



Top Concerns U.S. Mothers Have About *Big Business*



June 2024

Prepared by

**Count on
Mothers**

Count of Mothers:

650



TABLE OF CONTENTS

01.

Study Overview.....3

02.

Methodology.....4

03.

Key Takeaways.....6

04.

Quantitative & Qualitative Data & Insights.....8

06.

Summary & Conclusion.....16

07.

Demographics.....18

08.

Appendix.....20



Top Concerns U.S. Mothers Have About Big Business

Count on Mothers provides policymakers, industry leaders, and advocates with firsthand, data-driven insights from a critical and often underrepresented group in public decision-making—mothers. Each issue we explore is selected based on what mothers themselves have said matters most to them. Our surveys are designed to reflect the voices of mothers across political ideologies, geographies, and socioeconomic backgrounds, making our findings both representative and resonant. Mothers are the largest group charged with the well-being of children in the U.S. Yet, their perspectives are rarely centered in public or corporate decision-making. This report amplifies their concerns regarding how large industries affect the health, safety, and future of children and families.

In June 2024, 650 mothers weighed in to identify the industries that most concern them from eight core areas, identify additional sectors of concern, and share open-ended comments. In addition, we asked mothers to share what they would say if they had a direct line to corporate leaders. Their answers reveal powerful, consistent concerns—cutting across ideology and geography—about safety, trust, and corporate accountability.

This study arrives at a critical moment. In the wake of rising public scrutiny of tech companies, debates about healthcare access, and continued concerns over food safety, mothers' voices are a vital source of grounded, real-world perspective. Their insights reflect daily frontline experience—not only as caregivers, but as decision-makers navigating opaque and often harmful systems. These experiences are too often overlooked in boardrooms and policy debates.

Mothers identified politically within the given choice of very conservative, conservative, moderate, liberal, or very liberal. Count on Mothers tallies political affiliation, states of residence, and zip codes in order to ensure a reflective sample and to study where mothers agree regardless of ideology or region. After analyzing mothers' opinions from the survey, we take this aggregate data and share it with policymakers and the public so they are educated on mothers' firsthand experiences and views on policies, products, or practices that affect children and families.

As industries face new scrutiny and whether policymakers consider reforms related to online safety, food regulation, healthcare access, and consumer protection, this study offers timely, actionable insight. It is not just a snapshot of mothers' concerns—it is a roadmap for restoring trust, realigning corporate priorities, and shaping a safer future for families.



METHODOLOGY

Design

A cross-sectional survey distributed in June 2024, built around industry sectors known to significantly affect families.

Instrument

The survey included both closed-ended questions (multiple choice, pick top 3) and open-ended questions to allow for elaboration and qualitative insights. Mothers were asked to identify concerning industries, submit additional sectors, and provide direct commentary to corporate leaders. The survey also assessed mothers' political ideology and state/ zip code of residence to better understand the background of the sample.

Statistical Analysis

For the open-ended questions, verbatim responses were grouped into the most applicable categories. For demographic characteristics, we evaluated differences between groups using chi-square tests. The statistical significance level was set at 0.05. This means that if a particular characteristic has a p-value of 0.05 or less, we can be 95% certain that the difference in the groups is not attributed to chance alone. The lower the p-value, the more confident we can be that there are true differences between the groups. JMP®, Version 17.0.0. SAS Institute Inc., Cary, NC, 1989–2023 was used for data analysis.

Sampling Procedure

Count on Mothers employs both purposive and snowball sampling strategies. Concerted efforts were made to advertise and distribute the survey to and invite participation of as many mothers as possible. Surveys were distributed across political and geographic lines via targeted social media campaigns (Google and Instagram) and community group outreach. Mothers were also encouraged to share the survey within their networks.

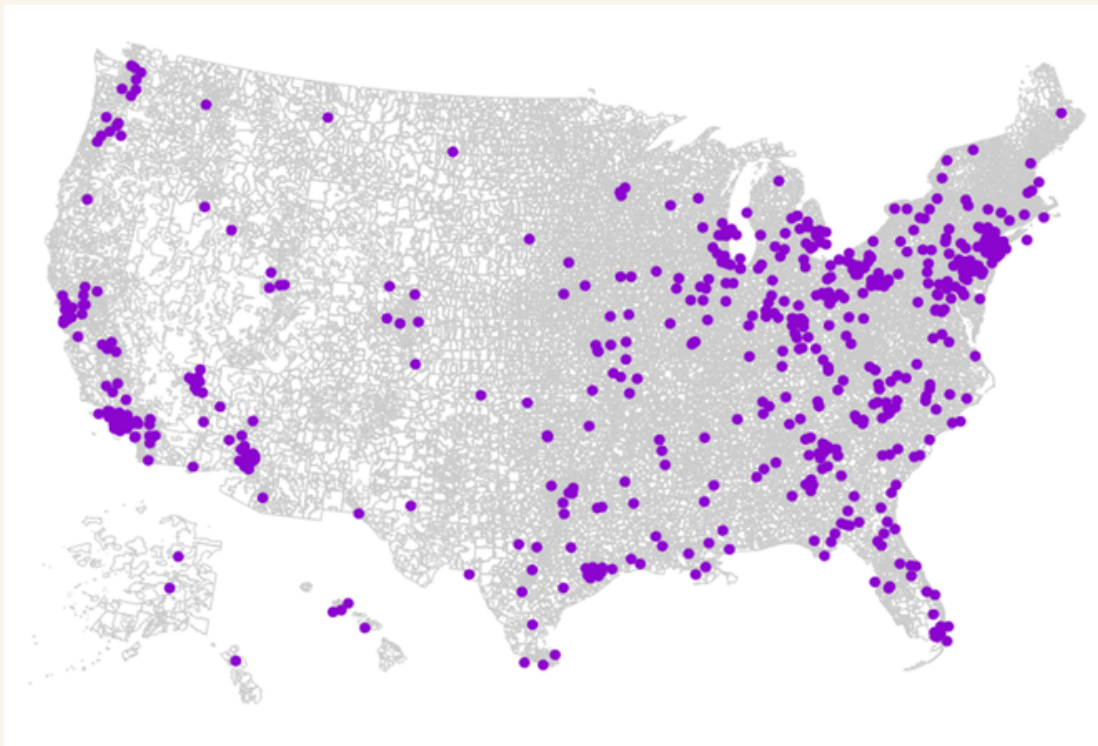


Sample

650 Mothers from **47** states completed the survey focused on big businesses and industries of concern. Efforts were made to ensure that survey respondents reflected a range of political ideologies, from very conservative to very liberal. Of the **621** Mothers who identified politically, **9.3%** identified as very conservative, **19.5%** identified as conservative, **39.5%** identified as moderate, 20.0% identified as liberal and **9.8%** identified as very liberal, and **1.9%** identified as other.

While national data on mothers' political ideologies has not been identified, studies have examined the political ideologies of women, in general. According to a recent Gallup Poll (2021), **32%** of women identified as conservative, **37%** of women identified as moderate, and **29%** of women identified as liberal. Count on Mothers will continue to invite the participation of Mothers across the political spectrum so that our sample closely mirrors these national trends.

Thank you to all of the moms who joined the count!





KEY TAKEAWAYS

1. Mothers Across America Share Deep Concerns About Corporate Impact on Families

Despite political and geographic lines, mothers are unified in their distrust of corporate decision-makers. Across all ideologies and regions, they voiced concerns about industries that affect their children's safety, development, and health. Their feedback reveals not just dissatisfaction—but a deep belief that many companies knowingly harm families in the pursuit of profit.

2. Food, Tech, and Health Insurance Are the Most Troubling Industries

The top three industries mothers are concerned about for the safety and health of their children:

- Food & Drug Manufacturers (58.5%)
- Tech Companies (41.8%)
- Health Insurance Companies (41.4%)

These sectors intersect intimately with family life—dictating what children eat, how they interact with the world, and how they access care. Across comments, mothers described these industries as unaccountable, profit-driven, and dangerously unregulated.

3. Social Media and Healthcare Providers Emerge as Distinct Areas of Concern Beyond the Prompted Categories, Many Mothers Pointed To:

- Social media companies, as an especially harmful subsets of tech—with algorithm-driven addiction and mental health fallout for kids.
- Healthcare providers, not just insurers, for dismissiveness, poor communication, and rushed care that leaves mothers feeling powerless.

4. Childcare and Education Are Flashpoints of Systemic Frustration

Though not traditionally seen as corporate sectors, mothers named childcare and education among the top issues. Concerns focused on access, affordability, and the encroachment of privatization, highlighting the pressure mothers face in navigating systems that are increasingly commodified yet vital to their ability to work and parent.

5. The Overwhelming Sentiment Toward Business Leaders Is Negative

More than 80% of mothers expressed negative sentiment when asked what they would say to corporate leaders. Only 5% expressed anything positive. Their messages are clear and emotional:



“You put profits before people.”
“Stop poisoning our food.”
“You’re knowingly harming our kids.”

6. A Politically Reflective Sample Reveals Shared Priorities

Mothers across the ideological spectrum expressed similar fears, even when they chose different language or ranked industries differently. While partisan divisions remain on some topics (like firearms or oil and gas), the core message is bipartisan: families feel unprotected, unheard, and unprioritized by major industries.

7. This Is a National Wake-Up Call for Industry and Policymakers

Mothers are not only caretakers—they are informed stakeholders and frontline observers of how policies and products affect children. Their unified call for change is grounded in lived experience and shared national frustration. Any policymaker or executive serious about family well-being must begin with what mothers are saying here.

“YOU PUT PROFITS BEFORE PEOPLE.”

“STOP POISONING OUR FOOD.”

“YOU’RE KNOWINGLY HARMING OUR KIDS.”

**- MOTHERS FROM ACROSS THE U.S. ON THEIR
FEELINGS TOWARDS BUSINESS LEADERS**



This is not passive discontent—it is moral outrage



QUANTITATIVE & QUALITATIVE DATA & INSIGHTS

Core Concerns Are Rooted in Safety and Health

When asked which industries or sectors they would most want to address, mothers' top three concerns were **food and drug manufacturers (58.5%)**, **tech companies (41.8%)**, and **health insurance companies (41.4%)** (See Figure 1). These results are not only statistically significant, but thematically consistent: each of these industries touches families' daily lives and well-being—often in intimate, high-stakes ways.

If you had an opportunity to voice your concerns as a mother to leaders of large businesses, which industries or sectors would you most strongly want to address?

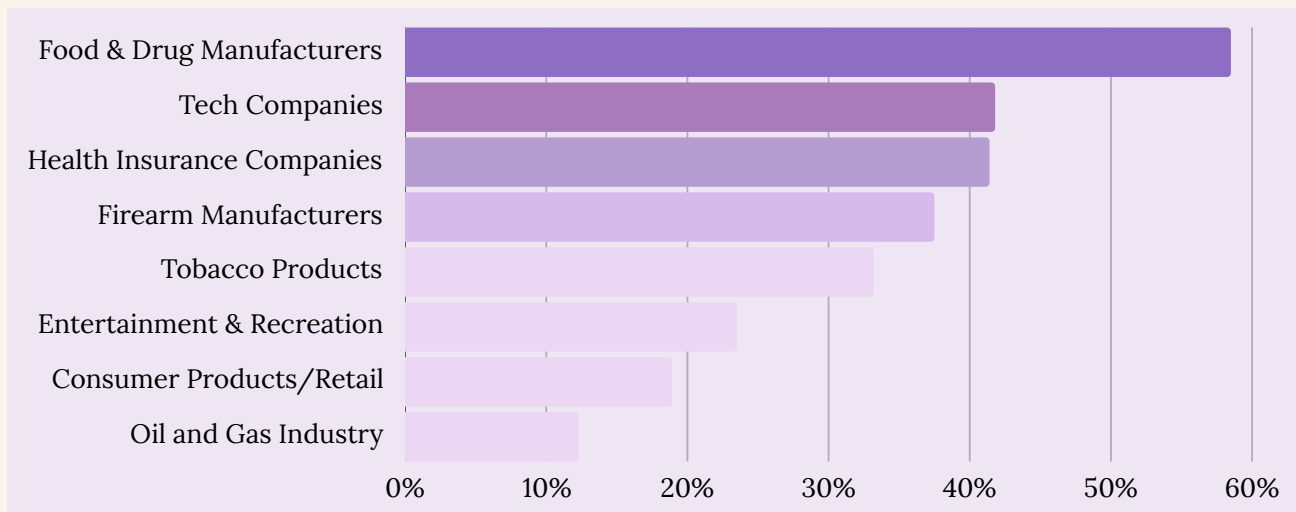


Figure 1. Industries of Most Concern to Mothers

1. Food & Drug Manufacturers (58.5%)

This industry topped the list by a considerable margin, and the open responses clarify why: mothers do not trust what's in their food or pharmaceuticals. Many referenced “poisonous ingredients,” chemicals, or additives they believe are harming their families. Several explicitly named children’s snacks, baby foods, and over-the-counter medications as products of concern.

Mothers seem to feel a double betrayal here: not only do they suspect companies of prioritizing profit over safety, but they also believe regulatory agencies are either complicit or ineffective. The widespread accessibility of processed foods and the opacity around sourcing and labeling practices only reinforce these concerns.

“Stop filling our foods with poison and bad ingredients.” – Moderate mother from Ohio
“Food manufacturers must stop putting profit over people.” – Moderate mother from Florida



These comments show not only frustration, but also a sense of helplessness when it comes to shielding children from harm. The level of concern suggests that this is not about one or two bad actors—it's a systemic distrust of an entire industry.

2. Tech Companies (41.8%)

The second-highest area of concern reflects a growing anxiety over how digital platforms affect children's development and mental health. While many mothers used the open-ended portion to cite general concerns with "big tech," a closer analysis reveals they are especially concerned about social media, addictive algorithms, and the lack of transparency.

Some mothers specifically mentioned watching their children become isolated, anxious, or addicted to screen time. Others noted a perceived lack of moral accountability from companies that build systems designed to exploit user attention—particularly children's.

This concern cuts across political lines, and is likely fueled by both personal experience and frequent media reports of tech's harmful effects on youth.

"We need guardrails for kids. Social media is shaping their brains." – Liberal mother from California

"These companies are designed to make kids addicted, and they know it." – Conservative mother from Texas

The common thread is a sense that tech companies are knowingly doing harm, and have little incentive to stop unless regulated.

3. Health Insurance Companies (41.4%)

This concern likely stems from mothers' firsthand encounters with the U.S. healthcare system, particularly its cost, complexity, and lack of transparency. While mothers often serve as the primary coordinators of family care, they frequently encounter high out-of-pocket costs, confusing billing practices, denials of coverage, and provider access issues.

These are not abstract policy issues; they are daily barriers that delay care, increase financial strain, and create long-term stress. The fact that health insurance companies were cited almost as frequently as tech giants suggests that many mothers view this sector not as a safety net, but as an obstacle.

"Trying to get care for my child should not be this hard." – Moderate mother from Pennsylvania

"They profit off of confusion and delay." – Very liberal mother from Illinois



The pattern of concern here is not about isolated bad experiences—it reflects a deep, structural frustration with how healthcare access is managed in the U.S.

Childcare, Education, and Social Media Are Called Out in Open-Ended Question

In addition to the eight major industry sectors prompted in the survey, 142 mothers (22% of respondents) chose to name other sectors where they had strong concerns (See Table 1). These responses provide a unique window into issues that may not yet dominate national headlines but loom large in mothers' day-to-day lives.

1. Childcare and Education

Topping the list of additional concerns was the childcare and education sector. This is not surprising given that most mothers interact with schools and care providers regularly—and in many cases, depend on them for their own ability to work and function economically.

What's notable is that this sector is not always viewed as a traditional "industry." Many mothers may see childcare and schools as public services, yet their inclusion in this survey reflects a growing recognition that privatization, corporate chains, and lack of oversight are influencing the accessibility, affordability, and quality of these services. The stress of securing safe, reliable, and affordable care—especially post-pandemic—has become a flashpoint for many families.

"Daycare is unaffordable, and the waiting lists are endless."

"Schools are underfunded, but there's still money for tech contracts and consultants."

These comments suggest that mothers view the commercialization of education and childcare as a pressing concern, even if these systems straddle the line between public good and private enterprise.

2. Healthcare and Medical Providers

While health insurance was addressed in the core industry list, many mothers used this open-ended field to call out healthcare providers themselves—doctors, hospitals, and clinics. These concerns tended to revolve around quality of care, rushed appointments, and medical gaslighting, particularly for maternal or pediatric issues.

This distinction matters. Whereas health insurance was critiqued for obstructing access, medical providers were flagged for how care is delivered. The sentiment was often one of disempowerment, with mothers feeling that their voices weren't heard in



clinical settings, especially when advocating for their children.

“I had to fight to get my child’s diagnosis taken seriously.”

“They rush you out the door. You’re just a number.”

These patterns align with growing national attention on maternal health inequities and systemic bias in pediatric care.

3. Social Media Companies

Social media companies—like Meta, TikTok, and Snapchat—were frequently named independently of the broader tech category (See Table 1). This reflects the unique and highly emotional impact that these platforms have on mothers’ lives. Unlike hardware or e-commerce platforms, social media often enters the home directly, shaping children’s mental health, body image, and behavior.

Many mothers linked these platforms to addiction, anxiety, and dangerous content exposure. Their concern stems not only from what their children consume, but also from the algorithms that drive what they see and how often they see it.

“My daughter is always comparing herself to influencers.”

“Social media is addictive by design—and they know it’s harming kids.”

These responses echo mounting bipartisan concern about online safety for youth. What stands out in mothers’ voices is that the problem feels deeply personal, driven by profit-motive, and structurally unsolvable without external pressure on these companies.

Overwhelming Sentiment Is Distrust and Disillusionment

When mothers were asked to share one message they would deliver to corporate leaders, the response was resoundingly negative: 80.3% of responses conveyed negative sentiment, 14.3% were neutral, and only 5.3% expressed positive sentiment (See Figure 3).

This result reveals a profound, widespread dissatisfaction with how industries treat families—across political ideologies and geographic locations.

1. Common Message: “You’re Putting Profits Over People”

The most recurring theme was the belief that business leaders intentionally put profits ahead of children’s health and safety. This wasn’t just an abstract grievance—mothers described concrete, emotional experiences that left them feeling deceived or powerless.



“Stop poisoning our babies.” – Conservative mother, Oklahoma

“Stop filling our foods with poison and bad ingredients.” – Moderate mother, Ohio

“You know this stuff isn’t safe, and you’re selling it anyway.” – Liberal mother, Illinois

These statements show that mothers see harm as deliberate—a result of corporate choices, not accidents or misunderstandings. That perception compounds their distrust.

2. Sentiment Is Consistently Negative Across Political Ideologies

Contrary to common belief that political ideology drives divergent views, this data reveals that the nature of mothers’ distrust is ideologically consistent, even if the language varies slightly:

- Very liberal: 78% negative, 10% positive
- Moderate: 81.6% negative, 4.8% positive
- Very conservative: 74% negative, 8% positive

Regardless of party, mothers feel unheard and disrespected by corporate actors (See Figure 4). Their anger transcends policy debates—it is personal and protective. For many, business practices aren’t just abstract economics; they directly affect their children’s food, health, learning environment, and emotional safety.

3. Emotional Language Signals Erosion of Trust

The open-ended responses repeatedly used emotionally charged language like “poison,” “harm,” “dangerous,” and “profit over people.” These aren’t casual observations—they are indictments. Many mothers referenced a feeling of betrayal, particularly when companies market themselves as “family-friendly” while producing harmful products or enabling unsafe practices.

“You smile in your ads but fill our homes with danger.”

“Stop pretending you care about families when you don’t.”

The sentiment analysis clearly reveals that many mothers no longer believe businesses are capable of self-regulation or moral leadership. Instead, they see them as fundamentally untrustworthy.

A Politically Diverse Yet Aligned Sample

1. Broad Political Representation Mirrors National Trends

Among the 621 mothers who self-identified politically, the sample included:



- 39.5% Moderate
- 20.0% Liberal
- 19.5% Conservative
- 9.8% Very Liberal
- 9.3% Very Conservative
- 1.9% Other

This distribution closely reflects Gallup's national polling of American women, which is a crucial strength of this survey. It ensures that findings are not skewed by ideological echo chambers, but instead reflect shared concerns and divergences across the political spectrum.

Importantly, political identity did not divide the core concerns, but rather nuanced them (See Figure 2). For example:

- **Firearm manufacturers** were flagged by 60.5% of liberal mothers but only 22.3% of conservatives.
- **Oil and gas** was a more frequent concern for liberals (21%) than conservatives (8%), showing how some environmental and regulatory issues are more polarized.
- However, **tech companies and food manufacturers** were common concerns across all political identities, showing areas of consensus that could form the basis for bipartisan policy focus.

2. Geographic Reach: 47 States and D.C.

Mothers from 47 states and Washington D.C. participated (See Table 3), providing a nationally representative map. States with the most respondents were:

- California (10.8%)
- New York (9.0%)
- Pennsylvania (7.8%)
- Ohio (6.3%)
- Texas (5.3%)
- Florida and Georgia (4.6%–4.8%)

This geographic spread enhances the credibility and scope of the findings. It reflects both urban and rural populations, red and blue states, and areas with diverse public policy landscapes.

Mothers in different states may face unique challenges—for instance, differences in Medicaid coverage, educational access, or tech legislation—but the alignment of concerns across state lines signals shared frustrations with national corporate practices.



We Asked Mothers...

If you had an opportunity to voice your concerns as a mother to leaders of large businesses, which industries or sectors would you most strongly want to address (pick the top 3)?

by Political Affiliation

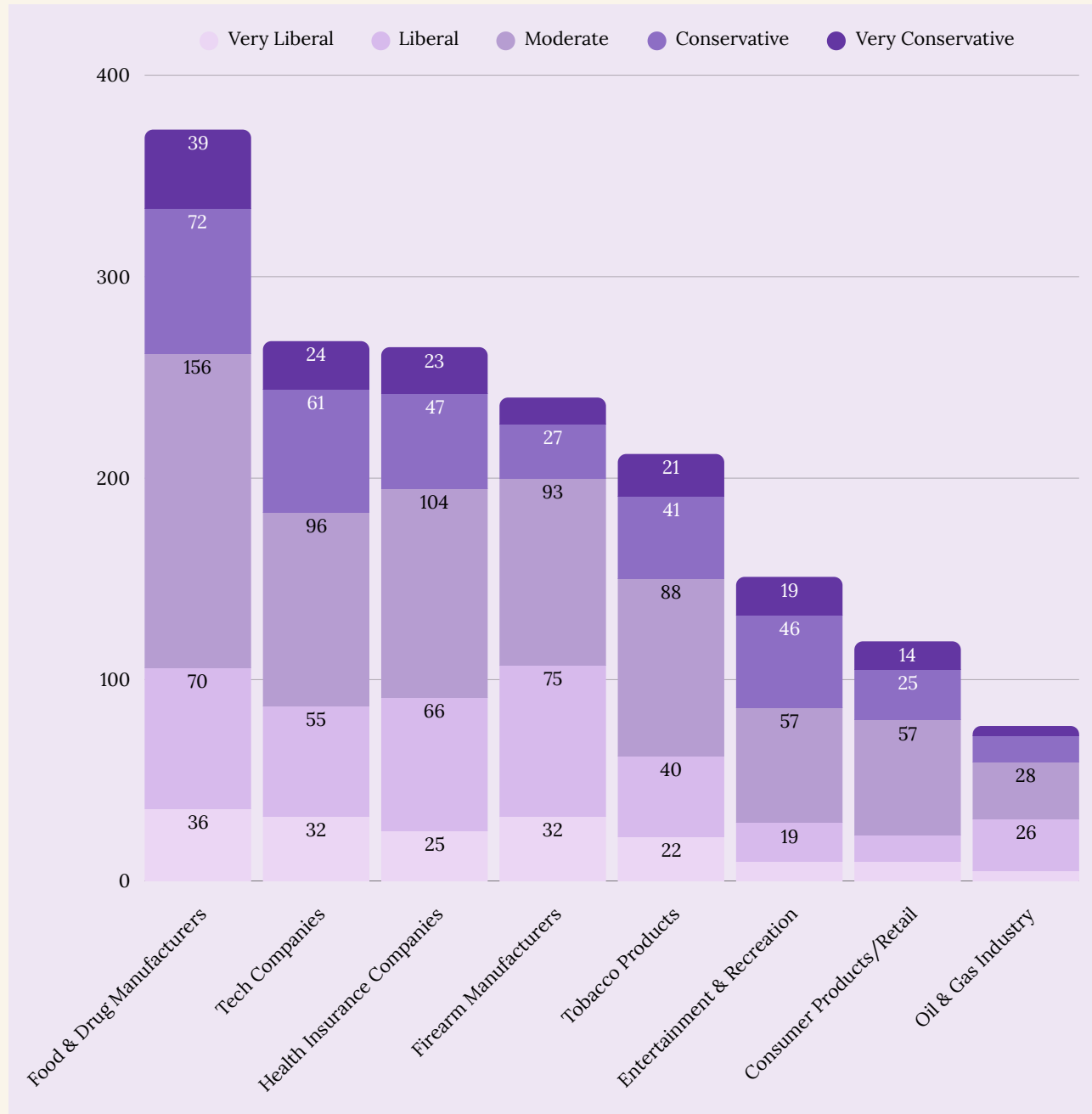


Figure 2. Industries of Most Concern to Mothers by Political Affiliation



We Asked Mothers...

Are there any other sectors or industries that you would like to share your thoughts with?

Table 1. Additional Industries Mothers Would Like to Share Their Thoughts With by Political Affiliation

	# of Respondents	% of Sample
Childcare and Education	31	21.8%
Healthcare and Medical Providers	20	14.1%
Social Media Companies	16	11.3%
Government Agencies	12	8.5%
Pharmaceutical Industry	11	7.7%
Food Regulation	6	4.2%
Political Organizations	5	3.5%
Baby Food/Products Manufacturers	4	2.8%
Clothing Companies	4	2.8%
Service/Hospitality Industry	4	2.8%
Agriculture Industry	3	2.1%
Cosmetics Industry	2	1.4%
Video Game Industry	2	1.4%
Video Game Industry	2	1.4%
Alcoholic Beverage Companies	1	0.7%
Environmental Regulation	1	0.7%
Finance Industry	1	0.7%
Healthcare Regulation	1	0.7%
Other	16	11.3%
Grand Total	142	100.0%

For the full list of open-ended responses, see Appendix.



If you could say one thing to the business leaders in the industries/sectors above, what would it be?

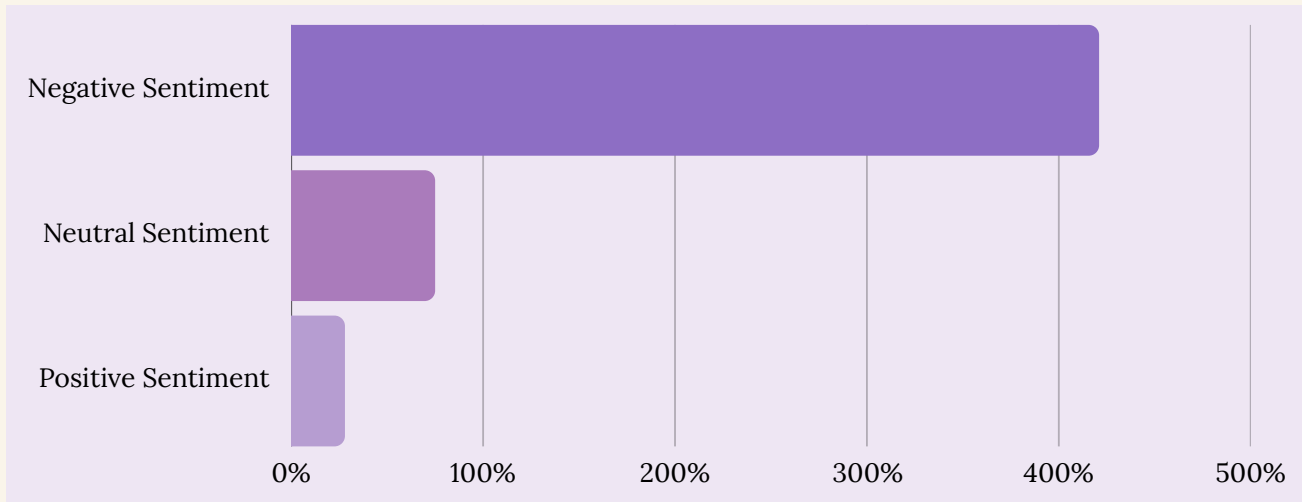


Figure 3. Sentiment Towards Business Leaders

by Political Affiliation

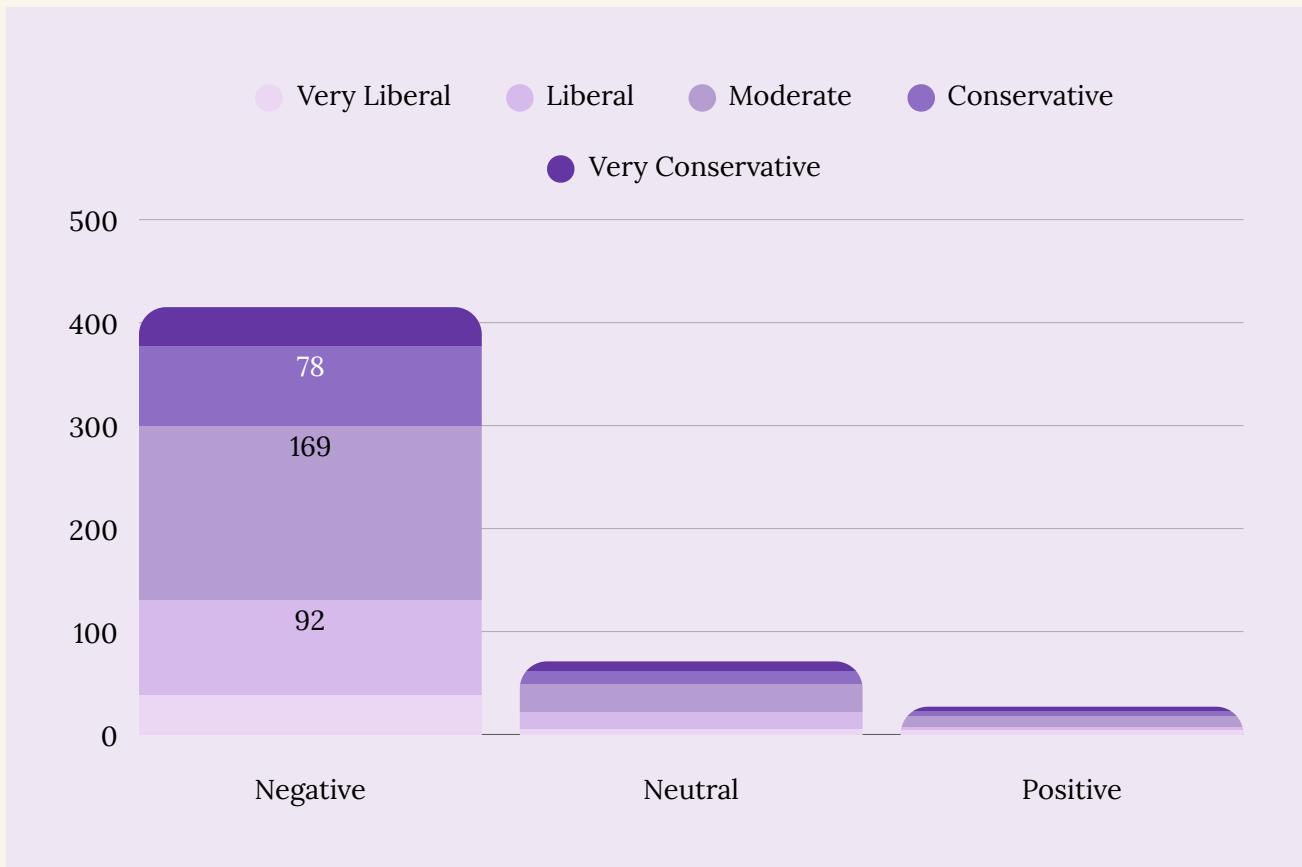


Figure 4. Sentiment Towards Business Leaders by Political Affiliation



SUMMARY & CONCLUSION

Mothers from across the United States—rural and urban, conservative and liberal, across all regions—are raising their voices in unison: the well-being of children and families is not being prioritized by corporate leaders. Their concerns span industries that are deeply woven into family life: the food their children eat, the technology they interact with, the health systems they rely on, and the care and education environments they depend on daily.

This report highlights more than just dissatisfaction. It surfaces a profound erosion of trust—in corporate transparency, in safety standards, and in the willingness of powerful institutions to put people over profit. The intensity of this distrust is striking: **over 80% of mothers expressed negative sentiment** (See Figure 3), not in abstract terms, but **with personal, often emotional accounts of how their families have been affected**.

And yet, despite this intensity, the report also reveals shared priorities and a clear path forward. Across political lines, mothers are aligned in identifying industries that demand accountability. They are asking not just for better products or lower costs—**but for businesses to operate with integrity, responsibility, and regard for the families they serve**.

For policymakers, this data presents an opportunity. Mothers are not asking to be persuaded—they are asking to be heard. **Any meaningful reform must begin by centering their firsthand experiences and elevating their insights**. Likewise, for industry leaders, this report should serve as a call to recalibrate: to engage mothers as partners in innovation, to earn back trust through transparency and accountability, and to recognize that long-term (or shareholder) success cannot come at the expense of children's health and safety.

Count on Mothers will continue to track, amplify, and analyze mothers' views—because their insights are not only valid, but vital. A future that works for families begins by listening to the people doing the work of raising them.



DEMOGRAPHICS

Political Ideology

Count on Mothers is committed to representing Mothers of all political ideologies so that policymakers can be best informed of mothers' experiences and views regardless of ideology.

Regarding the political background of the survey respondents, the sample closely reflects the U.S. breakdown of political ideology among women according to Gallup. **9.3%** were very conservative, **19.5%** were conservative, **39.5%** were moderate, **20.0%** were liberal, and **9.8%** were very liberal, and **1.85%** identified as "other."

Generally, I identify as:

Table 2. Political Ideology of Survey Participants

	# of Respondents	% of Sample
Very liberal	61	9.8%
Liberal	124	20.0%
Moderate	245	39.5%
Conservative	121	19.5%
Very Conservative	58	9.3%
Other	12	1.9%
Grand Total	621	100.0%



State of Residence

Mothers who responded to the survey and answered the state of residence question resided in **47** states. The states that had the most representation were: California (**10.8%**), New York (**9.0%**), Pennsylvania (**7.8%**), Ohio (**6.3%**), Texas (**5.3%**), Georgia (**4.8%**), Florida (**4.6%**), and Michigan (**4.1%**).

Location of Respondents

Table 3. State of Residence of Survey Participants

	# of Respondents	% of Sample		# of Respondents	% of Sample
Alabama	8	1.3%	Missouri	12	2.0%
Alaska	4	0.7%	Montana	1	0.2%
Arizona	22	3.6%	Nebraska	2	0.3%
Arkansas	4	0.7%	Nevada	9	1.5%
California	65	10.8%	New Jersey	14	2.3%
Colorado	5	0.8%	New Mexico	1	0.2%
Connecticut	6	1.0%	New York	54	9.0%
Delaware	4	0.7%	North Carolina	23	3.8%
Florida	28	4.6%	North Dakota	1	0.2%
Georgia	29	4.8%	Ohio	38	6.3%
Guam	1	0.2%	Oklahoma	6	1.0%
Hawaii	4	0.7%	Oregon	8	1.3%
Idaho	2	0.3%	Pennsylvania	47	7.8%
Illinois	20	3.3%	South Carolina	10	1.7%
Indiana	15	2.5%	South Dakota	1	0.2%
Iowa	5	0.8%	Tennessee	10	1.7%
Kansas	3	0.5%	Texas	32	5.3%
Kentucky	13	2.2%	Utah	4	0.7%
Louisiana	8	1.3%	Virginia	11	1.8 %
Maine	3	0.5%	Washington	9	1.5%
Maryland	6	1.0%	Washington DC	1	0.2%
Massachussetts	5	0.8%	West Virginia	5	0.8%
Michigan	25	4.1%	Wisconsin	11	1.8%
Minnesota	3	0.5%	Wyoming	1	0.2%
Mississippi	4	0.7%	Grand Total	603	100.0%



APPENDIX

If you had an opportunity to voice your concerns as a mother to leaders of large businesses, which industries or sectors would you most strongly want to address (pick the top 3)?

Table 4: Industries or Sectors Mothers Prioritize for Addressing Concerns to Major Corporations

	# of Respondents	% of Sample
Food & Drug Manufacturers	380	58.50%
Tech Companies	272	41.80%
Health Insurance Companies	269	41.40%
Firearm Manufacturers	244	37.50%
Tobacco Products	216	33.20%
Entertainment & Recreation	153	23.50%
Consumer Products/Retail	123	18.90%
Oil and Gas Industry	80	12.30%

By political affiliation:

Table 5: Industries or Sectors Mothers Prioritize for Addressing Concerns to Major Corporations by Political Affiliation

Very Liberal

	# of Respondents	% of Sample
Food & Drug Manuf.	36	59.00%
Tech Companies	32	52.50%
Health Insurance Companies	25	41.00%
Firearm Manufacturers	32	52.50%
Tobacco Products	22	36.10%
Entertainment & Rec.	10	16.40%
Consumer Products/Retail	10	16.40%
Oil and Gas Industry	5	8.20%

Liberal

	# of Respondents	% of Sample
Food & Drug Manuf.	70	56.50%
Tech Companies	55	44.40%
Health Insurance Companies	66	53.20%
Firearm Manufacturers	75	60.50%
Tobacco Products	40	32.30%
Entertainment & Recreation	19	15.30%
Consumer Products/Retail	13	10.50%
Oil and Gas Industry	26	21.00%

**Moderate**

# of Respondents		% of Sample
Food & Drug Manuf.	156	63.70%
Tech Companies	96	39.20%
Health Insurance Companies	104	42.40%
Firearm Manufacturers	93	38.00%
Tobacco Products	88	35.90%
Entertainment & Recreation	57	23.30%
Consumer Products/Retail	57	23.30%
Oil & Gas Industry	28	11.40%

Conservative

# of Respondents		% of Sample
Food & Drug Manuf.	72	59.50%
Tech Companies	61	50.40%
Health Insurance Companies	47	38.80%
Firearm Manufacturers	27	22.30%
Tobacco Products	41	33.90%
Entertainment & Recreation	46	38.00%
Consumer Products/Retail	25	20.70%
Oil and Gas Industry	13	10.70%

Very Conservative

# of Respondents		% of Sample
Food & Drug Manuf.	39	67.20%
Tech Companies	24	41.40%
Health Insurance Companies	23	39.70%
Firearm Manufacturers	13	22.40%
Tobacco Products	21	36.20%
Entertainment & Recreation	19	32.80%
Consumer Products/Retail	14	24.10%
Oil and Gas Industry	5	8.60%



If you could say one thing to the business leaders in the industries/sectors above, what would it be?

Table 6: Mothers' Sentiment Regarding Industries They Wish to Address

	# of Respondents	% of Sample
Negative Sentiment	421	80.3%
Neutral Sentiment	75	14.3%
Positive Sentiment	28	5.3%
Grand Total	524	100.0%

By political affiliation:

Table 7: Mothers' Sentiment Regarding Industries They Wish to Address by Political Affiliation

Very Liberal

	# of Respondents	% of Sample
Negative	39	78.00%
Neutral	6	12.00%
Positive	5	10.00%
Grand Total	50	100.00%

Liberal

	# of Respondents	% of Sample
Negative	92	82.1%
Neutral	16	12.6%
Positive	3	5.3%
Grand Total	95	100.00%

**Moderate**

	# of Respondents	% of Sample
Negative	169	81.6%
Neutral	28	13.5%
Positive	10	4.8%
Grand Total	207	100.00%

Conservative

	# of Respondents	% of Sample
Negative	78	82.1%
Neutral	12	12.6%
Positive	5	5.3%
Grand Total	95	100.00%

Very Conservative

	# of Respondents	% of Sample
Negative	37	74.0%
Neutral	9	18.0%
Positive	4	8.0%
Grand Total	50	100.00%



About Count on Mothers

Count on Mothers (CoM) is a civic-tech and industry research platform built to elevate the firsthand experiences, needs, and views of U.S. mothers—across all backgrounds, political ideologies, and regions. We conduct nationally representative surveys and qualitative research that bring forward the real, daily realities of raising healthy children and thriving families in America today.

Get in touch:



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Thank you.