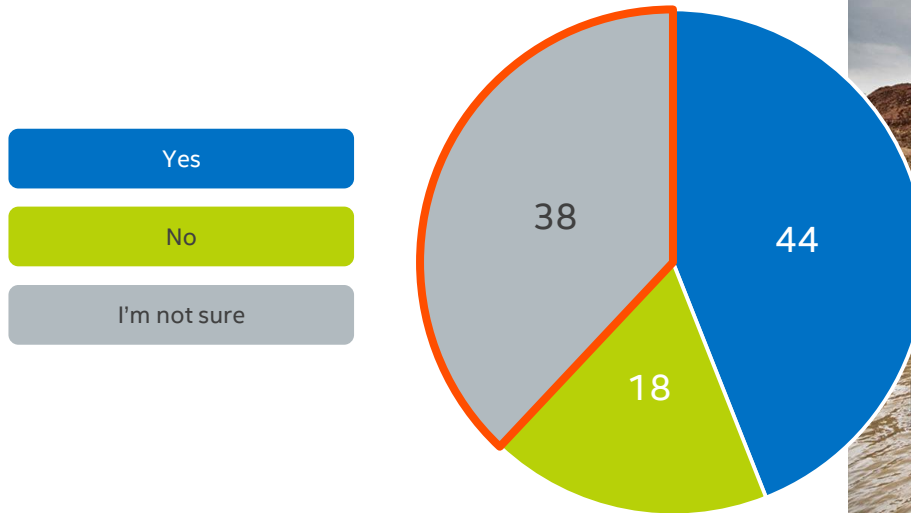
Education on conflict minerals can influence purchase decision

- 69% say this issue influences their decision when deciding which companies to buy products from



Though 38% are still not sure if they own products with conflict minerals in them, pointing to the need for education

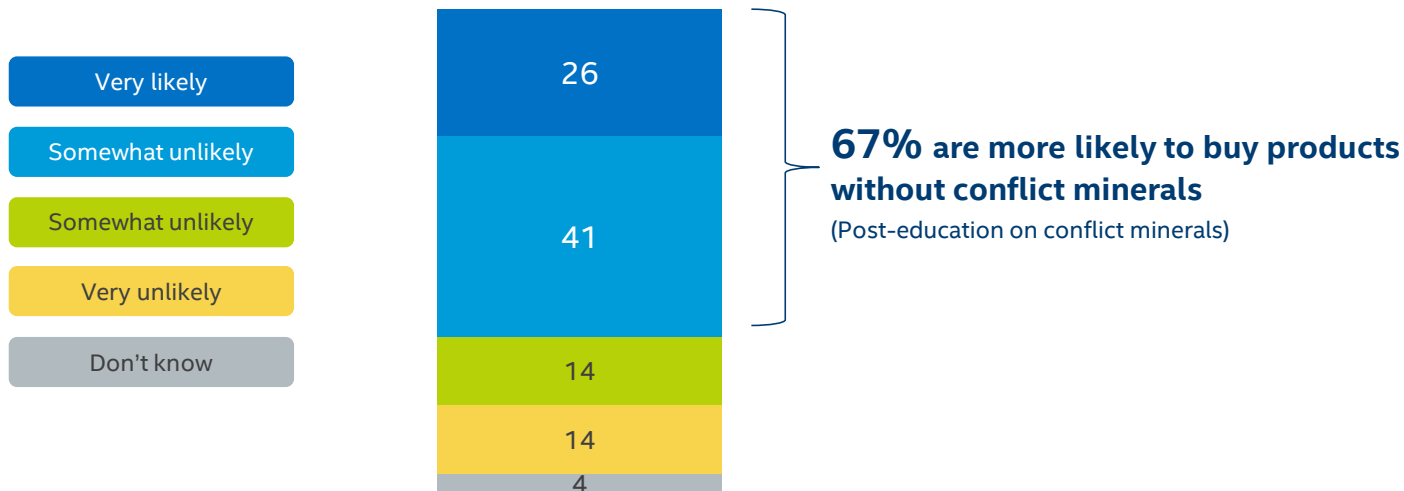
Now that you know more about the issue of conflict minerals, do you own any products with conflict minerals in them?



The desire is there to switch to conflict-free products, as 2 in 3 are likely to make sure they buy CF products the next time they shop

- But consumers need a clear way to know what they're buying so they can make that change

(Among those who own products with conflict minerals) You mentioned that you own products with conflict minerals in them. The next time you shop for these products, how likely are you to make sure you buy ones without conflict minerals?*



*N=221

Millennials need clear labeling to help them choose conflict free; unclear labeling is the #1 thing holding Millennials back from buying CF

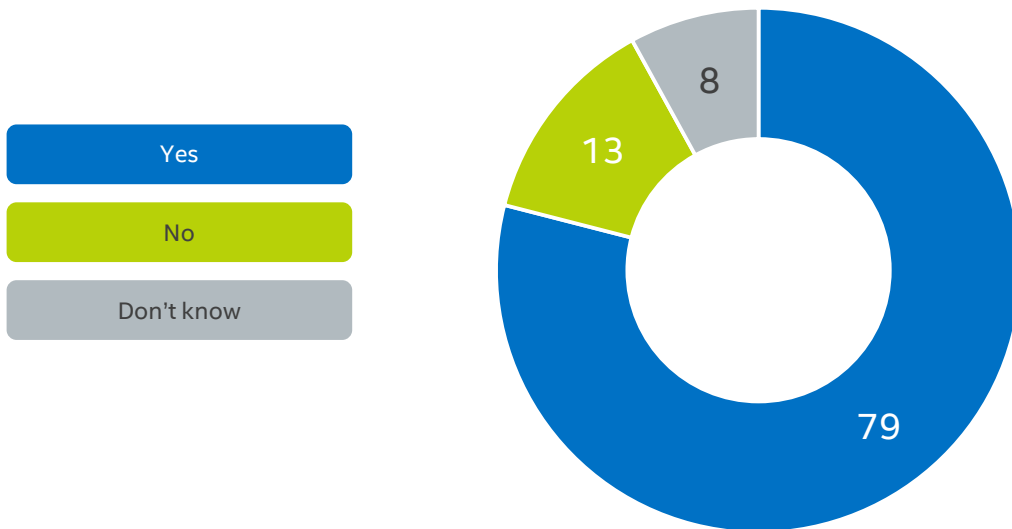
Which of the following factors would discourage you from buying products without conflict minerals in the future? Select any that apply.*



*Not showing "Other" (0%) and "Don't know" (12%)

Nearly 8 in 10 said it would be helpful if companies indicated on their packaging which products did not contain conflict minerals

Would it be helpful to you if companies indicated on their packaging which products did not contain conflict minerals?



Clear labeling was also the top factor Millennials say would make them *more likely to buy conflict-free products*

Which of the following factors would make you more likely to buy products without conflict minerals? Select any that apply.*



*Not showing "Other" (0%) and "Don't know" (14%)

Feeling better about money spent and defunding militants in conflict zones are top reasons Millennials would purchase conflict-free products

Why would you want to purchase products without conflict minerals? Select any that apply.*



49% To feel better about **where my money is going**



45% Help **defund militants** in areas of conflict



42% Support companies that pull resources from areas without conflict minerals



36% Raise awareness for this issue by buying these products and **sharing with friends & family**

*Not showing "Nothing – I don't care about conflict minerals" (11%), "Other" (1%), and "Don't know" (9%)

Millennials believe companies have a responsibility to avoid using resources that negatively impact society or the environment

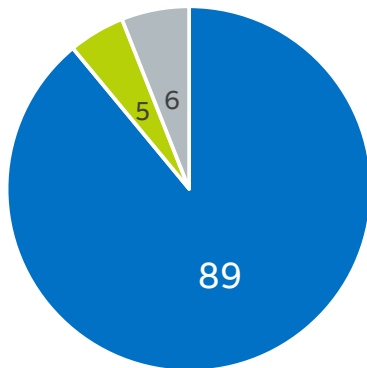
- Over half of Millennials think technology companies are responsible for taking action on the issue of conflict minerals

Which of the following best represents your opinion?

Companies have a responsibility to make sure their products don't use resources that negatively impact society or the environment

Companies don't have a responsibility to make sure their products don't use resources that negatively impact society or the environment

Don't know



Who do you think is responsible for taking action on the issue of conflict minerals? Select any that apply.*

52% Technology companies

50% Mineral suppliers

47% The US government

43% Local governments where conflict minerals are mined

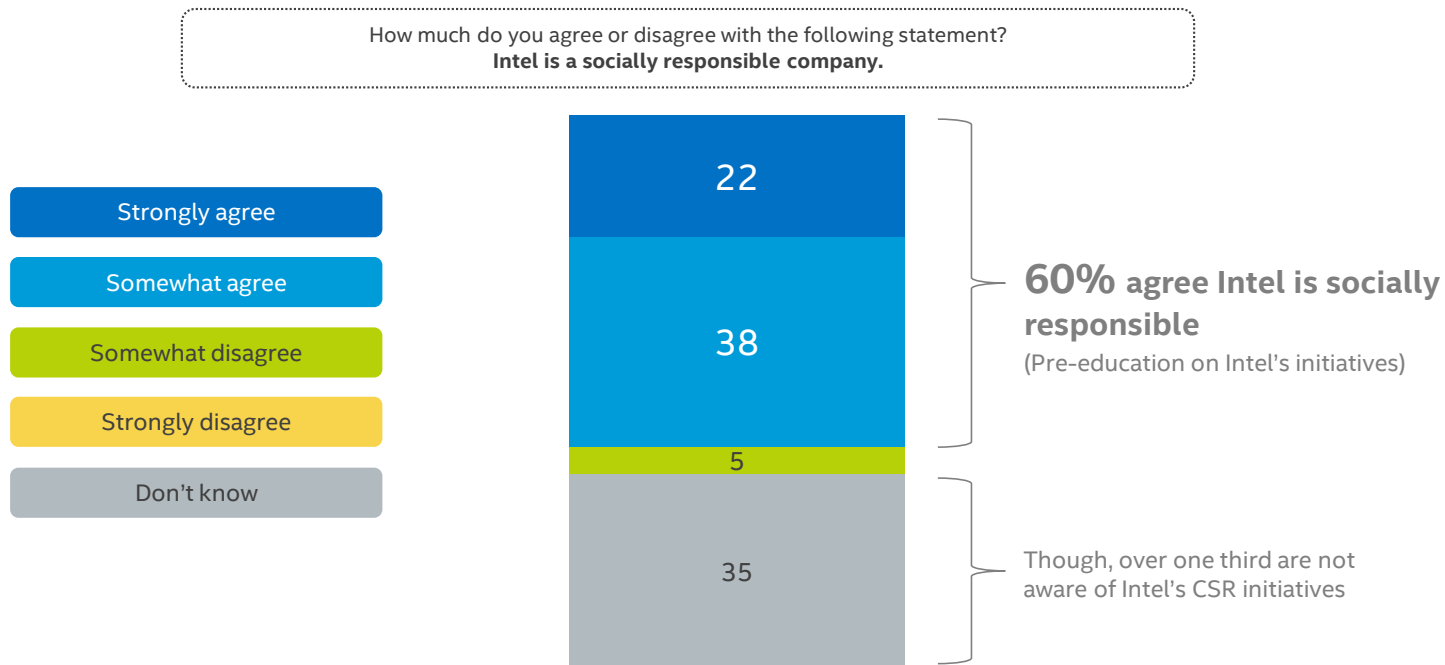
37% Consumers

26% NGOs

*Not showing "Other" (0%) and "Don't know" (17%)

INTEL'S ROLE IN CONFLICT-FREE

Intel already has a good reputation when it comes to social responsibility, though over one-third are not aware of Intel's CSR initiatives



Unaided, the majority of Millennials don't point to a specific company that is taking action on conflict minerals



70% of Millennials **do not**
associate any companies with taking
action on the issue of conflict minerals
when asked to name them top of mind*

*Q: Which companies, if any, do you associate with taking action on the issue of conflict minerals? (Open-ended) Full table in appendix.

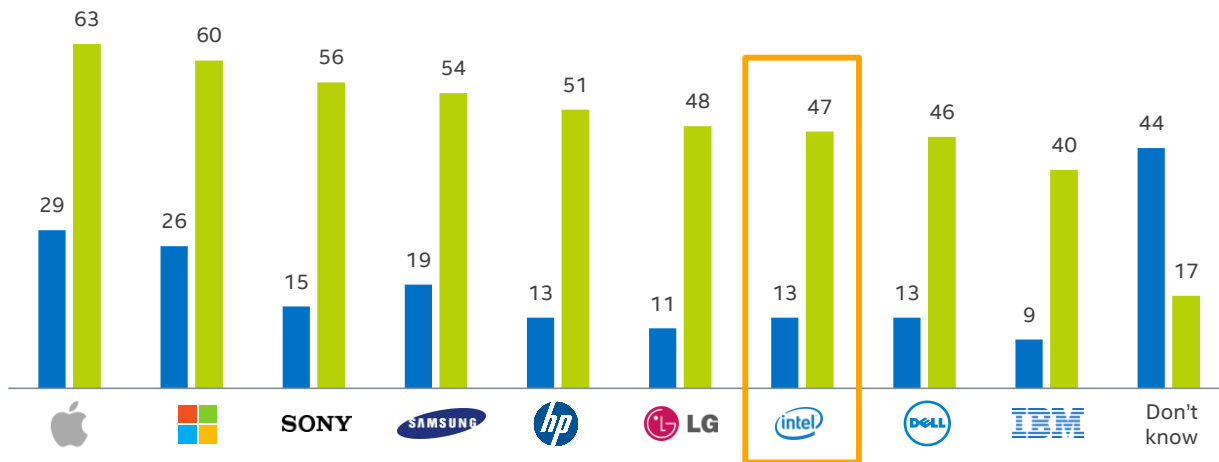
There is no clear tech industry leader when it comes to conflict-free, but Millennials are open to seeing Intel step into that role

- Nearly half said they would like to see Intel take action on the issue of conflict minerals

Specifically thinking about technology companies, which of the following...*

Do you believe **are currently taking action** on the issue of conflict minerals? (Select any that apply)

Would you **like to see take action** on the issue of conflict minerals? (Select any that apply)



*Not showing "None of the above" (10%) for companies currently taking action, and "None of the above" (2%) for companies like to see take action

Description shown to respondents



When Intel learned that some of its key mineral sources in the Democratic Republic of the Congo were funding militant groups, Intel had a choice to make. The easy option was to pull out of the war-torn DRC; the harder path was to invest in monitoring its supply chain to ensure no Intel dollars were getting into the wrong hands.

More than 5 million people have died from wars in Congo, which the U.N. ranks 186th out of 187 countries for development. Many Congolese rely on jobs mining native minerals like tungsten, tin and gold.

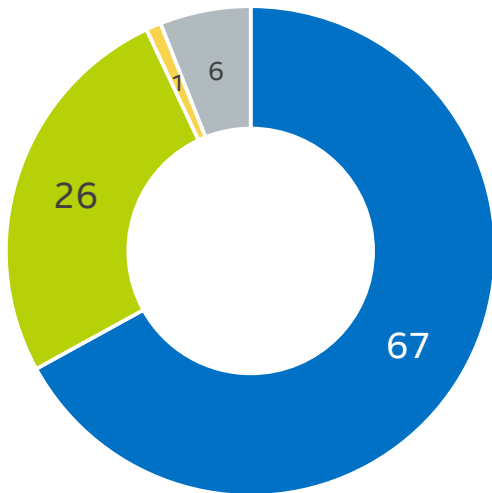
Intel became the first technology company to commit to remaining in the DRC, while ensuring that all minerals it purchases are “conflict-free.” Intel is also training other companies in effective supply chain monitoring, which has increased the number of conflict-free mines from one in 2011 to 16 today. The area is becoming more peaceful and there are more work opportunities for miners like Richard Bwira Kaningu, 37, who supports his children, his siblings and other family members – 18 people in all.

Now more Congolese are benefiting from their own hard work and their nation's resources, enabling them to provide a better future for their families. And consumers are able to support this effort by choosing technology that carries the blue conflict-free seal.

Millennials say Intel's CF work goes above and beyond their expectations

- Over 2 in 3 say it exceeds their previous expectations of Intel's social responsibility

Now that you know more about what Intel is doing regarding the issue of conflict minerals, which of the following best represents your opinion?



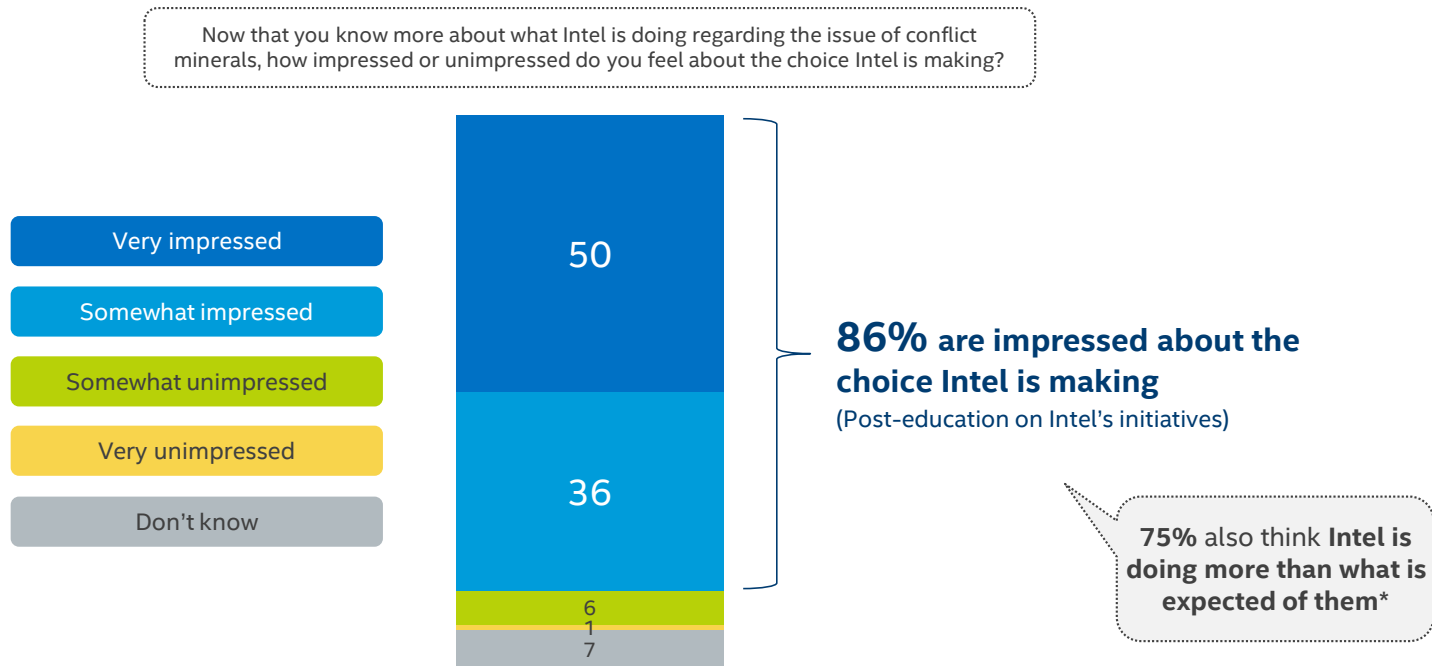
This **exceeds my previous expectations** of Intel's social responsibility

This is **on par with my previous expectations** of Intel's social responsibility

This **doesn't meet my previous expectations** of Intel's social responsibility

Don't know

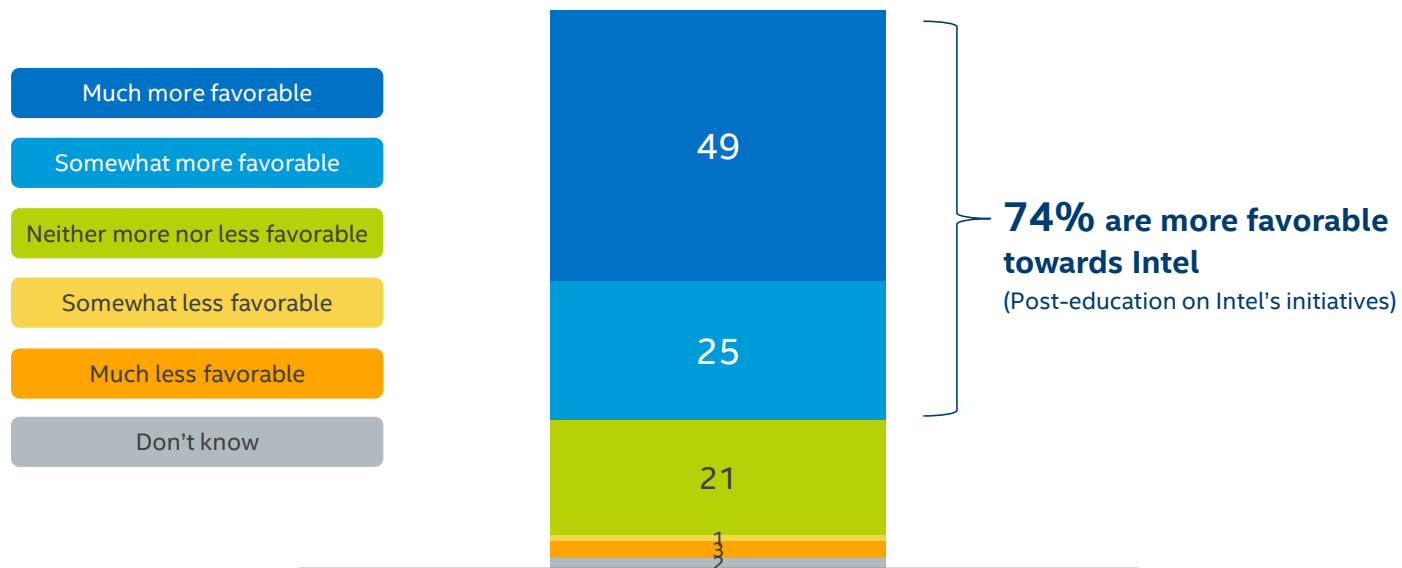
86% are impressed about the choice Intel is making, and 3 in 4 believe Intel is doing more than what is expected of them



*Q: Now that you know more about what Intel is doing regarding the issue of conflict minerals, do you think Intel is doing more than what is expected of them? Other answer choices included: "No" (16%) and "Don't know" (9%)

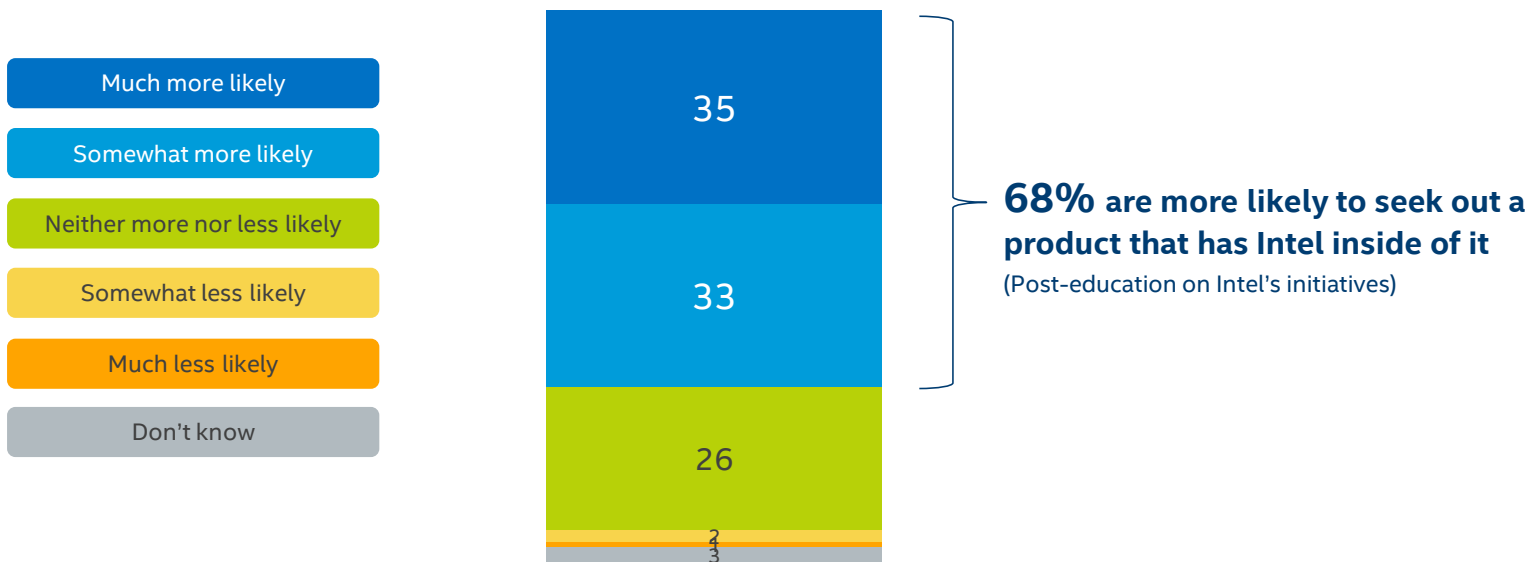
After being educated about Intel's actions on CF, nearly 3 in 4 Millennials say they're more favorable toward Intel

Now that you know more about what Intel is doing regarding the issue of conflict minerals, how much more or less favorable do you feel towards Intel?



Over 2 in 3 indicate they are more likely to seek out a product that has Intel inside of it

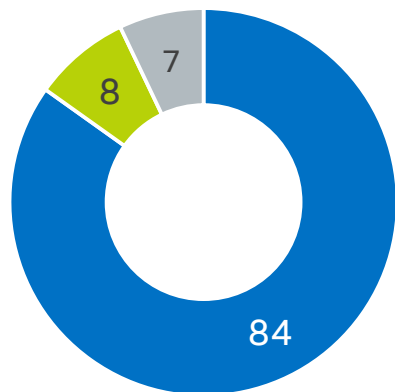
Now that you know more about what Intel is doing regarding the issue of conflict minerals, how much more or less likely are you to seek out a product that has Intel inside of it?



84% think Intel is doing the right thing, and 71% think other companies should be more like Intel in handling the issue of conflict minerals

- Indicating that Intel has the potential to be the industry leader on this issue

Now that you know more about what Intel is doing regarding the issue of conflict minerals, do you think Intel is doing the right thing?



Yes

No

Don't know

Now that you know more about what Intel is doing regarding the issue of conflict minerals, which of the following best represents your opinion?*

71% I think **other companies should be more like Intel** in how they handle the issue of conflict minerals

14% I think other companies should handle the issue of conflict minerals **differently than Intel**

8% I **don't care** how other companies handle the issue of conflict minerals

*Not showing "Don't know" (7%)

APPENDIX

Many hear of “responsible sourcing” through the Internet, either through websites or social media

(Among those who have heard of responsible sourcing) Where did you hear about the term "responsible sourcing"? Select any that apply.	All N=266
Website	40
Social media	30
Media outlet (print, online or broadcast)	22
Friend or family member	19
TV show or movie	18
Blog	15
Company or corporation	13
Nonprofit organization or advocacy group	12
Academic journal	7
Book	6
Other	3
Don't know	9

Nearly half of Millennials believe their generation cares more about responsible sourcing than previous generations

Which of the following best represents your opinion?	All
My generation cares more about the issue of responsible sourcing than previous generations	49
My generation cares about the issue of responsible sourcing the same amount as previous generations	26
My generation cares less about the issue of responsible sourcing than previous generations	17
Don't know	8

One third of Millennials don't know how often they purchase responsibly-sourced products

How often do you typically purchase responsibly-sourced products?	All
Never	2
Less than once a year	1
About once a year	4
A few times a year	14
About one a month	13
A few times a month	13
About once a week	10
A few times a week	8
Nearly every day	2
Don't know	33

Only 1 in 3 say they purchase responsibly-sourced technology currently

(Among those who purchase responsibly-sourced products) What type of responsibly-sourced products have you purchased? Select any that apply.	All N=323
Food & Beverage	80
Clothing/Apparel	65
Technology	33
Cars or transportation	17
Jewelry	13
Other	1
Don't know	2

Majority hear of “conflict minerals” through media outlets, websites and social media

(Among those who have heard of conflict minerals) Where did you hear about the term "conflict minerals"? Select any that apply.	All N=176
Media outlet (print, online or broadcast)	30
Website	29
Social media	29
TV show or movie	25
Company or corporation	17
Blog	16
Nonprofit organization or advocacy group	16
Friend or family member	13
Academic journal	12
Book	7
Other	1
Don't know	7

Before given additional info on conflict minerals, only 34% believed conflict minerals was relevant to the technology industry

Which of the following industries do you think the issue of conflict minerals is relevant to? Select any that apply.	All
Jewelry	43
Technology	34
Automotive/Transportation	28
Food/Beverage	25
Clothing/Apparel	20
Government	19
Healthcare	15
Education	7
Other	2
None of the above	1
Don't know	19

Unaided, the majority of Millennials do not associate any particular companies with taking action on conflict minerals

Which companies, if any, do you associate with taking action on the issue of conflict minerals? (Open-ended response, showing coded responses)	All
Diamond companies / Diamond jewelers / Jewelers (unspecific)	4
Technology (specific and unspecific)	3
Apple	2
DeBeers	2
Intel	2
Automotive (specific and unspecific)	2
Walmart	1
BP	1
Jewelers (specific)	1
Oil and gas companies (unspecific)	1
Don't know	70
Other companies	11

After reading more about conflict minerals, the issue's tie to violence and its application in everyday products stand out most to Millennials

After reading the description of conflict minerals, what stands out to you most? (Open-ended response, showing coded responses)	All
Related to violence/conflict	24
Conflict materials are used in many everyday products	16
Particular materials	14
Conflict minerals are in many technology products	13
Everything / It all stood out / Did not know about conflict minerals before	3
We need to fix the problem / We need to avoid conflict minerals/use conflict free minerals	3
Surprised at how many minerals are conflict minerals	2
Conflict materials are used in jewelry/uses diamonds	2
Conflict materials are used in other specific products	2
How valuable they are	2
That conflict minerals are related to items other than diamonds/jewelry	1
Don't know	9
Others	8

66% think that creating products without conflict minerals will have a positive impact on the lives of those in conflict regions

Now that you know more about the issue of conflict minerals, do you think efforts to create products without conflict minerals will have a positive impact on the lives of those in conflict regions?	All
Yes	66
No	12
Don't know	22

49% didn't know about the issue of conflict minerals before and wish they had known sooner

Now that you know more about the issue of conflict minerals, which of the following best represents your opinion?	All
I didn't know about this issue before today, and I wish I knew about it sooner	49
I didn't know about this issue before today, and I don't really care	20
I already knew about this issue before today	24
Don't know	7

After learning about the issue of conflict minerals, 62% are likely to avoid buying products in the future with conflict minerals

(Among those who do not own any products with conflict minerals or are not sure) How likely are you to make sure products you buy in the future are made without conflict minerals?	All N=279
Very likely	15
Somewhat likely	47
Somewhat unlikely	17
Very unlikely	6
Don't know	16

If a tech company were to commit to eliminating conflict minerals in all of its products, 68% would be more likely to consider purchasing their products

If a technology company were to commit to eliminating conflict minerals in all of its products, how much more or less likely would you be to consider purchasing their products?	All
Much more likely	31
Somewhat more likely	37
Neither more nor less likely	26
Somewhat less likely	1
Much less likely	1
Don't know	5

68% would feel more favorable towards a company that committed to eliminate conflict minerals from all of its products

If a company were to commit to eliminating conflict minerals in all of its products, how much more or less favorable would you feel about that company? Would it make you...	All
Much more favorable	35
Somewhat more favorable	33
Neither more nor less favorable	26
Somewhat less favorable	1
Much less favorable	0
Don't know	5

And after being educated, 63% say they are likely to avoid purchasing from companies that use conflict minerals in their products

Now that you know more about the issue of conflict minerals, how likely or unlikely are you to avoid purchasing from companies that use conflict minerals in their products?	All
Very likely	25
Somewhat likely	38
Somewhat unlikely	15
Very unlikely	7
Don't know	15

Learning more online, buying CF products, and discussing this issue with family and friends are top ways Millennials would like to get involved

In which of the following ways would you be interested in getting involved in the issue of conflict minerals? Select any that apply.	All
Learning more about this issue online	43
Buying products that do not contain conflict minerals	41
Telling friends and family about this issue	41
Finding out more about what actions companies are taking on this issue	40
Sharing posts on social media	28
Supporting nonprofit organizations or advocacy groups that address this issue	22
Don't know	22
Other	1

After hearing about what Intel is doing regarding conflict minerals, 81% care at least somewhat about the issue

Now that you know more about what Intel is doing regarding the issue of conflict minerals, how much do you care about this issue?	All
I care a great deal about this issue	38
I care somewhat about this issue	43
I don't really care about this issue	17
I don't know what this issue is	3