Supplementary Appendix

Appendix A.4. The Survey Questionnaire

Introduction Page.

Q1. Would you like to continue?
Yes; No.

Filtering Questions.

Q2. What is the highest level of education you have completed?
Completed high school and/or pursuing an undergraduate degree; Completed technical school (or professional training course); Completed college (or more).

Q3. In which state would you like to work?
List with 26 states and the Federal District.

Q4. In which city would you like to work?
List with the main cities of the state chosen in the previous question.

Q5. In which locations are you also open to working? (*optional*)
List of cities not chosen in the previous question.

Q6. In which of the following professional areas would you like to work?
List of professional areas, see Appendix Tables AI, AII, and AIII for the professional areas based on level of education.

Introduction Page 1.

Introduction Page 2.

Job Posting Rating.

Demographic Questions.

Prompt. **Thanks for rating the job openings! There are only a few questions left for us to finish!**
Remember that it is important that you complete the questionnaire, so we can offer you the best job openings available.

Q7. What gender do you identify as?
Male; Female; Prefer not to answer.

Q8. What age group are you in?
16 to 19 years old; 20 to 24 years old; 25 to 29 years old; 30 to 34 years old; 35 to 39 years old; 40 to 44 years old; 45 to 49 years old; 50 to 54 years old; 55 to 59 years old; 60 years old or older.

Q9. What ethnicity do you identify as?
Indigenous; White; Asian; Black; Mixed; Other.

Q10. At the moment are you:
Employed, but looking for a new job; Employed, just seeing the job market; Unemployed and looking for a new job; Unemployed, but just seeing the job market; Looking for my first job; Other (specify):

Q11. What is your level of education?
Completed middle school; Incomplete high school; Completed high school; Incomplete college; Completed college; Completed masters; Completed doctorate.

Q12. How was your academic performance in high school? You were among:
Top 1%; Top 10%; Top 20%; Top 50%; Bottom 50%; I'm uncertain.

Q13. What is your monthly salary range at your current job (or at your last job if you are unemployed)?
Less than R$1,000; Between R$1,001 and R$1,500; Between R$1,501 and R$2,000; Between R$2,001 and R$2,500; Between R$2,501 and R$3,000; Between R$3,001 and R$4,000; Between R$4,001 and R$5,000; Between R$5,001 and R$10,000; Between R$10,001 and R$15,000; R$15,001+; Other (specify):

Q14. What is your political affiliation?
Liberal; Moderate; Conservative; Prefer not to answer.

Q15. Do you agree that you will get a better job after taking part in this survey?
Completely disagree; Disagree; Neither disagree nor agree; Agree; Completely agree.

Q16. When you think about working for companies with Environmental, Social and Governance (ESG) practices in place, what are the main considerations that come to mind?
Open-ended response.

Conclusion.

Q. Conclusion. **Thank you very much for completing our survey!**
We are always looking to improve our surveys and would love to hear from you. Feel free to make any comments, criticisms, etc. about your experience in the box below.

APPENDIX A.5. JOB POSTING COMPONENTS

TABLE AI. Job Titles per Professional Area – Completed High School

Professional Area	Job Titles
Agriculture, Livestock and Veterinary	Livestock Worker; Junior Veterinary Assistant; Equipment Maintenance Assistant; Veterinary Consultant; Veterinary Assistant; Junior Agricultural Buyer; Store Advisor; Digital Agricultural Assistant; Lab Assistant; Livestock Handler; Seed Quality Tester; Sales Representative Junior Agronomist; Harvester; Agricultural Support Assistant; Agricultural Worker; Livestock Technician; Farm Manager; Scientific Advisor; Agronomist Assistant; Agricultural Foreman; Digital Agricultural Consultant; Junior Technical Sales Representative; Seed Genetics Specialist; Agricultural Extension Officer; Technical Manager; Agricultural Production Supervisor; Agricultural Manager; CLP Automation Supervisor
Architecture and Design	Designer; CAD Draftsman; Junior Designer; Architectural Designer Draftsman; Architectural Draftsman; Architect Assistant; Operational Inspector; Industrial Designer; Draftsman Assistant; Implementation Inspector
Business Administration	Claims Analyst; Tax Assistant; Administrative Assistant; Commercial Assistant; Warehouse Assistant; Receptionist; Security Inspector; Stockist; General Services Assistant; Office Assistant; Administrative Assistant; Human Resources Assistant
Commercial and Sales	Commercial Representative; Sales Representative; Sales Supervisor; Commercial Assistant; Store Supervisor; Sales Manager; Outside Sales Representative; Sales Assistant; Retail Sales Representative; Store Clerk; Telemarketing Sales Representative; Commercial Clerk; E-Commerce Assistant; Customer Service Analyst; Collection Assistant; After Sales Assistant; E-Commerce Relationship Assistant; Call Center Supervisor; Budget Sales Representative
Communications and Marketing	Web Designer; Video Editor; E-Commerce Assistant; Digital Marketing Assistant; Public Relations Assistant; Event Planner; Junior Marketing Analyst; Communications Assistant; Social Media Assistant; Event Assistant; Field Researcher
Engineering	Maintenance Mechanic; Mechanical Technician; Production Supervisor; Production Leader; Electronic Technician; Programmer; Industrial Production Assistant; Mechanical Maintenance Assistant; Mechanic Assistant; Engineering Assistant; Works Supervisor; Designer
Finance	Billing Clerk; Financial Assistant; Cashier; Financial Assistant; Administrative Assistant
Foreign Trade	Ship Inspector; Foreign Trade Assistant; Import Assistant; Export Assistant; Foreign Trade Assistant; Administrative Assistant
Hospitality and Tourism	Room Attendant; Receptionist; Reservations Attendant; Restaurant Server; Hotel Host; Host; Hotel Front Desk; Hospitality/Tourism Logistics Assistant; Reservations Assistant; Housekeeper; Event Assistant; Reception Supervisor; Reservations Assistant; Tour Guide; Hospitality and Events Administrative Assistant; Guest Services
Industrial	Installation Technician; Maintenance Technician; Foreman; Equipment Inspection Technician; Electromechanical Technician; Maintenance Mechanic; Production Assistant; Maintenance Technician; Inspection Assistant; Manufacturing Assistant; Automation Technician; Junior Production Operator; General Assistant; Industrial Maintenance Assistant
Information Technology	IT Solutions Analyst; Help Desk Support Analyst; IT Instructor; IT Support Technician; Systems Technician; User Support Technician; Typist; IT Coordinator; Project Assistant; External Technical Consultant; Database Administrator; Systems Engineer; Network Operator; Network Traffic Engineer
Legal	Office Assistant; Secretary; Junior Legal Assistant; Junior Tax Assistant; Junior Administrative Assistant; Legal Assistant; Corporate Tax Assistant; Corporate Assistant; Paralegal Assistant; Tax Assistant; Accounting Corporate Assistant; Junior Tax Analyst; Junior Attorney; Legal Administrative Assistant; Compliance Assistant
Social Services	Educational Advisor; Pastoral Assistant; Junior Educational Agent; Assistant Monitor; Child Caregiver; Social Project Assistant; Elderly Caregiver Junior Assistant; Junior Social Advisor; Social Responsibility Assistant; Social Educator; Project Coordinator; Sourcing Assistant; IMS Junior Assistant; Social Project Analyst
Technical	Electrical Assistant; Equipment Inspection Technician; Electromechanical Technical Assistant; Work Safety Technician Assistant; Technical Assistant; Junior Technical Sales Operations Analyst; Maintenance Coordinator; Production Supervisor; Operations Coordinator; Electrical Technician; Electromechanical Technician; Safety Technician
Telecommunications	Infrastructure Assistant; Support Assistant; Network Technician; Fiber Optic Technician; Junior Field Supervisor; Telecommunications Installer; Systems Assistant; Project Assistant; Operations Technician I; Junior Telecommunications Technician; Field Technician; Service Desk Assistant; Cabling Technician; Junior Technical Monitor; Junior IAT Technician; Junior Network Officer; Junior Infrastructure Analyst; Junior Network Analyst; Junior Telecommunications Analyst; Field Supervisor; Cloud Analyst; Junior Systems Analyst; Service Desk Coordinator; Project Analyst; Junior Operations Analyst; Network Systems Analyst I; IAT Technician I; Technical Support Supervisor; Cabling and Structured Process Analyst; Junior Network Analyst; Network Administrator; Infrastructure Consultant; Help Desk Supervisor; Senior Technician
Telemarketing	Telemarketer; Telesales Operator; Customer Service Operator; Service Assistant; E-Commerce Clerk; Social Clerk; Collection Assistant; Commercial Clerk; Public Clerk; Call Center Clerk; Collection Clerk; Customer Relationship Assistant Customer; Data Center Assistant Junior Customer Service Assistant; Telemarketing Supervisor; Customer Relationship Manager; Junior Relationship Analyst; Fulfillment Coordinator; Middle Office Junior Analyst; Junior Customer Service Analyst; Junior Customer Relationship Analyst; CDC Supervisor; SAP Manager; Full Bilingual Customer Service Agent; Back Office Analyst; Unit Customer Service Supervisor; Data Center Analyst
Transportation and Logistics	Delivery Driver; Transport Manager; Inventory Analyst; Project Consultant; Junior Buyer; Transport Analyst; Stockist; Warehouse Assistant; Distribution Assistant; Dispatch Assistant; Forklift Operator; Operations Assistant; Freight Analyst; Lecturer; Logistics Assistant; Tow Truck Driver; Parking Attendant; Transport Administrative Assistant; Loader Assistant; Junior Logistics Analyst; Warehouse Manager; Junior Strategy Analyst; Senior Logistics Analyst; Junior Operations Analyst; Purchasing Supervisor; Dispatch Supervisor; Supply Chain Analyst; Technology Administrative Assistant; Inventory Management Analyst; Inventory Analyst; Traffic Supervisor; Performance Analyst; Industrial Technical Buyer; Logistics Administrative Assistant

Notes: This table provides a list of job titles split by professional area shown to respondents that select "Completed High School" as their highest level of educational attainment. Respondents first select the professional area they would like to work in, and then select the job titles they would like to be shown. Respondents can select as many job titles within their chosen professional area as they like.

Professional Area	Job Titles
Accounting	Accounting Technician; Accounting Assistant; Accounting Technical Support Analyst; Accounting Support Technician; Accounting Analyst; Tax Assistant
Automation, Audio and Video	Automation Technician; Audio Visual Technician; Audio and Lighting Technician; Radio Technician; Multimedia Audio Visual Technician
Chemistry	Chemistry Technician; Laboratory Assistant; Chemistry Technical Consultant; Chemical Technical Buyer
Construction	Building Technician; Building Maintenance Technician; Building Technician Assistant; Building Budget Technician; Pipeline and Track Integrity Technician
Electronics and Refrigeration	Electronics Technician; Electrical Technician; Electronics Technician; Electronics Technician Assistant; Electrical Maintenance Technician; Electrical Designer; Refrigeration Technician; Electronic Security Technician; Air Conditioning Supervisor
Information Technology and Systems Engineering	IT Technician; Systems Engineering Technician; Business Intelligence Specialist; Technical Support Analyst; Mobile Engineering Specialist
Mechanics, Electromechanics and Industrial Maintenance	Mechanical Technician; Electromechanical Technician; Industrial Maintenance Technician; Maintenance Mechanic; Industrial Mechanic; Plumber; Forklift Maintenance Technician; Preventive and Corrective Maintenance Technician; Instrumentation Technician
Networks and Telecommunications	Networks Technician; Telecommunications Technician; Assistant Telecommunications Technician; Fiber Optic Technician
Occupational Safety	Occupational Safety Technician; Occupational Safety Instructor; Training Instructor; Occupational Safety Technical Consultant

Notes: This table provides a list of job titles split by professional area shown to respondents that select "Completed Technical School" as their highest level of educational attainment. Respondents first select the professional area they would like to work in, and then select the job titles they would like to be shown. Respondents can select as many job titles within their chosen professional area as they like.

Table AIII. Job Titles per Professional Area – Completed College

Professional Area	Job Titles
Agriculture, Livestock and Veterinary	Farm Manager; Agronomic Efficiency Assistant; Vet Assistant; Farm Material Maintenance Supervisor; Digital Agricultural Consultant; Agricultural Buyer; Seed Specialist; Senior Agronomist Sales Representative; Planning Supervisor; Vaccinator; Agricultural Partnership Manager; Manager Grain Sorter; Quality Analyst; Agricultural Monitor; Veterinarian; Agronomist; Market Development Manager; Agronomist; Breeding Manager; Biologist; Livestock Manager; Senior Digital Agricultural Analyst; Agricultural Manager; General Farm Manager; Soybean Production Manager; Market Development Agronomist; Agricultural Intelligence Specialist; Clinical Research Coordinator; Embryologist
Architecture and Design	Architect; Coordinating Architect; Architectural and Urban Planning Analyst; Designer; Planning and Budget Analyst; Architect Project Manager; Designer Designer; Junior Architect; Industrial Designer; Data Architect; Project Developer; Junior Executive Project Supervisor; Specifier Architect; Senior Architect; Software Architect; Project Coordinating Architect
Business Administration	Commercial Representative; Financial Manager; Cost Supervisor; Commercial Manager; Business Analyst; Human Resources Coordinator; Quality Control Analyst; Quality Control Manager; Human Resources Analyst; Business Consultant; Administrative Manager; Store Manager; Merchandising Specialist; Project Manager; Project Analyst; Tax Accounting Supervisor; Financial Consultant; Accounting Assistant; Purchasing Analyst; Logistics Analyst
Commercial and Sales	Commercial Manager; Store Manager; Commercial Analyst; Commercial Supervisor; Sales Manager; Technical Sales Representative; Sales Supervisor; Commercial Consultant; Sales Executive; Account Manager; Product Manager; Business Development Representative; Customer Service Analyst
Communications and Marketing	Advertising Service; Trade Marketing Specialist; Digital Marketing Manager, Communications and Marketing Coordinator; E-Commerce Specialist; E-Commerce Consultant; Video Editor; Corporate Communications Advisor; Digital Marketing Specialist; Institutional Relations Analyst; Marketing Analyst; Graphic Designer; Digital Media Analyst
Engineering	Maintenance Manager; Project Engineer; Operations Manager; Production Scheduler; Planning and Budget Engineer; Control and Automation Engineer; Facilities Engineer; Engineering Coordinator; Product Engineer; Civil Construction Engineer
Finance	Banking Analyst; Tax Analyst; Financial Analyst; Insurance Technician; Financial Coordinator; Accounting Analyst; Accountant; Credit Analyst; Tax Analyst; Pricing Analyst; Treasurer; Internal Auditor; Financial Assistant; Administrative Analyst
Foreign Trade	Foreign Trade Assistant; Import and Export Analyst; Foreign Trade Analyst; Supply Chain Analyst; Exchange Trader; Export Supervisor; External Commercial Coordinator; Customs Clearance Analyst; Contract Lawyer; Foreign Trade Coordinator
Hospitality and Tourism	Travel Analyst; Tour Consultant; Head of Reception; Restaurant and Hotel Manager; Event Supervisor; Lounge Manager; Housekeeper; Hospitality Coordinator; Lodging Supervisor; Concierge; Hotel Administrator; Bar/Restaurant Manager; Agent Consultant; Leisure Travel Consultant; Hotel Event Producer; Hotel General Manager; Hotel Superintendent; Full Exchange Sales Consultant; Public Relations Analyst
Industrial	Industrial Coordinator; Print Coordinator; Operations Manager; Production Scheduler; Process Analyst; Industrial Automation Technician; Maintenance Manager; Senior Process Analyst; Full Process Analyst; Operations Manager; Mechatronics Technician; Production Leader
Information Technology	IT Coordinator; External Technical Consultant; Data Analyst; Programmer; Computer Support Analyst; Data Communication Technician; Telecommunications Network Engineer; SAP ABAP Analyst; SAP Business Consultant; Information Technology Consultant; IT Architect; Programmer; Big Data Analyst; Web Developer; Data Analyst; Full Stack Developer
Legal	Legal Assistant; Corporate Tax Advisor; Corporate Assistant; Tax Assistant; Administrative Assistant; Corporate Accounting Assistant; Legal Administrative Assistant; Senior Tax Advisor; Legal Supervisor; Legal Advisor; Labor Lawyer; Tax Lawyer; Civil Litigation Lawyer; Bidding Analyst; Consultant; Legalization Supervisor External; Supervising Lawyer; Real Estate Lawyer
Social Services	Full Partner Educational Advisor; Senior Pastoral Assistant; Social Educator; Educational Agent; Care Supervisor; Child Care Supervisor; Social Project Agent Senior Social Assistant; Full Social Advisor; Senior Project Coordinator; Full Sourcing Assistant; SGI Assistant; Elementary School teacher; Educational Project Coordinator; Social Responsibility Analyst; Full Social Project Analyst
Technical	Maintenance Coordinator; Production Supervisor; PCP Coordinator; Electronics Technician; Electromechanical Technician; Occupational Safety Technician; Civil Technician; Senior Technical Sales Representative; Heavy Machinery Maintenance Technician; Production Planner; Operations Manager; Production Engineer; Engineering Engineer Processes; Factory Manager; Internal Controls Consultant; Industrial Designer
Telecommunications	Full Telecommunications Technician; Full Infrastructure Technician; Cloud Technician; Senior Network Technician; Systems Technician; Service Desk Coordinator; Technical Project Analyst; Operations Technician II; IAT Technician; Technical Support Supervisor; Cabling and Structured Processes; Network Administrator; Help Desk Supervisor; Expert Technician; Infrastructure Analyst; Senior Network Analyst; Network Engineer; Telecommunications Specialist; Technological Security Analyst; Full Stack Analyst; Full Systems Analyst; Senior Operations Analyst; Network Systems Analyst III; Full Project Manager; Full Network Analyst; Infrastructure Analyst - DevOps
Telemarketing	Full Service Analyst; Telemarketing Supervisor; Customer Relationship Manager; Junior Planning Analyst; CDC Supervisor; Relationship Analyst; Service Coordinator; Middle Office Analyst; Head of Customer Success; SAC Planning Consultant; SAP Manager; Billing Supervisor; Fulfillment Agent; Back Office Analyst; Full Customer Service Analyst; Full Planning Analyst; Senior CDC Supervisor; Billing Supervisor; Relationship Analyst; Producer Service Unit Manager; Business; Customer Service Project Manager; Full Middle Office Analyst; Full Customer Service Analyst; Full Investor Relations Analyst; Head of Customer Service; Senior SAP Manager
Transportation and Logistics	Junior Logistics Analyst; Purchasing Supervisor; Dispatch Supervisor; Transport Leader; Fleet Analyst; Full Buyer; Inventory Leader; Warehouse Manager; Transport Manager; Technology Administrative Assistant; Traffic Supervisor; Performance Analyst; Buyer Industrial Technician; Logistics Administrative Assistant; Supply Chain Director; Purchasing Manager; Planning Manager; Logistics Manager; Foreign Trade Coordinator; Production Planning and Control Coordinator; Logistics Controller; Senior Logistics Analyst; Logistics Distribution Center Manager; Operations Coordinator; Operational Excellence Supervisor; Operations Management Coordinator; Operations Manager; Reverse Logistics Manager; Fleet Manager

Notes: This table provides a list of job titles split by professional area shown to respondents that select "Completed College" as their highest level of educational attainment. Respondents first select the professional area they would like to work in, and then select the job titles they would like to be shown. Respondents can select as many job titles within their chosen professional area as they like.

Table AIV. Geographic Location

States	City
Acre	Rio Branco
Alagoas	Maceió; Arapiraca
Amapá	Macapá; Santana
Amazonas	Manaus; Itacoatiara
Bahia	Salvador; Feira de Santana; Vitória da Conquista; Camaçari; Juazeiro; Itabuna; Lauro de Freitas; Teixeira de Freitas; Barreiras; Ilhéus; Jequié; Alagoinhas; Porto Seguro; Simões Filho; Paulo Afonso; Eunápolis; Santo Antônio de Jesus
Ceara	Fortaleza; Caucaia; Juazeiro do Norte; Maracanaú; Sobral; Crato; Itapipoca; Maranguape; Iguatu
Distrito Federal	Brasília
Espírito Santo	Serra; Vila Velha; Cariacica; Vitória; Cachoeiro de Itapemirim; Linhares; São Mateus; Guarapari; Colatina; Aracruz
Goiás	Goiânia; Aparecida de Goiânia; Anápolis; Rio Verde; Aguas Lindas de Goiás; Luziânia; Valparaíso de Goiás; Trindade; Formosa; Senador Canedo; Novo Gama; Catalão; Itumbiara; Jataí
Maranhão	São Luís; Imperatriz; São José de Ribamar; Timon; Caxias; Codó; Açailândia; Bacabal
Mato Grosso	Cuiabá; Várzea Grande; Rondonópolis; Sinop; Tangará da Serra
Mato Grosso do Sul	Campo Grande; Dourados; Três Lagoas; Corumbá
Minas Gerais	Belo Horizonte; Uberlândia; Contagem; Juiz de Fora; Betim; Montes Claros; Ribeirão das Neves; Uberaba; Governador Valadares; Ipatinga; Sete Lagoas; Divinópolis; Santa Luzia; Ibirité; Poços de Caldas; Patos de Minas; Pouso Alegre; Teófilo Otoni; Barbacena; Sabará; Varginha; Vespasiano; Conselheiro Lafaiete; Itabira; Araguari; Ubá; Passos; Coronel Fabriciano; Muriaé; Araxá; Nova Serrana; Ituiutaba
Pará	Belém; Ananindeua; Santarém; Marabá; Parauapebas; Castanhal; Abaetetuba; Cametá; Marituba; São Félix do Xingu; Bragança; Barcarena; Altamira; Tucuruí; Paragominas; Tailândia; Breves; Itaituba
Paraíba	João Pessoa; Campina Grande; Santa Rita; Patos
Paraná	Curitiba; Londrina; Maringá; Ponta Grossa; Cascavel; São José dos Pinhais; Foz do Iguaçu; Colombo; Guarapuava; Paranaguá; Araucária; Toledo; Apucarana; Campo Largo; Pinhais; Arapongas; Almirante Tamandaré; Piraquara; Umuarama; Cambé; Fazenda Rio Grande
Pernambuco	Recife; Jaboatão dos Guararapes; Olinda; Caruaru; Petrolina; Paulista; Cabo de Santo Agostinho; Camaragibe; Garanhuns; Vitória de Santo Antão; Igarassu; São Lourenço da Mata; Santa Cruz do Capibaribe; Abreu e Lima
Piauí	Teresina; Parnaíba
Rio de Janeiro	Rio de Janeiro; São Gonçalo; Duque de Caxias; Nova Iguaçu; Niterói; Belford Roxo; Campos dos Goytacazes; São João de Meriti; Petrópolis; Volta Redonda; Macaé; Magé; Itaboraí; Cabo Frio; Angra dos Reis; Nova Friburgo; Teresópolis; Barra Mansa; Mesquita; Maricá; Nilópolis; Rio das Ostras; Queimados; Itaguaí; Araruama; Resende; São Pedro da Aldeia; Japeri; Itaperuna; Barra do Piraí
Rio Grande do Norte	Natal; Mossoró; Parnamirim; São Gonçalo do Amarante
Rio Grande do Sul	Porto Alegre; Caxias do Sul; Canoas; Pelotas; Gravataí; Santa Maria; Viamão; Novo Hamburgo; São Leopoldo; Rio Grande; Alvorada; Passo Fundo; Sapucaia do Sul; Santa Cruz do Sul; Cachoeirinha; Uruguaiana; Bento Gonçalves; Bagé; Erechim
Rondônia	Porto Velho; Ji-Paraná; Ariquemes; Vilhena
Roraima	Boa Vista
Santa Catarina	Joinville; Florianópolis; Blumenau; São José; Chapecó; Itajaí; Criciúma; Jaraguá do Sul; Palhoça; Lages; Balneário Camboriú; Brusque; Tubarão
São Paulo	São Paulo; Guarulhos; Campinas; São Bernardo do Campo; São José dos Campos; Santo André; Ribeirão Preto; Osasco; Sorocaba; Mauá; São José do Rio Preto; Mogi das Cruzes; Santos; Diadema; Jundiaí; Piracicaba; Carapicuíba; Bauru; Itaquaquecetuba; São Vicente; Franca; Praia Grande; Guarujá; Taubaté; Limeira; Suzano; Taboão da Serra; Sumaré; Barueri; Embu das Artes; Indaiatuba; Cotia; São Carlos; Americana; Itapevi; Marília; Araraquara; Hortolândia; Jacareí; Presidente Prudente; Rio Claro; Araçatuba; Ferraz de Vasconcelos; Santa Bárbara d'Oeste; Itapecerica da Serra; Francisco Morato; Itu; Bragança Paulista; Pindamonhangaba; Itapetininga; São Caetano do Sul; Franco da Rocha; Mogi Guaçu; Jaú; Botucatu; Atibaia; Santana de Parnaíba; Araras; Valinhos; Cubatão; Sertãozinho; Jandira; Birigui; Ribeirão Pires; Caraguatatuba; Votorantim; Várzea Paulista; Itatiba; Tatuí; Barretos; Guaratinguetá; Catanduva; Salto; Poá; Ourinhos; Paulínia; Assis; Leme; Itanhaém; Caieiras; Mairiporã
Sergipe	Aracaju; Nossa Senhora do Socorro; Lagarto
Tocantins	Palmas; Araguaína

Notes: This table provides a list of all possible city location preferences selected by the respondent split by the 27 states in Brazil. Regardless of the state, we always display the following cities: São Paulo, Rio de Janeiro, Belo Horizonte, Fortaleza, Manaus, and Curitiba.

TABLE AV. Wages

	Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
Completed High School	1,300	1,550	1,850	2,055	2,387	4,000
Completed Technical School	1,500	2,450	3,000	3,000	3,550	4,500
Completed College						
Agriculture, Livestock and Veterinary	2,000	2,400	2,800	3,755	4,562	12,500
Architecture and Design	2,000	2,400	2,800	3,755	4,562	12,500
Business Administration	2,000	2,400	2,725	3,639	4050	15,000
Commercial and Sales	2,000	2,450	2,900	3,920	4750	15,000
Communications and Marketing	2,000	2,387	2,700	3,520	3,850	15,000
Engineering	2,000	2,350	2,650	3,574	3,900	12,500
Finance	2,000	2,400	2,725	3,639	4,050	15,000
Foreign Trade	2,000	2,400	2,725	3,639	4,050	15,000
Hospitality and Tourism	2,000	2,288	2,550	3067	3,300	12,500
Industrial	2,000	2,300	2,600	3,222	3,462	12,500
Information Technology	2,000	2,600	3,350	4,737	6,112	15,000
Legal	2,000	2,400	2,800	3,492	3,900	15,000
Social Services	2,000	2,287	2,550	3,066	3,300	12,500
Technical	2,000	2,287	2,550	3,066	3,300	12,500
Telecommunications	2,000	2,350	2,650	3,574	3,900	12,500
Telemarketing	2,000	2,287	2,550	3,066	3,300	12,500
Transportation and Logistics	2,000	2,288	2,550	3,067	3,300	12,500

Notes: This table provides details on wage distribution by level of educational attainment. For each level of educational attainment, we report the minimum (Min.), the first quartile (1st Qu.), the median (Median), the mean (Mean), the third quartile (3rd Qu.), and the maximum (Max.). For level of educational attainment "Completed College," we report statistics for each professional area. The wage distribution was constructed based on the distribution of wages found on Catho's platform. We further refined the wage distribution by referencing the RAIS data and performing pilots.

Table AVI. Industries

Categories	Industries
Agriculture, Livestock and Veterinary	Food; Chemistry; Beverages
Architecture and Design	Consulting; Real Estate Management and Development; Hotel, Restaurant, and Leisure; Transport and Infrastructure
Business Administration	Pharmaceuticals; Food, Paper and Forest Products; Consulting; Chemicals; Capital Markets and Investments; Banking and Insurance; Transport and Infrastructure; Beverages; Energy Equipment and Services; Real Estate Management and Development; Personal Services; Telecommunications; Metal and Mining; Automotive; Textiles and Apparel; Hotel, Restaurant, and Leisure
Commercial and Sales	Pharmaceuticals; Food, Paper and Forest Products; Consulting; Chemicals; Capital Markets and Investments; Banking and Insurance; Transport and Infrastructure; Beverages; Energy Equipment and Services; Real Estate Management and Development; Personal Services; Telecommunications; Metal and Mining; Automotive; Textiles and Apparel; Hotel, Restaurant, and Leisure
Communications and Marketing	Pharmaceuticals; Food, Paper and Forest Products; Consulting; Chemicals; Capital Markets and Investments; Banking and Insurance; Beverages; Personal Services; Telecommunications; Automotive; Textiles and Apparel; Hotel, Restaurant, and Leisure
Engineering	Transport and Infrastructure; Energy Equipment and Services; Real Estate Management and Development; Telecommunications
Foreign Trade	Pharmaceuticals; Food, Paper and Forest Products; Chemicals; Beverages; Energy Equipment and Services; Personal Services; Metal and Mining; Automotive; Textiles and Apparel.
Finance	Pharmaceuticals; Food, Paper and Forest Products; Consulting; Chemicals; Capital Markets and Investments; Banking and Insurance; Transport and Infrastructure; Beverages; Energy Equipment and Services; Real Estate Management and Development; Personal Services; Telecommunications; Metal and Mining; Automotive; Textiles and Apparel; Hotel, Restaurant, and Leisure
Hospitality and Tourism	Hotel, Restaurant, and Leisure; Real Estate Management and Development
Industrial	Pharmaceuticals; Food, Paper and Forest Products; Chemicals; Transport and Infrastructure; Beverages; Energy Equipment and Services; Personal Services; Metal and Mining; Automotive; Textiles and Apparel
Information Technology	Consulting; Capital Markets and Investments; Banking and Insurance; Energy Equipment and Services; Telecommunications; Automotive
Legal	Pharmaceuticals; Food, Paper and Forest Products; Consulting; Chemicals; Capital Markets and Investments; Banking and Insurance; Transport and Infrastructure; Beverages; Energy Equipment and Services; Real Estate Management and Development; Personal Services; Telecommunications; Metal and Mining; Automotive; Textiles and Apparel; Hotel, Restaurant, and Leisure
Social Services	Consulting; Healthcare
Technical	Pharmaceuticals; Food, Paper and Forest Products; Chemicals; Transport and Infrastructure; Beverages; Energy Equipment and Services; Personal Services; Metal and Mining; Automotive; Textiles and Apparel
Telecommunications	Capital Markets and Investments; Banking and Insurance; Energy Equipment and Services; Telecommunications
Telemarketing	Capital Markets and Investments; Banking and Insurance; Personal Services; Telecommunications
Transportation and Logistics	Pharmaceuticals; Food, Paper and Forest Products, Chemicals; Beverages; Energy Equipment and Services; Personal Services; Automotive; Textiles and Apparel

Notes: This table provides the range of industries by category. Column 1 presents the professional areas for respondents that select "Completed High School" and "Completed College" as their highest level of educational attainment. Upon selecting a professional area, we randomly select an industry for the synthetic job posting. Respondents that select "Completed Technical School" as their highest level of educational attainment are only shown industries within the "Technical" professional area.

Table AVII. Firm Characteristics

Categories	Description
Establishment Year	*Unif*[1980,2012]
Number of Employees	*Unif*[500,20000] in intervals of 500.
Number of Countries	1 (50%), *Unif*[2,5] (50%)

Notes: This table provides details on firm characteristics. *Establishment Year* is drawn from a discrete uniform distribution ranging from 1980 to 2012. *Number of Employees* is drawn from a discrete uniform distribution ranging from 500 to 20,000 in intervals of 500. *Number of Countries* is the number of countries that the firm operates in. Firms can be domestic (i.e., operate only in Brazil) or multinational (i.e., operate in more than one country) with equal probability. We report the company descriptions of domestic (multinational) firms in Appendix Table AVIII (AIX).

TABLE AVIII. Introductory Sentence – Domestic Firm

Text
We are a [*sector*] company founded in [*year*] with more than [*number of employees*] employees across the country.
Founded in [*year*], our company operates in the [*sector*] sector. We have more than [*number of employees*] employees with operations across the country.
Since [*year*], our company has operated in the [*sector*] sector. Our [*number of employees*] employees are distributed across Brazil.
We operate in the [*sector*] sector from [*year*], with offices across Brazil, totaling [*number of employees*] employees.
Our company has operated across the country since [*year*]. We operate in the [*sector*] sector. Our company has more than [*number of employees*] employees.
We have more than [*number of employees*] employees with offices across Brazil. We have operated in the [*sector*] sector since [*year*].
Founded in [*year*], our company operates in almost every state in the country. We have [*number of employees*] employees who seek to transform the [*sector*] sector.
Founded in [*year*], we are a company in the [*sector*] sector with offices throughout Brazil and [*number of employees*] employees.
We are a company in the [*sector*] sector that was founded in [*year*]. We have more than [*number of employees*] employees to deliver excellent services.
Our company is a key player in the Brazilian market. With our [*number of employees*] employees, we have served as an exemplary company in the [*sector*] sector since [*year*].
Founded in [*year*], our company is one of the largest companies in the [*sector*] sector. We have [*number of employees*] employees across the country.
Our company has operated since [*year*] in the [*sector*] sector. Today, our more than [*number of employees*] employees are distributed across 20 states.
Our company operates in all states of the country. We employ the most qualified employees and already have more than [*number of employees*] employees representing our brand. Founded in [*year*], we are proud to be a key player in the country's [*sector*] sector.
Founded in [*year*], our company has offices in almost all major cities across the country. We are a company in the [*sector*] sector. Our team is made up of more than [*number of employees*] highly qualified employees.

Notes: This table provides the introductory sentences presented in the synthetic job postings of all domestic firms in Brazil. The sentences are randomly selected and each contain the following three variables: (1) *sector* indicates the given company's sector, (2) *year* indicates the establishment year of the given company, and (3) *number of employees* indicates the given firm's number of employees, as as described in Table AVII.

TABLE AIX. Introduction Sentence – Multinational Firm

Text
We are a [*sector*] company, founded in [*year*], with more than [*number of employees*] employees across more than [*number of countries*] countries.
Founded in [*year*], our company operates in the [*sector*] sector. We have more than [*number of employees*] employees and we are present in more than [*number of countries*] countries.
Since [*year*], our company has operated in the [*sector*] sector. Our [*number of employees*] employees are distributed among [*number of countries*] countries.
We have operated in the [*sector*] sector since [*year*], with offices across more than [*number of countries*] countries, totaling [*number of employees*] employees.
Our company has a presence in more than [*number of countries*] countries and has operated since [*year*] in the [*sector*] sector. Our company has more than [*number of employees*] employees.
We have over [*number of employees*] employees across [*number of countries*] countries. Our company has operated in the [*sector*] sector since [*year*].
Present in more than [*number of countries*] countries, our company has [*number of employees*] employees. Since [*year*], we have operated in the [*sector*] sector.
The company was founded in [*year*] with the aim of bringing efficient solutions to the market. Our more than [*number of employees*] employees collaborate daily to put us at the top. Across all the [*number of countries*] that we operate in, we are a key player in the [*sector*] sector.
We have been working in the [*sector*] sector since [*year*]. Since then, we have expanded our operations to [*number of countries*] countries and serve as an international player in the [*sector*] sector.
Our team has [*number of employees*] employees across [*number of countries*] countries. Since [*year*], we have sought excellence in the [*sector*] sector.
Our more than [*number of employees*] employees, represented across more than [*number of countries*] countries, have positively contributed to the [*sector*] sector since [*year*].
Founded in [*year*], we have more than [*number of employees*] employees. We are a company in the [*sector*] sector that generates jobs across [*number of countries*] countries.
The company was founded in [*year*]. Since then, our growth in the [*sector*] sector has expanded globally. Last year, we opened new offices and now operate in [*number of countries*] countries, totaling [*number of employees*] employees.
Founded in [*year*], our company operates in the [*sector*] sector. Together with our [*number of employees*] employees, we work efficiently in all [*number of countries*] countries where we operate.
Founded in [*year*], our company operates in the [*sector*] sector. As of the end of last month, we have [*number of employees*] employees across [*number of countries*] countries.
Founded in [*year*], our company is currently a leader in the [*sector*] sector. Our [*number of employees*] employees are distributed across [*number of countries*] countries.
We have [*number of employees*] employees and we are looking to grow our team. Present in [*number of countries*] countries, our company was founded in [*year*] with the objective of transforming the [*sector*] sector.
A [*sector*] company that is proud of each of its [*number of employees*] employees. We are present in [*number of countries*] countries and, since our company's creation ([*year*]) we have been striving for quality.
We are a company founded in [*year*] and we are present in [*number of countries*] in different countries. We have [*number of employees*] employees and we seek to be the best in the market and attract the best professionals who want to work in the [*sector*] sector.

Notes: This table provides the introductory sentences presented in the synthetic job postings of all multinational firms. The sentences are randomly selected and each contain the following four variables: (1) *sector* indicates the given company's sector, (2) *year* indicates the establishment year of the given company, (3) *number of employees* indicates the given firm's number of employees and (4) *number of countries* indicates the number of countries that the given company operates in, as as described in Table AVII.

Table AX. Financial Strength

Categories	Text
Profit	Our company prides itself on its strong financial performance. Last year, we recorded one of the highest profits in our history and among all companies operating within our sector in the last 5 years.
Credit Rating	Our company has a long history of financial responsibility, which is shown by our exceptional credit rating of *var_credit_rating*. This proves publicly that we are able to stay up to date with financial commitments made to our creditors.
Growth Outlook	Our company is proud of its sustained and substantial growth over the past year. We are highly optimistic about our future growth prospects and have committed to 30% annual growth over the next three years.
Bankruptcy Probability	Our company has a low risk of bankruptcy, as demonstrated by our exceptional credit rating of *var_credit_rating*. This publicly proves that we are able to keep up with the financial commitments made to our creditors.

Notes: This table presents sentences that signal financial strength through four channels: profit, credit rating, growth outlook, and bankruptcy probability. We randomize the employer's credit rating, designated by *var_credit_rating*, in the credit rating and bankruptcy probability sentences. For the credit ratings we randomize across, see Table AXI. Synthetic job postings have a 0.1 probability of including sentences on financial strength.

TABLE AXI. Credit Ratings

Option 1	Option 2	Option 3
Fitch AAA	S&P AAA	Moody's Aaa

Notes: This table presents employer credit ratings. If a signal of financial strength is included in the synthetic job posting, and the financial strength sentence chosen falls under the credit rating or bankruptcy probability category, we randomly select one of the three credit rating options presented above. See AX for a list of financial strength sentences.

TABLE AXII. ESG Signaling Sentences

Categories	Text
Environmental	Advancing environmental sustainability and reducing climate change are top priorities for our company. Our firm takes active measures to reduce our carbon footprint, and we pride ourselves on achieving carbon neutrality and on publishing our CO_2 emissions every year.
	We are one of the largest American companies with a permanent investment program in environmental protection. Not only do we recycle 80% of the resources used in our activities, but also we maintain collection points for materials, such as batteries, in the cities where we operate.
	We are always looking for ways to give back to the natural environment. Our company is proud to take responsibility for our land footprint by committing to permanently protect and restore more land than we use by 2025.
	As part of our commitment to a zero waste future, our firm has eliminated single-use plastics in all product packaging and offices.
	In order to save resources and increase the preservation of nature, we are fully transparent about our internal policies on energy consumption and environmental protection. Our company issues monthly public reports showing our energy consumption and other actions taken to preserve nature.
	To demonstrate our commitment to improved transparency with respect to environmental impact, we annually disclose a detailed report on the types of materials used in our activities, as well as their estimated impact on the environment and associated recycling rates.
	We strive to promote increased transparency in our operations and environmental impact. Thus, we publish a detailed breakdown of our annual water usage on our website.
	We believe in the importance of better understanding how we impact our surrounding ecosystem. We publicly disclose a detailed annual report quantifying our land footprint and associated impact on surrounding areas.
Social	Whether related to gender, race, ethnicity, class, age, or accessibility, our firm is committed to improving representation through targeted recruitment, development, and retention of our employees. As part of our commitment, we aim to increase representation of women in senior roles to at least 50% in up to three years.
	We want our employees to be successful and reach their full potential. At our firm, we support employee growth and professional development through a dedicated mentorship program where new hires are matched with senior managers who provide guidance and training.
	We are dedicated to transparency and accountability in our diversity and inclusion efforts. To this end, our firm publishes an annual diversity, equity, and inclusion report on the demographics of our workforce.
Governance	Our company has an internal zero tolerance policy with executive political involvement. To this end, we ensure that our executives and directors are not formally associated with any political party or organization.
	Our company has an internal zero tolerance policy for all forms of bribery, whether involving a government official or entity or any commercial party, such as a customer or supplier. To this end, we maintain a system of internal controls to prevent any improper or corrupt payments.
	Our company supports greater transparency and integrity in its government relationships. To this end, our activities with the government are subject to robust internal procedures, designed to ensure that our efforts are aligned both with our public policy priorities and with the law.
	Our company prides itself on conducting business with integrity and responsibility. We have a formal anonymous whistleblowing process in place and an internal code of conduct to identify and prevent misconduct.

Notes: This table presents ESG signaling sentences split by environmental, social, and governance categories. ESG signaling sentences are included in synthetic job postings with a probability of 0.2 for approximately 80% of the respondents and 0.5 for approximately 20% of the respondents. If included, we randomly select between one and two signaling sentences.

TABLE AXIII. ESG Certification

Categories	Text
B Corporation	As a B Corporation® Certified company, we pride ourselves on meeting the highest verifiable standards of social and environmental performance. The certification reflects our commitment to positively impacting our employees, the environment and the wider community.
Great Place to Work	Our goal is to promote a fun, creative and inclusive work environment. Our company is proud to be certified by Great Place for Work™, the global authority on work culture and employee experience.
Green Business Bureau	We are proud to have been recognized as a "Green Business Bureau Certified" company by the Green Business Bureau, which distinguishes companies that demonstrate their commitment to sustainability. This certification reflects our commitment to prioritizing and implementing sustainable business practices.

Notes: This table presents descriptive sentences of ESG certifications. Certifications are randomized across B Corporation, Great Place to Work, and Green Business Bureau certifications. ESG certifications are included in synthetic job postings with a probability of 0.1. If included, only one certificate is selected per job posting.

Table AXIV. Auxiliary Sentences – Firm Description

Text
We strive for excellence and always aim to provide the best experience for our customers.
Our qualified team offers a suite of product and service solutions.
We are recognized for our innovation and for transforming our sector.
Our main objective is to bring solutions to the market that guarantee the satisfaction of our customers.
We are recognized for excellence in management and quality of services.
We value our employees' ability to guarantee quality at all stages of our internal operations.
Our goal is to guarantee customer satisfaction and deliver the best products with quality, innovation and efficiency.
We strive for constant growth and are passionate about innovation.
We strive to do our best every day and are proud to be credited as one of the largest companies in our sector.
Innovation is embedded in our culture and we constantly look for ideas to improve our operations.
As one of the top companies in our sector, success is in our DNA.
As leaders in innovation, we seek to improve the future for our employees.
We aim to make people's lives easier and strive to satisfy our customers.
We strive for growth, and our success has made our company a key player in the market.
We believe that there is always room to innovate new solutions to improve everyday life.

Notes: This table provides auxiliary sentences translated into English that provide additional structure to the synthetic job posting. These auxiliary sentences provide general information on the firm and its business. We include one auxiliary sentence in the job posting if the job posting has neither an ESG signaling sentence nor an ESG certification.

TABLE AXV. On-The-Job Opportunities

Categories	On-The-Job Opportunities
Mentoring and Training	Global mentoring program; Mentorships; Training in project management, communication, and strategic business topics; Training for personal development and well-being; Technical training; Various training courses; Personalized mentoring program; Mentoring program.
Personal Development	Technical, cultural, and interpersonal skill improvement; Develop knowledge about organizational strategy; Lectures on experience and development; Lectures on career and business; Feedback for career development; Enhance business capabilities; Opportunity to perfect your skills; Career development plan; Network across various sectors to gain market insights and assess future trends; Technical knowledge development; Opportunity for growth and learning; Opportunity to apply skills learned in the classroom; Workshops for technical development; Access to an individualized development path; Constant practical learning through participation in challenging projects.
Company Culture	Free expression of opinions without fear; Team-building activities, Full immersion in our corporate culture; Rotational positions; Support from HR throughout your journey with our company; Working at a global company.

Notes: This table presents types of on-the-job opportunities split by *mentoring and training*, *personal development*, and *company culture* categories. Each synthetic job posting will display 2–5 randomly drawn on-the-job opportunities with probability 0.5.

TABLE AXVI. On-The-Job Activities – Completed High School (1/2)

Professional Area	On-The-Job Activities
Agriculture, Livestock and Veterinary	Implement measures to protect plant health; Help organize and plant seedlings; Help administer serums and vaccines; Assist in artificial insemination tasks; Perform slaughterhouse services; Tame and train animals; Conduct maintenance on used equipment; Prepare, bag, transport and distribute feed; Carry out pest control of cereals stored in silos and sacks; Help carry out experimental research projects; Grow, plant, sow and harvest crops using appropriate tools and equipment; Handle various equipment intended for agricultural production; Tend animal herds; Shear, clean, and groom animals for shows, instructional purposes or other reasons; Maintain the paddocks, fields, stables, cages and pens that house animals; Collect animals for milking.
Architecture and Design	Fill out project checklists; Record changes to original designs; Draft diagrams of project characteristics; Evaluate work progress; Conduct project meetings with architects and clients; Examine production-related documents and projects submitted and received from the commercial sector; Analyze problems presented and propose appropriate solutions; Assist managers in creating and presenting projects; Provide technical assistance and advice; Prepare budgets; Prepare documentation on materials; Manage payments to suppliers, prepare contracts, analyze projects and provide general support; Prepare designs according to customer preferences; Maintain potential and current customer relations and guarantee the quality of services provided; Design interior projects with varying complexity; Develop spreadsheets and presentations.
Business Administration	Provide support for operational needs; Communicate with customers; Various administrative tasks; Customer service; Prospect new customers; Organize documentation; Develop internal control spreadsheets; Perform administrative activities; Perform activities relevant to the sector; Provide general services requested by superiors; Support the operations department; Answer customer questions; Perform HR support tasks; Support the administrative manager; Manage email correspondences.
Commercial and Sales	Schedule meetings with potential partners; Visit establishments to present our products; Participate in weekly performance monitoring meetings; Active customer acquisition; Customer service; Sale of products and services; Draft budgets; Follow up on product delivery; Communicate via telephone; Manage purchases and evaluate necessary documentation; Provide support to the sales team; Register new customers; Perform telephone sales; Research competitors and market trends; Execute tasks.
Communications and Marketing	Create art for website and social networks; Develop marketing campaigns and management reports; Develop digital and printed communication materials; Answer customer questions regarding products and purchasing policies; Create templates and presentations; Strategic content planning for digital media such as Instagram, Facebook and TikTok; Create educational content for customers; Manage results, projects, trends and marketing strategies; Optimize content based on good SEO practices and strategies; Collaboratively explore different solutions to determine the most effective business strategy; Manage and coordinate e-commerce projects; Identify opportunities for new digital products, services, and other solutions; Solve strategic and creative problems involving the business; Generate engaging and interesting content that appeals to the public and drives engagement; Analyze customer purchasing behaviors.
Engineering	Perform duties to support employees, contractors, and service providers; Give technical guidelines to supervisors and other employees; Monitor projects and locations of teams and services; Carry out a review of completed services to ensure they meet quality standards; Carry out updates, monitor production plans, and collaborate on production programming; Actively contribute to the design and assembly of devices and equipment to enhance productivity and improve the quality of manufactured products; Prepare analysis of performance reports; Analyze and monitor indicators; Classify projects according to defined criteria to support workflow; Identify expected benefits of project implementation; Request and administer evaluations and tests; Carry out cost and material assessments; Set priorities for improvement and innovation; Plan tasks in accordance with specified requirements; Organize and oversee delivery schedules for materials and installations, taking into account printing, finishing, and installation times and coordinating with other concurrent projects.
Finance	Perform financial-support tasks; Make payments and manage the internal payments system; Register and update receipts; Issue invoices; Carry out closing tasks and calculate taxes; Issue payment slips; Make various payments; Issue reports; Prepare and update spreadsheets; Record accounting entries; Assist in tax planning; Assist in the preparation of trial balances; Register and monitor products and services; Update price list; Update entries in ERP software.
Foreign Trade	Compose import memos; Track load receipt; Perform import tasks; Analyze products received; Issue supply orders; Analyze and register documents; Launch accounts payable in the payments system; Manage relationships with carriers; Update spreadsheets; Assist in the preparation of weekly reports; Assess the accuracy of documentation received; Provide support to the administrative manager; Service customers; Execute freight-forwarding tasks; Receive customer orders.
Hospitality and Tourism	Receive and serve customers cordially; Provide accurate information about firm services; Coordinate clean-up activities; Ensure the quality of services provided; Handle reservations; Perform daily closing activities; Monitor services provided; Issue follow-up reports on the status of services; Fulfill customer orders; Purchase various materials; Close the cashier; File financial information daily; Replace materials when necessary; Answer customer complaints; Prepare customer satisfaction reports.

TABLE AXVI. On-The-Job Activities – Completed High School (2/2)

Professional Area	On-The-Job Activities
Industrial	Assist in manufacturing operations; Perform daily field inspections; Help operate machinery such as lathes, grinders, boring machines, milling machines, and others; Oversee and execute maintenance tasks; Oversee the daily schedules of technicians, ensuring efficient use of visit time; Conduct input surveys; Install replacements for defective parts.
Information Technology	Conduct data collection; Test systems; Monitor system performance; Inventory software and hardware; Guide support areas; Consult technical documentation; Consult alternative sources of information about the systems used; Provide third-party support; Install and configure software and hardware; Provide technical support for customers; Evaluate new technologies; Propose new methods and techniques; Organize forums on local networks; Provide training on company programs; Prepare reports of problems that may occur.
Legal	Write amendments and assignments; Arrange purchase and sale agreements, payments, exchanges, and the transfer of rights; Follow up on processes; Document organization; Prepare the documentation layout; Adjust the documentation to the established layout; Review documents; Classify and organize documents; Publish the documents in the system; Document meeting minutes; Assist in the preparation of contractual minutes; Request documents on demand; Assist in customer prospecting; Produce documents and reports for presentations; Prepare research on the registration status in public agencies; Regularize tax status and obtain certificates from relevant agencies; Conduct tasks related to updating and regularizing registration, including research, record-keeping, debt forgiveness, and updates from public agencies; Request certificates from public agencies; Carry out the elaboration of processes administrative offices with the departments public.
Social Services	Provide social services; Assist in reintegration activities; Attend to the needs of people associated with the role; Attend to the welfare of individuals for whom one is responsible; Document the weekly activities carried out; Welcome, assist, oversee, and instruct cohabitants on the rules and usage of the shared environment; Prepare and submit reports to the local government, in collaboration with social services and other duties relevant to the role; Participate in activities within the corporate social responsibility sector; Guide and accompany participants according to established programming and technical guidelines; Perform socio-educational activities; Monitor and keep all equipment working; Provide guidance and direction to individuals for whom one is responsible; Assist in the assembly and disassembly of mobile social units; Social approach with people.
Technical	Test, adjust and regulate machines; Assist with relevant projects in development; Produce project progress reports; Prepare documentation for presentation at weekly project meetings; Prepare budget control spreadsheets; Request funds and equipment necessary for the role; Maintain inventory control; Enter the necessary information to complete each service in the designated system; Register technical information; Solve problems and oversee solutions for projects; Conduct tasks for short-term and long-term technical activities per internal requirements.
Telecommunications	Visit data centers; Perform server and service backups; Monitor application releases for security updates; Maintain and update IT inventory; Maintain and configure corporate wireless internet; Service company employees; Provide remote and on-site support; Network configuration; Analyze servers; Install and configure Office package; Assess equipment performance; Assess operating systems; Provide telephone support; Register and route calls to relevant departments; Monitor and update calls from the company; Create service procedures; Install equipment; Install CCTV systems; Operate telecommunication equipment and systems; Perform measurement tests and repairs; Answer phones according to priority and impact criteria; Follow up and resolve incidents and alerts through the monitoring tool; Offer technical assistance and support to partner teams to ensure optimal performance; Be aware of team timelines; Check personal protective equipment and tools; Assemble and install cables; Operate test equipment; Conduct surveys for project preparation; Monitor 24-hour service team to analyze productivity and output quality; Service high-priority customers.
Telemarketing	Answer calls and emails from company representatives; Active telemarketing for prospecting customers; Schedule inspections with customers; Archive and file relevant documents; Manage inventory; Answer inquiries through the company website; Provide information to customers; Evaluate requests for office visits; Provide solutions to issues presented by customers; Record service information; Update company website with photos and videos; Participate in e-commerce operations with an emphasis on customer service, utilizing tools such as WhatsApp, phone, and email; Attend to the reception desk; Certify service providers and suppliers as needed; Visit customers regularly to monitor the use of services.
Transportation and Logistics	Participate in the distribution of supplies; Organize stock and distribution; Monitor operational performance indicators; Prepare control sheets; Assist in the planning of goods storage; Separate, send and receive materials; Assess and plan deadlines and priorities; Issue invoices; Participate in the development of studies of logistics alternatives; Prepare a monthly report of the activities carried out in the month; Request necessary materials; Receive and serve customers; Provide requested information to customers; Create spreadsheets with indicators to be used in presentations by management; Assist with the organization of the distribution center.

Notes: This table provides types of on-the-job activities split by professional area shown to respondents that select "Completed High School" as their highest level of educational attainment. Each synthetic job posting will display 3–5 randomly drawn on-the-job activities with probability 0.6.

TABLE AXVII. On-The-Job Activities – Completed Technical School

Professional Area	On-The-Job Activities
Accounting	Customer service; Launch invoices; Calculate taxes and prepare financial documents; Perform accounting entries and reconciliations; Provide accounting audit advice; Prepare accounting documents; Bank reconciliation; Prepare payroll; Perform office tasks; Prepare expenses; Help prepare trial balances and balance sheets; Close the balance sheet; Provide technical advice; Review trial balances and management reports; Analyze financial statements.
Automation, Audio and Video	Assemble, supervise and review panel assemblies; Provide remote and in-person support to customers; Supervise the technological space; Perform preventive maintenance activities; Monitor and control technological resources; Configure and install hardware and software; Follow up with assembly team on mechanical completion; Execution of tests and maintenance procedures; Install projection screens and audio systems for corporate rooms; Customer service; Install, cabling and infrastructure for automation; Install speakers; Install receivers; Work with audio and video equipment; Provide technical services, equipment installation and sound testing.
Chemistry	Sample collection and analysis; Process control; Quality control; Industrial process control; Work in accordance with safety standards; Follow routine procedures; Keep the work area clean and organized; Preparation, separation and preservation of containers; Planning and execution of projects; Prepare solutions and measurement equipment; Material characterization analysis; Work in the laboratory for the development of new products; Customer service; Prepare documentation for audits; Perform physical-chemical tests.
Construction	Oversee new construction and residential and commercial renovation projects; Technical visits; Budgeting; Building maintenance; Manage internal and contracted employees; Prepare management reports; Review projects; Manage schedules; Issue and monitor purchase orders; Support and plan tasks; Monitor inventories and assess needs for replacement; Assist the construction team; Guide construction workers; Inspect the service performed; Develop project documents.
Electronics and Refrigeration	Repair and install electronic devices; Develop electronic circuit devices; Preventive and corrective maintenance of equipment; Identify the causes of device defects; Replace electronic components; Install electronic security systems; Develop and execute electrical projects; Contract labor; Configure audio, video, automation and network equipment; Develop grounding system projects; Maintenance of electric motors; Perform technical assistance activities; Perform equipment programming; Test equipment; Customer service; Maintenance repair of electronic systems; Prepare technical drawings; Carry out technical visits; Develop reports; Install refrigeration and ventilation equipment; Determine materials and accessories needed, and install equipment; Carry out various tests on the systems.
Information Technology and Systems Engineering	Perform repairs; Verify network protection; Provide technical support to users; Perform IT activities; Install and maintenance on computers and notebooks; Troubleshoot internal systems; Manage functional networks; Manage Production Part Approval Process (PPAP); Assist in software development; Ensure compliance with information security guidelines; Identify and correct problems with electronic devices; Develop websites; Implement computerized systems; Configure corporate VPN access; Provide audiovisual support.
Mechanics, Electromechanics and Industrial Maintenance	Perform technical maintenance; Prepare drawings of mechanical projects; Provide exceptional customer service; Maintain and calibrate equipment; Conduct and oversee inspection and maintenance services; Develop and test equipment and machines; Evaluate operating conditions in equipment installation; Preventive maintenance and corrective measures; Provide market price quotations; Select and install electronic and mechanical materials and components; Prepare technical reports; Assembly of mechanical devices; Assembly of electrical infrastructure; Install and assembly of equipment; Replace electrical parts and components; Install electric motors; General building maintenance; Document repair actions; Implement and monitor small automation upgrades on existing equipment.
Networks and Telecommunications	Implement computer systems; Carry out technical visits; Report procedures; Work in the telecommunications operational area; Install cabling, ducts and piping for the data network; Carry out repairs, exchanges and maintenance; Install devices; Assist and troubleshoot customer service issues for staff; Carry out preventive maintenance; Participate in the preparation of telecommunication projects; Diagnose and troubleshoot issues with telephone systems and infrastructure; Technically verify processes and services; Perform telecommunications equipment integration; Test routers; Preventive and corrective maintenance and programming in PABX.
Occupational Safety	Perform risk management; Inspect locations; Equipment installations; Monitor works in order to identify risk factors; Accompany casualties with the emergency room; Promote safety training at work; Develop accident prevention programs; Guide activities developed by contracted companies regarding health and safety aspects; Integrate negotiation processes; Promote vaccination campaigns; Record the occurrence of accidents; Participate in the adoption of technologies and work processes; Assist in the implementation of PCMSO, PCMAT, PPRA, and LTCAT health and safety programs; Supervise prevention plans of environmental accidents; Guide the Internal Commission for Accident Prevention (CIPA); Implement the necessary safety signs.

Notes: This table provides types of on-the-job activities split by professional area shown to respondents that select "Completed Technical School" as their highest level of educational attainment. Each synthetic job posting will display 3–5 randomly drawn on-the-job activities with probability 0.6.

TABLE AXVIII. On-The-Job Activities – Completed College (1/2)

Professional Area	On-The-Job Activities
Agriculture, Livestock and Veterinary	Plan rational and scientific experiments related to the company's agricultural projects; Conduct target audience research; Manage herd breeding tasks; Ensure the health and well-being of animals; Contribute to the genetic improvement of animals; Supervise sustainability projects, such as reducing water consumption and proper waste treatment; Manage the processing of renewable biomass; Monitor pests; Develop fertilization methods; Conducting regular animal health check-ups; Propose solutions to problems; Manage the execution of tasks; Implement objectives and actions for the area; Participate in meetings with the board of directors; Plan and negotiate large contracts.
Architecture and Design	Design visual materials for digital platforms, including presentations, logos, branding, and digital advertising graphics; Create and finalize designs for digital media, such as logos, visual identities, and advertising materials, by reviewing content and preparing files for production; Design and create furniture for display promotions in retail spaces, including stores and kiosks; Prepare project drawings, define their characteristics and determine the stages of execution and other technical elements; Monitor project progress, conduct analyses to prepare results; Create technical drawings for the design and implementation of augmented reality training programs; Operate printers, monitor and test prototypes; Develop technical solutions in order to improve the description of existing products; Develop quantitative projects; Assist in the development of projects for property regularization, obtaining operating permits, renovation and execution of construction works; Create and maintain a list of materials needed for the project, selecting appropriate specifications and standards based on guidelines provided; Supervise the assembly of prototypes, evaluate the performance of each component and evaluate the final product; Lead the design process for projects by consolidating information from feasibility studies and creating detailed project plans.; Develop and design interior spaces, including residential, commercial and office spaces, create detailed plans, select finishes and furnishings, and manage budget and purchasing for the project.
Business Administration	Routine administrative activities; Assist in administrative processes; Prepare spreadsheets; Prepare management reports; Manage team; Create reports and performance indicators; Prospect new customers; Coordinate administrative activities; Follow up on HR activities; Participate in planning meetings; Plan, execute and optimize sector tasks; Participate in the implementation of corporate projects; Plan training; Validate project pricing; Analyze reports.
Commercial and Sales	Present our products and services to large customers; Manage sales team; Responsible for the commercial department; Lead the expansion process; Define performance metrics; Coordinate commercial events; Create, structure and improve KPIs to manage the operations and performance; Prepare the cost structure and price formation; Establish goals; Solve conflicts; Conduct feasibility studies; Delegate sector activities; Plan and carry out training; Develop and implement sales plans; Monitor the sales team.
Communications and Marketing	Develop analytical panels to generate visibility and identify solutions; Develop and monitor marketing campaigns through all channels (email, SMS, portal, app, etc.); Manage maintenance of digital platforms, ensuring content is always up-to-date and consistent across platforms; Implement new tools that enhance the customer experience (such as online chat, BOT, etc.); Coordinate all aspects of content, from agenda definition, briefing for writers, project management, editing, and platform publishing; Develop sponsored links ad strategies, especially in Google Ads, making necessary adjustments to campaigns to improve performance and monitor metrics through web analytics tools; Measure and improve the effectiveness of digital marketing campaigns and internal marketing efforts, ensuring brand appeal and reinforcing the dissemination of our brand and culture; Collaborate with the team to develop and implement efficient solutions and strategies in various areas; Develop sales methods and results; Assist sales in creating new materials and strategies, and track performance by creating monthly reports on marketing results; Ensure a seamless customer experience on the brand's proprietary platforms, and create graphic materials for point-of-sale, magazines, promotional campaigns, digital media, and training materials; Design and execute social media, e-commerce, and paid media campaigns; Coordinate and participate in events, meetings, and committees on behalf of the company to represent the company's interests and objectives; Maintain relationships with service providers, industries, and suppliers to present new projects, proposals and businesses.
Engineering	Plan, organize, execute, and oversee projects in the field of civil construction; Conduct investigations and technical surveys; Generate various reports to provide and forward information and data related to its area of activity to the direct supervisor; Manage areas of the company and departments in accordance with pre-established standards and procedures; Provide and participate in training programs within their area of expertise; Prepare reports and technical reports in their area of expertise; Implement management of preventive, corrective, predictive, and autonomous maintenance; Perform and monitor the execution of product validation tests; Interpret technical standards relevant to the product, its maintenance, clarify doubts in its application, and train multipliers for understanding and implementation; Implement continuous improvement efforts to optimize processes and resources; Analyze and design systems and highly complex applications, determining graphical interface, ergonomic navigation criteria, database structure, and program coding; Choose work resources, such as system development methodologies, programming languages, and development tools; Monitor the execution of services using performance indicators, assess performance and make decisions; Responsible for the development of new components and systems, from initial draft to launch, ensuring project requirements following engineering standards, procedures and techniques; Perform review of technical drawings; Carry out and supervise production plans, collaborate with production programming and control, and determine productivity index.
Finance	Apply statistical and procedural methods that contribute to the detection of fraud; Support the structuring of complex financial models; Financial analysis; Identify investment strategies; Prepare cash flow; Prepare billing projections; Carry out tax planning; Analyze options for new investments; Prepare financial statements; Prepare daily balance sheets; Manage the accounting department; Accounting and tax analysis; Prepare and review management reports; Financial modeling; Monitor changes in legislation.
Foreign Trade	International freight contracting; Monitor and control import processes; Monitor customs clearance; Conduct meetings in English; Follow up regularly to ensure deliveries within the stipulated deadlines; Evaluate the feasibility of import costs; Quoting international freight; Plan import activities and export; Analyze international market trends; Negotiate the best commercial conditions; Perform monthly control of indicators; Manage the import and export process; Ensure compliance with current legislation in the countries in which we operate; Evaluate the necessary framework according to Brazilian legislation; Define pricing and supply policies.

TABLE AXVIII. On-The-Job Activities – Completed College (2/2)

Professional Area	On-The-Job Activities
Hospitality and Tourism	Establish the best rate policy according to supply and demand; Manage expenses; Perform corrective actions when budgets are not met; Monitor and manage the routine and compliance of all departments; Take care of marketing and advertising actions; Assist in hiring employees; Supervising and guiding the work of managers in each area; Managing contact with suppliers; Manage customer satisfaction; Cooperate with customers to determine their needs and provide advice; Use promotion techniques and prepare promotional materials for services; Participate in travel seminars to stay up to date with tourism trends; Enter data into our software and maintain client files; Maintain statistical and financial records; Assist in hiring and firing employees.
Industrial	Implement maintenance management; Contribute to improvement measures and investigate customer complaints and internal issues; Adopt corrective action for issues identified internally and externally, prioritizing customer complaints; Monitor risk-prone equipment, processes and operations; Collaborate with internal teams to assess risks and opportunities; Monitor productivity, quality, and people-management indicators; Conduct daily evaluations of the quality of work, providing positive and constructive feedback to employees; Develop and manage sector indicators; Inspect the company's facilities; Manage and oversee the team performing maintenance tasks, assembling and installing machines, components, and equipment; Create technical drawings to support projects; Monitor the quality of services using performance indicators, evaluate performance and make decisions; Perform critical analysis of processes to introduce improvements to management; Balance the needs of customers, employees, shareholders and suppliers; Ensure compliance with environmental protection regulations, and promote adherence to standards of hygiene and safety in the workplace.
Information Technology	Manage IT strategic processes; Plan and manage IT processes; Ensure that IT supports business processes; Manage the IT team, defining goals and deadlines; Prioritize and support IT projects; Define IT governance measures; Ensure mechanisms and tools for continuity of IT services in case of emergencies (e.g., a cybersecurity attack or system crash); Monitor and present IT indicators; Ensure information security; Request and manage IT resources; Develop programs in demand; Develop user documentation of company programs; Refine the architecture of existing systems; Generate new versions of company programs; Create unit tests.
Legal	Participate in projects to analyze legal and juridical regulations; Prepare opinions and tax reviews; Serve national and international clients; Direct field work and keep leadership updated on the development of projects; Participate in technical discussions to strengthen the company's stance on controversial matters; Support leadership in identifying new business opportunities; Support the sales team in prospecting meetings; Monitor the sector's internal processes; Draft service contracts; Plan, control and direct activities from the legal sector; Monitor notary processes; Distribution of processes; Draft contracts; Close contracts; Attend hearings.
Social Services	Responsible for educational assistance and guidance; Plan and execute workshops and social projects; Create plans for collaborating with relevant social service organizations; Responsible for actions that promote referral and reintegration into the labor market; Family monitoring; Preparation of reports and monitoring of communities in socially vulnerable situations; Develop and implement socio-educational activities, promoting recreational activities, stimulating community participation and ensuring proper use of equipment and materials; Mediate conflicts; Set priorities; Participate in internal and external audit processes, contribute to information availability or collection and recording of evidence; Act with integrity; Plan, prepare and manage educational projects; Manage deadlines and create schedules.
Technical	Consult on the implementation, management, and ongoing improvement of internal control processes; Develop projects; Provide technical support by monitoring project contracting processes; Prepare presentations on departmental projects; Manage the planning and execution of tasks related to operational activities, including development, support, and additional activities; Perform corrective and preventive maintenance; Develop processes and procedures for all technical activities; Develop documentation to support all field activities; Develop metrics and customer service activities; Work on medium and long-term projects according to internal demand; Support the commercial team in the execution of proposals, presentations and training.
Telecommunications	Monitor tasks on Windows servers; Support virtual servers; Support DLP (Data Loss Prevention) solutions; Map sensitive business data; Create DLP (Data Loss Prevention) control policies for mapped data; Ensure full operation of the infrastructure of company solutions; Create and review environmental policies, extract reports following the company's pre-established guidelines and best practices; Communicate with international support via email or conference call; Be aware of data security protocols; Responsible for supporting and maintaining physical and cloud servers, the company's network and communication infrastructure; Configure web servers with HTTPS; Manage system functions and take action to resolve issues by suggesting efficient solutions to restore service; Identify risks and implement solutions to secure technical environments and devices; Implement, support and monitor server resources, data centers, network assets and IT services; Manage computing environments and build architecture technology for information security; Analyze systems, identify vulnerabilities, map risks and implement solutions for the security of technical environments and devices; Prepare documentation on related operational procedures; Monitor delivery and quality; Creation and delivery of KPIs.
Telemarketing	Manage company representatives; Serve the customer reception department; Handle all company documents; Collect and manage necessary documents for customer purchase and processing; Propose products; Research and suggest the most commonly used technical terms in the market; Implement proposals in a service area by incorporating the relevant technical indicators for central operations; Develop strategies and create a portfolio for customers; Track and evaluate performance indicators for the region; Conduct market research and identify opportunities for expansion in the region; Prospect customers; Monitor revenue indicators; Analyze internal processes and implement solutions to improve productivity and quality; After-sales management; Organize the establishment of a call center for proactive customer prospecting; Carry out strategic planning to meet customer demands; Provide training on solutions and respond to customer inquiries as needed.
Transportation and Logistics	Plan all the company's logistics, from transport to the acquisition and storage of products; Manage material acquisition to meet company needs, considering factors such as quality, cost and service; Develop and control all stages of the production cycle, with a focus on financials; Assess and manage transportation resources, with the goal of maintaining efficiency; Coordinate the company's import and export team; Monitor production-related tasks; Prepare, plan and analyze the company's costs; Coordinate the execution of logistics plans; Choose new technologies for implementation; Make final hiring and employment decisions; Evaluate employee productivity; Coordinate programs to improve work efficiency; Participate in weekly meetings with management; Lead services provided to customers; Pricing services and projects.

Notes: This table provides types of on-the-job activities split by professional area shown to respondents that select "Completed College" as their highest level of educational attainment. Each synthetic job posting will display 3–5 randomly drawn on-the-job activities with probability 0.6.

TABLE AXIX. On-The-Job Activities – Sentences

Professional Area	On-The-Job Activities
Agriculture, Livestock and Veterinary	We seek a candidate who excels in a collaborative workplace, utilizing technology to bridge the gap between human progress and the natural world's performance, with knowledge of current agriculture and animal husbandry practices; In this role, you will use your knowledge and technique in order to contribute with solutions to improve productivity in the field.
Architecture and Design	We are looking for a multifaceted candidate with phenomenal design sensibilities who is highly imaginative and embraces experimentation. customers and have a passion for bringing ideas to life; In this role, you will explore your knowledge and creativity alongside a team passionate about new ideas and constant innovation, contributing to the consolidation of our company's image and reputation.
Business Administration	In this role, you will support our company's day-to-day operations and partner with corporate and regional teams to help create reliable, scalable, and sustainable solutions; In this role, you will play a critical role on a strong and growing team within our company and leverage your team's strengths to support company initiatives and advance your career in a dynamic, fast-paced environment; In this position, you will join a team that creates value by utilizing best business practices to formulate and execute solutions to various challenges.
Commercial and Sales	We are looking for a passionate candidate to represent our company and its external partners through developing and implementing the sales team's day-to-day strategy and activities; Our company is looking for candidates to help us provide exceptional customer service; In this role, you will represent our company in customer interactions, providing services focused on understanding their needs and solving their problems.
Communications and Marketing	In this role, you will partner with our in-house communications and marketing departments to help develop and execute turnkey campaigns that address our target customers and their different personalities, pain points and needs; We are looking for a creative communications lead, dynamic and effective that can help implement complex and high-impact marketing programs and campaigns that change the consumer's mindset and drive action; Our ideal candidate is passionate about marketing strategies that aim to convey the values and proposals of our company, positively impacting our competitiveness through clear and honest communication.
Engineering	The ideal candidate for this role has a strong technical background and enjoys working on a team dedicated to the smooth running of our business. partnership with our engineering department to help coordinate all relevant technical and commercial initiatives; In our company, you will be part of a team of engineers focused on finding solutions for the implementation of systems aimed at improving productivity in order to offer our services to an ever-growing customer base.
Finance	Our company is looking for a qualified candidate to work alongside our finance team and perform a variety of accounting and finance tasks; We are looking for analytical professionals with a broad strategic vision to join our financial team and implement solutions.
Foreign Trade	In this role, you will be responsible for helping to ensure compliance with import and export rules and regulations, as well as helping to facilitate the timely release of goods through customs and related government agencies. We are looking for a candidate with outstanding organizational skills who can act as a liaison between factories, forwarders, brokers, and customers; Our ideal candidate is passionate about the challenges posed by e-commerce in an increasingly dynamic and complex world and is capable of understanding scenarios and the determining factors for our competitiveness.
Hospitality and Tourism	We are looking for a warm, welcoming, and articulate candidate to ensure that each client's experience is relaxing and effortless. If you love meeting new people, providing services and helping to build a great brand, we'd love to talk; In this role, you'll have the opportunity to work with a team dedicated to providing the best experience for our customers and contributing to solutions and services that enable that they get the most out of the time they invest in you.
Industrial	We are looking for a candidate to help manage production schedules and coordinate services to maximize productivity; In this role, you will help maintain a clean and orderly production environment and drive efficiency; Our ideal candidate is an enthusiast of search for organization and constant improvement of the production environment, ensuring the fulfillment of goals and the best safety practices.
Information Technology	We are looking for a talented IT professional with a strong technical background to help with our company's systems integrations and improve our customer-facing applications; In your role, you will help support our day-to-day IT operations and provide timely resolution to service requests and issues; Our ideal candidate is passionate about technology solutions and has the knowledge to implement solutions that improve the efficiency of internal systems and the quality of the products offered to our customers.
Legal	In this role, you will work closely with the legal and compliance team to provide legal and strategic support across the business; Join our team in developing more effective ways to ensure regulatory tasks and projects are completed with high level of efficiency and optimism to achieve the objectives of the entire company; We are looking for dedicated professionals who can use their technical knowledge in favor of creating legal protocols that reduce costs and increase the predictability of the impact of external changes on production of our company.
Social Services	In this role, you will be responsible for providing, coordinating and ensuring comprehensive care for patients; We are looking for a candidate to provide individual or group counseling services to help individuals and their families achieve effective personal development and adjustment; Our ideal candidate is someone who understands the complexities of human relationships and is passionate about listening, advising and proposing solutions for patients, always focused on ethics and improving individual well-being.
Technical	We are looking for a candidate with a strong ability to think creatively and solve technical challenges and limitations, as well as demonstrate excellent communication skills at all levels, both in the technical and creative dimensions; In this role, you will be responsible for providing technical support to users and internal customers of the company; In this role, you will be part of a team focused on the creation and application of technical solutions aimed at the efficiency and robustness of our production system.
Telecommunications	If you're ready to hone your customer service skills while gaining professional knowledge in the telecommunications industry, our team looks forward to working with you! conversation with potential customers in a transparent manner; In our company, you will work with a team specialized in creating and implementing innovations in telecommunication that increase the performance of our activities and contact with customers.
Telemarketing	A strong candidate will demonstrate excellent communication and customer service skills; Individuals in this role are responsible for placing business to business (B2B) phone calls to clients and scheduling meetings for outside sales teams; In this role, you will work seamlessly with the customer solutions team, from the initial service to the final contact with the proposals and solutions for your demand.
Transportation and Logistics	This position will serve as a link between carriers and our distribution network, ensuring efficient movement of inbound and outbound supply and the consistent implementation of our operational excellence; We are looking for professionals who do their best to develop and improve our supply area.

Notes: This table provides sentences describing on-the-job activities split by professional area. Each synthetic job posting will display one randomly drawn sentence describing on-the-job activities with probability 0.5.

TABLE AXX. Workload Requirements

Workload Requirements
Monday to Friday from 8am to 6pm
Monday to Friday from 9am to 7pm
Monday to Friday from 10am to 8pm
Monday to Friday from 10am to 6pm
Monday to Friday from 9am to 5pm
Monday to Friday from 1pm to 9pm
40 hours a week, 5 days a week
Tuesday to Saturday from 10am to 6pm
Tuesday to Saturday from 9am to 5pm

Notes: This table provides types of estimated workload requirements in a given synthetic job posting. Each job posting displays one of the workload options with probability 0.7.

Table AXXI. Work-from-Home

Work-from-Home
Hybrid Work Model - You choose how many days of the week you want to work from the office.
Work model: 3 x 2 (3 days at home and 2 days at the office).
Work model: 2 x 3 (2 days at home and 3 days at the office).
In-person and remote work model (hybrid).

Notes: This table presents work-from-home arrangements. One work-from-home arrangement is randomly drawn from this list and included in the job posting with probability 0.3 for respondents that select "Completed High School" or "Completed College" as their highest level of educational attainment.

Table AXXII. Auxiliary Sentences – Job Opening

Text
Our company's recruitment process seeks to hire qualified professionals to join our team.
Our company is seeking innovative professionals to fill our open positions.
We are seeking top-notch professionals to fill our open positions.
Our hiring process targets professionals for our office in Brazil.
We seek to attract outstanding professionals.

Notes: This table provides auxiliary sentences translated into English that provide additional structure to the synthetic job posting. These auxiliary sentences provide information on the company's job opening and hiring process. One auxiliary sentence is always included in the job postings and is randomly selected.

Table AXXIII. Job Prerequisites

Categories	Job Prerequisites
Work-Related Prerequisites	Make a real impact in the business world; Align actions and behaviors with the company's values and mission; Take initiative; Collaborative; Independent; Proactive and eager to work; Collaborative and flexible; Can-do attitude; Eager to learn and contribute to company culture; Team player; Dedication to completing projects successfully
Personal Attributes	Desire for real challenges; Energetic; Willingness to make it happen; Humble and ethical; Curious and inquisitive

Notes: This table presents job prerequisites split by work-related characteristics and respondents' personal attributes. Each synthetic job posting will display 2–3 randomly drawn job prerequisites with probability 0.5, with prerequisites drawn from *Work-Related Prerequisites* and *Personal Attributes* each with probability 0.5.

Table AXXIV. Required Majors – Completed College

Professional Area	Required Majors
Agriculture, Livestock and Veterinary	Business Administration; Agricultural Science; Agricultural Engineering; Food Engineering; Fisheries Engineering; Forest Engineering; Veterinary Engineering
Architecture and Design	Architecture and Urbanism; Visual Arts; Cinema and Audiovisual; Social Communication; Design; Advertising
Business Administration	Business Administration; Actuarial Sciences; Accounting; Economics; Production Engineering; Statistics; Mathematics; Psychology; Advertising and Marketing
Commercial and Sales	Business Administration; Actuarial Sciences; Accounting; Economics; Production Engineering; Statistics; Mathematics; Advertising and Marketing
Communications and Marketing	Business Administration; Visual Arts; Social Sciences; Cinema and Audiovisual; Media; Design; Journalism; Language Arts; Advertising; Radio; TV; Internet (Audiovisual and Multimedia Communication); International Relations; Public Relations
Engineering	Biological Sciences; Aeronautical Engineering; Agricultural Engineering; Environmental and Sanitary Engineering; Cartographic and Surveying Engineering; Civil Engineering; Food Engineering; Bioengineering; Computer Engineering; Control and Automation Engineering; Fortification and Construction Engineering; Materials Engineering; Mining Engineering; Fisheries Engineering; Petroleum Engineering; Production Engineering; Telecommunications Engineering; Electrical Engineering; Electronic Engineering; Forest Engineering; Mechanical Engineering; Metallurgical Engineering; Naval Engineering; Chemical Engineering; Textile Engineering; Physics
Finance	Business Administration; Accounting; Economics; Engineering; Statistics; Mathematics
Foreign Trade	Business Administration; Economics; Production Engineering; Advertising and Marketing; International Relations; Public Relations
Hospitality and Tourism	Business Administration; International Relations; Public Relations; Advertising and Marketing; Social Communication
Information Technology	Computer Science; Economics; Computer Engineering; Network Engineering; Telecommunications Engineering; Statistics; Informatics; Mathematics; Information Systems; Engineering
Industrial	Food Engineering; Control and Automation Engineering; Materials Engineering; Production Engineering; Electrical Engineering; Electronic Engineering; Metallurgical Engineering; Textile Engineering
Legal	Law
Social Services	Social Services; Economics; Social Sciences; Psychology
Technical	Agricultural Science; Biological Sciences; Civil Engineering; Food Engineering; Control and Automation Engineering; Materials Engineering; Production Engineering; Electrical Engineering; Electronic Engineering; Metallurgical Engineering; Textile Engineering; Statistics; Physics; Geography; Geology; Mathematics; Meteorology; Information Systems
Telecommunications	Computer Engineering; Telecommunications Engineering; Network Engineering; Electrical Engineering; Electronic Engineering; Information Systems
Telemarketing	Business Administration; Agricultural Science; Actuarial Sciences; Accounting; Economics; Natural Sciences; Social Sciences; Production Engineering; Statistics; Physics; Mathematics; Psychology; Advertising; International Relations; Public Relations
Transportation and Logistics	Business Administration; Agricultural Engineering; Food Engineering; Control and Automation Engineering; Materials Engineering; Production Engineering; Electrical Engineering; Electronic Engineering; Mechanical Engineering; Metallurgical Engineering; Chemical Engineering; Textile Engineering

Notes: This table provides a list of majors split by seventeen categories, presented to respondents that select "Completed College" as their highest educational level.

TABLE AXXV. Hiring Stages

Categories	Hiring Stages
Stage 1 - Application	Application; Online application
Stage 2 - Online Assessments	Online assessment; Exam; English test; Logic test
Stage 3 - Other Assessments	Group interview; Group case study interview; Online interview; Business challenge; Dynamics; Business hack
Stage 4 - Final Interview	Final interview with managers; Final interview; Interview panel with our managers; Panel interview; Final interview with managers and human resources department

Notes: This table presents hiring stages split by four categories. Respondents that select "Completed Technical School" as their current educational level are only presented with synthetic job postings with two stages, *Stage 1 - Application* and *Stage 4 - Final Interview*. Respondents that select "Completed High School" or "Completed College" as their highest level of educational attainment are presented with synthetic job postings with all four hiring stages.

TABLE AXXVI. Nonwage Amenities

Categories	Amenities and Benefits
Amenities	In-office gym; Training platform; Wellness program; Physical activity support; Gym membership; Educational assistance program; Personal support program; Personal development; Mentoring and training
Benefits	Meal allowance; Food allowance; Medication allowance; Transportation allowance; Pharmacy allowance; Pregnancy allowance; Medical assistance; Internet allowance; Daycare allowance; Dental assistance; Partnerships with educational organizations; Language course allowance; Private pension plan

Notes: This table presents nonwage amenities split by two categories. *Amenities* are nonmonetary, physical work environment incentives that improve employee experience. *Benefits* are nonwage compensations to support employee financial, health, and personal needs. Each synthetic job posting will display 2–4 randomly drawn amenities or benefits from *Amenities* and *Benefits*, with a probability of 0.3 from *Amenities* and 0.7 from *Benefits*.

Appendix A.6. Firm-Level Survey Questionnaire

Introduction Page. See Appendix Figure A1.

Q1. Are you the owner of your company and do you wish to participate in this survey?
Yes, I am the owner and I would like to participate; No, I am not the owner; No, I do not wish to participate.

Filtering Question.

Q2. Including yourself, how many full-time employees does your company have? Please enter only the numerical value in the field below.
Nonnegative number.

Overview. See Appendix Figure A2.

Firm Characteristics Questions.

Prompt. In this section, we will ask questions that will help us gather basic information about your company. Your responses will help us understand the unique characteristics and context of your business.

Q3. What industry does your company operate in? If your company operates in multiple industries, please select the option that represents the largest operating activity of the company in terms of overall revenue.
Agriculture, livestock, forestry, fishing, and aquaculture; Construction; Electricity and gas; Extractive industries; Finance, insurance, and real estate; Healthcare and social services; Information and communication; Manufacturing; Other service activities; Professional, scientific, and technical activities; Retail Trade; Transportation, storage, and mail; Water, sewage, and waste management; Other (please specify).

Q4. What year was your company founded?
Open-ended response.

Q5. What state is your company located in?
List of 26 states and the Federal District.

Q6. What municipality is your company located in?
Open-ended response.

ESG Explanation. See Appendix Figure A3.

ESG Knowledge and Background.

Q7. On a scale of 1 to 5, please indicate your familiarity with Environmental, Social, and Governance (ESG) practices prior to taking this survey, with 1 being the lowest and 5 being the highest.

1–Not familiar (have not heard of ESG much or at all); 2; 3–Moderately familiar (general understanding of ESG); 4; 5–Extremely familiar (in-depth understanding of ESG)

Q8. In a few sentences, please describe your understanding of ESG practices. *(Displayed if respondent selects 4 or 5 in Q7)*
Open-ended response.

Q9. Has your company implemented rigorous ESG practices?
Yes, we have extensively integrated ESG practices into our operations and decision-making processes; Yes, we have implemented ESG practices to a moderate extent within our organization; No, but we are open to exploring them; No, and we currently have no interest or plans to implement ESG practices.

Q10. Can you please provide specific information about the ESG practices that your company has implemented? *(Displayed if respondent selects "Yes, we have extensively integrated ESG practices into our operations and decision-making processes" or "Yes, we have implemented ESG practices to a moderate extent within our organization" in Q9)*
Open-ended response.

Q11. What do you think are the main benefits of adopting ESG practices in your company? Select up to three choices.
Reputation and brand value; Easier access to finance/lower cost of capital; Compliance with regulatory requirements; Attracting and retaining talent; Risk management; Aligns with company values; Other (please specify).

Q12. What are the main factors preventing your company from fully adopting or increasing your investment in ESG practices? Select up to three choices.
Too expensive; Other competing priorities or initiatives; Does not add any value to the company; Do not have available expertise or manpower; Unfamiliar with ESG; Other (please specify).

Q13. Are you familiar with the B Corp certification, a leading ESG certification awarded to companies that exhibit strong ESG performance?
No, I have never heard of B Corp certification; Yes, I know a bit about B Corp certification; Yes, I know about it and I am extremely familiar with the requirements necessary to achieve B Corp certification.

ESG Cost Questions.

Instructions. In the following section, you will select the most relevant **Environmental, Social, and Governance (ESG) practices** for businesses similar to yours. Then, you'll review the industry ESG standards for achieving strong performance in these areas and estimate the costs involved in implementing them.

Please respond as accurately as possible. If you do not know an answer, please provide your best estimate. However, please invest sufficient time in reading and comprehending each question. To ensure the integrity of the survey data, we will perform various statistical checks. **As a reminder, responding without adequate effort may result in your responses being flagged for low quality and discarded.** Let's begin!

Environmental Prompt. First, we will ask about **environmental practices**. Environmental practices are centered around minimizing the company's impact on the natural environment. This involves measures such as reducing carbon emissions, conserving resources, managing waste effectively.

Q14. Please select the top two environmental topics that are most relevant for businesses similar to yours in terms of size and industry to achieve strong ESG performance.
Water usage and conservation; Hazardous waste management; Greenhouse gas emissions management; Energy efficiency; Sustainable packaging; Supply chain emissions management; Waste management and recycling; Sustainable transportation policies.

Criteria for Strong Performance in E. You have identified the following as the top two environmental topics that are most relevant for businesses similar to yours in size and industry to achieve strong ESG performance:
1. [Selected Practice (1)]
2. [Selected Practice (2)]
Leading ESG certifications such as B Corp typically require the following to achieve strong ESG performance in relation to these practices:
1. [Selected Practice (1)]: [Selected Practice (1) Description]
2. [Selected Practice (2)]: [Selected Practice (2) Description]
See Appendix Table AXXVII for the criteria to achieve strong ESG performance in relation to each environmental practice.

Q15. What would you estimate to be the upfront one-time fixed dollar amount required to achieve the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.
Number equal to or greater than 1,000.

Q16. What would you estimate to be the annual recurring dollar amount required to maintain the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.
Number equal to or greater than 1,000.

Q17. On a scale of 1 to 5, how confident do you feel about the accuracy of your estimated costs?
1–Not confident at all; 2–Slightly confident; 3–Moderately confident; 4–Confident; 5–Very confident.

Q18. Consider an investment opportunity that would enable your company to achieve the industry ESG standard outlined above for strong performance. How much would you be willing to pay for this one-time fixed cost investment? Please enter only the numerical value (in BRL) in the field below.
Nonnegative number.

Timer Prompt. Please ensure you have reviewed the description and answered the questions attentively before proceeding with the survey. The next button will appear once sufficient time has elapsed.

Q19. Consider the costs you provided on the previous page to achieve the industry ESG standard for strong performance below:
Upfront one-time fixed dollar amount: [Environmental Fixed Cost] BRL
Annual recurring dollar amount: [Environmental Recurring Cost] BRL
Within the next 1-3 years, what is the probability that your company will make this financial investment to achieve the industry ESG standard for strong performance?
Number between 0 and 100.

Social Prompt. The following section focuses on **social practices**. Social practices encompass how the company interacts with its employees, customers, communities, and other stakeholders. This includes ensuring fair treatment of employees, promoting diversity and inclusion, supporting community development initiatives, and upholding human rights standards.

Q20. Please select the top two social topics that are most relevant for businesses similar to yours in terms of size and industry to achieve strong ESG performance.
Inclusive hiring practices; Management of diversity, equity, and inclusion; Professional development policies; Employee health and safety practices; Civic engagement & giving; Employee engagement and satisfaction; Local sourcing and spending policies.

Criteria for Strong Performance in S. You have identified the following as the top two social topics that are most relevant for businesses similar to yours in size and industry to achieve strong ESG performance:

1. [Selected Practice (1)]

2. [Selected Practice (2)]

Leading ESG certifications such as B Corp typically require the following to achieve strong ESG performance in relation to these practices:

1. [Selected Practice (1)]: [Selected Practice (1) Description]

2. [Selected Practice (2)]: [Selected Practice (2) Description]

See Appendix Table AXXVIII for the criteria to achieve strong ESG performance in relation to each social practice.

Q21. What would you estimate to be the upfront one-time fixed dollar amount required to achieve the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.

Number equal to or greater than 1,000.

Q22. What would you estimate to be the annual recurring dollar amount required to maintain the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.

Number equal to or greater than 1,000.

Q23. On a scale of 1 to 5, how confident do you feel about the accuracy of your estimated costs?

1–Not confident at all; 2–Slightly confident; 3–Moderately confident; 4–Confident; 5–Very confident.

Q24. Consider an investment opportunity that would enable your company to achieve the industry ESG standard outlined above for strong performance. How much would you be willing to pay for this one-time fixed cost investment? Please enter only the numerical value (in BRL) in the field below.

Nonnegative number.

Timer Prompt. Please ensure you have reviewed the description and answered the questions attentively before proceeding with the survey. The next button will appear once sufficient time has elapsed.

Q25. Consider the costs you provided on the previous page to achieve the industry ESG standard for strong performance below:

Upfront one-time fixed dollar amount: [Social Fixed Cost] BRL

Annual recurring dollar amount: [Social Recurring Cost] BRL

Within the next 1-3 years, what is the probability that your company will make this financial investment to achieve the industry ESG standard for strong performance?

Number between 0 and 100.

Attention Check.

Q. Attention Check. Before proceeding to the next set of questions, we want to ask for your feedback about the responses you provided so far. It is vital to our study that we only include responses from people who devoted their full attention to this study.

In your honest opinion, should we use your responses, or should we discard your responses since you did not devote your full attention to the questions so far?

Yes, I have devoted full attention to the questions so far and I think you should use my responses for your study; No, I have not devoted full attention to the questions so far and I think you should not use my responses for your study.

Governance.

Prompt. The following section focuses on **governance practices**. Governance practices relate to the company's internal structures and policies that govern its operations. This involves maintaining transparency, ethical conduct, and accountability at all levels of the organization. It includes effective board oversight, sound risk management, compliance with laws and regulations, and treating shareholders fairly.

Q26. Please select the top two governance topics that are most relevant for businesses similar to yours in terms of size and industry to achieve strong ESG performance.

Anti-corruption reporting and prevention; Financial controls; Executive compensation and responsibility; Code of Ethics; Stakeholder communication and commitment; Compliance management; Mission statement.

Criteria for Strong Performance in G. You have identified the following as the top two governance topics that are most relevant for businesses similar to yours in size and industry to achieve strong ESG performance:

1. [Selected Practice (1)]

2. [Selected Practice (2)]

Leading ESG certifications such as B Corp typically require the following to achieve strong ESG performance in relation to these practices:

1. [Selected Practice (1)]: [Selected Practice (1) Description]

2. [Selected Practice (2)]: [Selected Practice (2) Description]

See Appendix Table AXXIX for the criteria to achieve strong ESG performance in relation to each governance practice.

Q27. What would you estimate to be the upfront one-time fixed dollar amount required to achieve the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.
Number equal to or greater than 1,000.

Q28. What would you estimate to be the annual recurring dollar amount required to maintain the industry ESG standard outlined above for strong performance? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the field below.
Number equal to or greater than 1,000.

Q29. On a scale of 1 to 5, how confident do you feel about the accuracy of your estimated costs?
1–Not confident at all; 2–Slightly confident; 3–Moderately confident; 4–Confident; 5–Very confident.

Q30. Consider an investment opportunity that would enable your company to achieve the industry ESG standard outlined above for strong performance. **How much would you be willing to pay for this one-time fixed cost investment?** Please enter only the numerical value (in BRL) in the field below.
Nonnegative number.

Timer Prompt. Please ensure you have reviewed the description and answered the questions attentively before proceeding with the survey. The next button will appear once sufficient time has elapsed.

Q31. Consider the costs you provided on the previous page to achieve the industry ESG standard for strong performance below:
Upfront one-time fixed dollar amount: [Governance Fixed Cost] BRL
Annual recurring dollar amount: [Governance Recurring Cost] BRL
Within the next 1-3 years, what is the probability that your company will make this financial investment to achieve the industry ESG standard for strong performance?
Number between 0 and 100.

B Corporation.

B Corporation Overview. See Appendix Figure A4.

Prompt. We will now ask a few questions about achieving a B Corp certification.

As a reminder, you provided the following estimated **upfront one-time fixed costs** for achieving the industry standards of strong performance for two practices within each ESG category:

(1) Environmental: [Environmental Fixed Cost] BRL

(2) Social: [Social Fixed Cost] BRL

(3) Governance: [Governance Fixed Cost] BRL

Considering that the B Corp certification also evaluates companies on various other ESG aspects that you haven't specifically chosen, we anticipate that the minimum cost to fulfill the requirements for obtaining the certification would be higher than the sum of the cost estimates you provided, totaling [Total Fixed Costs] BRL.

Please keep this in mind while providing your estimated costs below.

Q32. What is your lower-bound, upper-bound, and best estimate of the upfront one-time fixed dollar amount needed to undertake the necessary steps and fulfill the requirements to attain the B Corp certification? Please account for all direct (e.g., equipment purchases or labor expenses) and indirect costs (e.g., training or administrative overhead) in your estimate. Please enter only the numerical value (in BRL) in the fields below.

Lower-bound estimate (greater or equal to 3,000 BRL)

Upper-bound estimate (greater than or equal to lower-bound estimate)

Best estimate (between or equal to lower-bound and upper-bound estimates)

Q33. On a scale of 1 to 5, how confident do you feel about the accuracy of your estimated costs?

1–Not confident at all; 2–Slightly confident; 3–Moderately confident; 4–Confident; 5–Very confident.

Q34. Consider an investment opportunity that would enable your company to fulfill the necessary requirements to attain the B Corp certification. How much would you be willing to pay for this one-time fixed cost investment? Please enter only the numerical value (in BRL) in the field below.

Nonnegative number.

Q35. Consider the costs you provided on the previous page to undertake the necessary steps and fulfill the requirements to attain the B Corp certification:

(1) Environmental: [Environmental Fixed Cost] BRL

(2) Social: [Social Fixed Cost] BRL

(3) Governance: [Governance Fixed Cost] BRL

Within the next 1-3 years, what is the probability that your company will make this financial investment to undertake the necessary steps and fulfill the requirements to attain

the B Corp certification?
Number between 0 and 100.

Firm Characteristics Questions (continued).

Prompt. Thank you for your responses. In this section, we will ask some additional questions about your company.

Q36. Including yourself, how many full-time employees does your company have? Please enter only the numerical value in the field below.
Number greater than 10.

Q37. What percentage of full-time employees in your company have completed college or attained a higher level of education?
Number between 0 and 100.

Q38. What is the average monthly wage for full-time employees in your company that have completed college or attained a higher level of education?
Less than R$1,000; [R$1,000, R$15,000]; R$15,000 or more

Q39. What is the average monthly wage for full-time employees in your company that have not completed college?
Less than R$1,000; [R$1,000, R$15,000]; R$15,000 or more

Q40. What percentage of your company's full-time employees identify as white?
Number between 0 and 100.

Q41. What is the total revenue generated by your company in the past 12 months? Please enter only the numerical value (in BRL) in the field below.
Open-ended response.

Industry ESG Ranking.

Q42. Which four industries (excluding your own) do you believe exhibit the highest standards of environmental, social, and governance performance? Which four industries exhibit the lowest? Please drag and drop four industries to each of the relevant boxes on the right. Rank the highest performing industries from highest (1) to lowest (4) performance, and the lowest performing industries from lowest (1) to highest (4) performance.
List of industries excluding that of the respondent's.

Demographic Questions.

Prompt. Thank you for your responses. In this last section, we will ask some additional questions about you.

Q43. What gender do you identify as?
Male; Female; Prefer not to answer.

Q44. What is your age?
Open-ended response.

Q45. What ethnicity do you identify as?
Indigenous; White; Asian; Black; Mixed; Other.

Q45. What is your level of education?
Completed primary education; Incomplete high school; Completed high school; Incomplete college; Completed college; Completed masters; Completed doctorate.

Q46. In terms of your political preferences, where do you see yourself on the progressive/conservative spectrum?
Liberal; Moderate; Conservative; Prefer not to answer.

Effort.

Q. Effort. It is vital to our study that we only include responses from people that devoted their full attention to this study. Otherwise years of effort (the researchers' and the time of other participants) could be wasted. Please tell us how much effort you put forth towards this study.
I put forth almost no effort; I put forth very little effort; I put forth some effort; I put forth quite a bit of effort; I put forth a lot of effort.

Conclusion.

Q. Conclusion. Thank you for taking the time to complete our survey.
We value your feedback and suggestions. If you have any additional comments or feedback that you would like to share with us, please feel free to do so in the space provided below. Your input is greatly appreciated!

Olá,

Somos uma equipe de pesquisadores da Universidade de Chicago interessados em entender as práticas de empresas e de setores produtivos.

Faremos perguntas sobre as práticas de sua empresa (atuais e futuras), e mais amplamente sobre seu o setor, neste questionário. Vamos nos concentrar, em particular, nas práticas ambientais, sociais e de governança (ESG). O questionário levará aproximadamente 15 minutos para ser concluído.

Algumas das perguntas do questionário sondam estimativas de custos de certas práticas relacionadas ao ESG e oportunidades de investimento. Por favor, aborde essas perguntas com cuidado e atenção.

Por favor, responda o mais precisamente possível. Se você não souber a resposta, forneça a melhor estimativa que puder dar depois de ter lido a pergunta cuidadosamente. Reserve tempo suficiente para ler e compreender cada pergunta. Para garantir a integridade dos dados da pesquisa, realizaremos várias verificações estatísticas. Responder sem o esforço adequado pode fazer que suas respostas sejam marcadas como baixa qualidade e descartadas.

Se você tiver dúvidas ou preocupações sobre o questionário, entre em contato com os pesquisadores da universidade em olivia.xiong@chicagobooth.edu. A sua participação é voluntária. Você pode sair da plataforma de pesquisa a qualquer momento. De acordo com a LGPD (Lei Geral de Proteção de Dados Pessoais), todas as informações fornecidas são protegidas e não podem ser distribuídas.

Você é o proprietário da sua empresa e deseja participar desta pesquisa?

Sim, sou o proprietário e gostaria de participar.

Não, não sou o proprietário.

Não, não desejo participar.

A. Portuguese

Hello,

We are a team of researchers from the University of Chicago interested in understanding company and industry practices.

The survey will take approximately 15 minutes of your time to complete and will ask questions regarding both your company's practices (current and future) and more broadly about the industry. We will focus in particular on Environmental, Social, and Governance (ESG) practices.

The survey requires some estimation of costs of certain ESG-related practices and investment opportunities. Please approach these questions thoughtfully.

Please respond as accurately as possible. If you do not know an answer, please provide your best estimate. However, please invest sufficient time in reading and comprehending each question. To ensure the integrity of the survey data, we will perform various statistical checks. Responding without adequate effort may result in your responses being flagged for low quality and discarded.

If you have questions or concerns about the research, you can contact university researchers at olivia.xiong@chicagobooth.edu. Your participation is voluntary. You can withdraw from the survey platform at any time. According to the LGPD (General Personal Data Protection Law), all information provided is protected and cannot be distributed.

Are you the owner of your company and do you wish to participate in this survey?

Yes, I am the owner and I would like to participate.

No, I am not the owner.

No, I do not wish to participate.

B. English

Figure A1. Firm Survey Introduction Page

Notes: This figure presents the introduction page of the firm survey, the first page that respondents see upon clicking on the survey link. Panel A shows the actual page in Portuguese shown to respondents in the survey. Panel B shows the English translation.

Ótimo! Vamos prosseguir com uma breve visão geral de como a pesquisa funcionará.

Estima-se que o questionário levará aproximadamente 15 minutos para ser concluído.

Primeiro, faremos um conjunto de perguntas básicas para entender melhor sua empresa.

Em seguida, faremos algumas perguntas sobre as práticas atuais de sua empresa.

Dando continuidade, apresentaremos **uma variedade de práticas ambientais, sociais e de governança (ESG)** da empresa e pediremos que você responda a algumas perguntas com base nas práticas mais relevantes para empresas semelhantes à sua em tamanho e setor. Em seguida, faremos algumas perguntas sobre como obter uma certificação ESG específica.

Por fim, concluiremos com algumas perguntas adicionais sobre você e sua empresa.

Obrigado pela sua participação, e vamos prosseguir com a pesquisa!

A. Portuguese

Great! Let's proceed with a brief overview of how the survey will work.

The survey is estimated to take around 15 minutes to complete.

First, we will begin by asking a set of basic questions to better understand your company.

Then, we will ask a few questions about your company's current practices.

Next, we will provide **a range of Environmental, Social, and Governance (ESG) company practices** and ask you to answer a few questions based on the practices most relevant to businesses similar to yours in size and industry. We will then ask a few questions about achieving a specific ESG certification.

Lastly, we will conclude with a few additional questions about you and your company.

Thank you for your participation. Let's proceed with the survey!

B. English

FIGURE A2. Firm Survey Overview

Notes: This figure presents the overview page of the firm survey. Panel A shows the actual page in Portuguese shown to respondents in the survey. Panel B shows the English translation.

Obrigado por suas respostas.

Na próxima seção, perguntamos sobre o histórico e o interesse de sua empresa em adotar **práticas ambientais, sociais e de governança (ESG).**

Primeiro, queremos fornecer um pouco mais de informações sobre **práticas ambientais, sociais e de governança (ESG).** As práticas ESG referem-se a atividades relacionadas à sustentabilidade ambiental, responsabilidade social e questões éticas. Algumas empresas integram essas práticas em suas operações e tomadas de decisão.

As práticas ambientais envolvem esforços para minimizar o impacto da empresa no ambiente natural. Isso pode incluir medidas relacionadas a emissões de carbono, conservação de recursos e gerenciamento de resíduos.

As práticas sociais abrangem como a empresa interage com seus funcionários, clientes, comunidades e outras partes interessadas. Isso pode incluir iniciativas relacionadas à diversidade e inclusão, doações de caridade e envolvimento da comunidade.

As práticas de governança referem-se às estruturas e políticas internas da empresa que regem suas operações. Isso envolve atividades relacionadas à transparência, remuneração executiva, conduta ética e responsabilidade.

Agora que abordamos os fundamentos do ESG, vamos continuar com a pesquisa!

A. Portuguese

Thank you for your responses.

In the next section, we ask about your company's background and interest in adopting **Environmental, Social, and Governance (ESG) practices**.

First, we want to provide a bit more information about **Environmental, Social, and Governance (ESG) practices**. ESG practices refer to activities that relate to environmental sustainability, social responsibility, and ethical issues. Some companies integrate these practices into their operations and decision-making.

Environmental practices involve efforts to minimize the company's impact on the natural environment. This can include measures relating to carbon emissions, resource conservation, and waste management.

Social practices encompass how the company interacts with its employees, customers, communities, and other stakeholders. This may include initiatives relating to diversity and inclusion, charitable giving, and community engagement.

Governance practices relate to the company's internal structures and policies that govern its operations. This involves activities relating to transparency, executive compensation, ethical conduct, and accountability.

Now that we have covered the basics of ESG, let's continue with the survey!

B. English

FIGURE A3. Firm Survey ESG Overview Page

Notes: This figure presents the page of the firm survey that provides an overview of Environmental, Social, and Governance (ESG) practices. Panel A shows the actual page in Portuguese shown to respondents in the survey. Panel B shows the English translation.

Obrigado por suas respostas. Por favor, leia atentamente a o texto abaixo antes de prosseguir com a pesquisa. Você poderá seguir adiante assim que tempo suficiente tiver sido dedicado a essa leitura.

Discutimos diversas práticas de ESG e os padrões para se alcançar um desempenho sólido de ESG para dois tópicos em cada categoria de Ambiental, Social e Governança.

Gostaríamos de fornecer a você uma visão geral de uma das principais certificações ESG, a B Corp, que reconhece as empresas por seu desempenho excepcional em várias dimensões de práticas ambientais, sociais e de governança (ESG). **Para obter uma certificação B Corp, as empresas devem exibir e relatar um forte desempenho em todas essas áreas.**

Aqui está uma visão geral do processo típico para obter a certificação B Corp para empresas como a sua:

1. **Complete uma avaliação online** que avalia o desempenho da sua empresa em áreas-chave como impacto ambiental, governança, trabalhadores, comunidade, meio ambiente e clientes. Esta avaliação abrangente inclui tópicos semelhantes aos apresentados nesta pesquisa. Os padrões de alto desempenho descritos para cada prática estão alinhados com os critérios de avaliação usados na certificação.

2. Para se qualificar para a certificação, sua empresa deve **obter uma pontuação mínima** na avaliação. Se sua pontuação inicial cair abaixo do limite, pode ser necessário implementar mudanças e melhorias nas áreas identificadas para atingir o nível de qualificação.

3. A etapa final antes da certificação é **enviar e verificar os documentos comprobatórios** para validar as respostas fornecidas na avaliação online.

A. Portuguese

Thank you for your responses. Please read the description below attentively before proceeding with the survey. The next button will appear once sufficient time has elapsed.

We discussed various ESG practices and the industry standards to achieve strong ESG performance for two topics in each Environmental, Social, and Governance categories.

We would now like to provide you with an overview of a leading ESG certification, B Corp, that recognizes companies for their exceptional performance across various Environmental, Social, and Governance (ESG) categories. **To obtain a B Corp certification, companies must exhibit and report strong ESG performance across all ESG categories**.

Here's an overview of the typical process for obtaining the B Corp certification for companies like yours:

1. **Complete an online assessment** that evaluates performance in key areas such as environmental impact, governance, workers, community, environment, and customers. This comprehensive assessment covers similar topics to those presented in this survey. The standards for strong ESG performance described for the practices selected in this survey closely align with the evaluation criteria used in the certification.

2. To qualify for certification, companies must **achieve a minimum score** on the assessment. If the initial score falls below the threshold, it may be necessary to implement improvements in the identified areas to meet the qualifying level.

3. The final step before certification is **submitting and verifying supporting documents** to validate the responses provided in the online assessment.

B. English

FIGURE A4. Firm Survey B Corp Overview Page

Notes: This figure illustrates the page of the firm survey dedicated to explaining B Corporation and the certification's requirements. Panel A shows the actual page in Portuguese shown to respondents in the survey. Panel B shows the English translation.

Table AXXVII. Criteria for Strong Performance by E(SG) Practice

Practice	Criteria
Water usage and conservation	High ESG performance in water usage and conservation involves adopting practices to conserve and manage water resources. This includes: – Regularly monitoring and recording water usage. – Conducting an analysis of the company's value chain, including suppliers, services, and materials, to identify material areas of water usage. – Setting specific reduction targets for reducing water footprint relative to previous performance (e.g., a 5% reduction of water usage from baseline year). – Implementing water conservation methods at the majority of the company's corporate offices and facilities, such as installing low-flow water fixtures. – Managing nonhazardous wastewater through on-site watershed management, wastewater reuse or recycling, on-site partial-reclamation, or off-site water treatment.
Hazardous waste management	High ESG performance in hazardous waste management involves adopting practices to ensure proper storage, treatment, and disposal of dangerous waste. This includes: – Eliminating hazardous waste and materials. If elimination is not feasible: – Regularly monitoring and tracking hazardous waste production (e.g., batteries, paint, electronic equipment, etc.) throughout the entire value chain. – Setting a target of zero hazardous waste. – Implementing written procedures for the safe storage, use, and responsible disposal of each hazardous material (e.g., chemicals, pesticides, and fertilizers). – Properly sealing, labeling, and storing hazardous materials in a locked area separate from regular business activities.
Greenhouse gas emissions management	High ESG performance in greenhouse gas emissions management involves adopting practices to monitor, record, and reduce greenhouse gas (GHG) emissions. This includes: – Regularly monitoring and recording GHG emissions. – Setting specific reduction targets relative to previous performance (e.g., a 5% reduction of GHGs from baseline year). – Conducting an analysis of the company's value chain, including suppliers, services, and materials, to identify material risk contributions of greenhouse gas emissions. – Purchasing certified carbon credits to offset some or all of the greenhouse gas emissions generated by the company and supply chain.
Energy efficiency	High ESG performance in energy efficiency involves adopting practices to optimize energy consumption. This includes: – Monitoring energy usage and setting targets based on monitored intensity (e.g., energy use relative to revenue or volume produced). – Conducting regular energy audits to identify areas of inefficiency. – Implementing energy-efficient equipment and lighting solutions in buildings and facilities. – Sourcing electricity from renewable energy sources, such as on-site renewables, other clean or renewable-based generators, or a municipal power grid that generates at least 10 – Implementing energy-saving strategies, such as energy use monitoring, efficient appliances and lighting, and the use of renewable energy, in the majority of company buildings and facilities.
Sustainable packaging	High ESG performance in sustainable packaging involves adopting practices to minimize the environmental impact of packaging materials. This includes: – Conducting a formal assessment of packaging design and materials to identify opportunities to minimize environmental impact. – Using nontoxic, recyclable packaging designed to have less overall environmental impact than common alternatives. – Providing clear recycling instructions on packaging to promote responsible disposal.
Supply chain emissions management	High ESG performance in supply chain carbon emissions management involves adopting practices to regularly monitor and record greenhouse gas (GHG) emissions throughout the supply chain. This includes: – Establishing communication channels with suppliers for tracking and reporting GHG emissions. – Evaluating suppliers based on their commitments to reducing emissions. – Auditing and supporting suppliers in completing corrective actions to reduce emissions. – Conducting a comprehensive analysis of the value chain to identify material risk contributions of greenhouse gas emissions. – Setting concrete GHG emission reduction targets throughout the supply chain.
Waste management and recycling	High ESG performance in waste management and recycling involves adopting practices to regularly monitor, record, and reduce waste production. This includes: – Setting specific waste reduction targets relative to previous performance (e.g., a 5 – Implementing comprehensive, facility-wide recycling programs with ongoing collection of at least all standard materials in the area in the majority of company facilities. – Promoting recycling and reuse of materials on-site with clearly marked bins for proper use. – Posting a written recycle/reduce/reuse policy in at least 80 – Implementing a product/packaging reclamation and recycling or reuse program, either designed internally or in collaboration with a third party.
Sustainable transportation policies	High ESG performance in sustainable transportation policies involves adopting practices to prioritize the use of sustainable and low-emission vehicles for product transportation and distribution. This includes: – Utilizing clean and low-emission vehicles (e.g., hybrid, LPG, electric) to transport and distribute products. – Using strategic planning software to minimize fuel usage and optimize transportation routes. – Implementing a written shipping or distribution policy that prioritizes environmentally-efficient practices. – Prioritizing shipping methods with lower environmental impacts, such as sea or rail transportation over air shipment.

Notes: This table presents the criteria for achieving strong ESG performance split by selected environmental practice in the firm survey. Respondents first select two environmental practices and then are presented with the corresponding criteria for strong ESG performance.

TABLE AXXVIII. Criteria for Strong Performance by (E)S(G) Practice

Practice	Criteria
Inclusive hiring practices	High ESG performance in inclusive hiring practices involves adopting practices that promote inclusivity and equity throughout the hiring process. This includes: – Including a commitment to diversity, equity, and inclusion in all job postings. – Conducting anonymous or 'blind' reviews of applications or resumes without attaching names or identifiable characteristics. – Actively recruiting from organizations that serve underrepresented populations. – Conducting regular reviews of job description language and requirements to ensure they are inclusive and equitable.
Management of diversity, equity, and inclusion	High ESG performance in managing diversity, equity, and inclusion involves adopting practices to foster an inclusive and equitable workplace. This includes: – Implementing a formal, written nondiscrimination policy that covers at a minimum: gender, race, disability, political opinion, sexual orientation, age, religion. – Designating an individual or group explicitly responsible for overseeing diversity, equity, and inclusion efforts (i.e., a Diversity Manager or Inclusion Committee). – Offering comprehensive training to all employees on diversity-related topics. – Establishing voluntary employee resource or affinity groups. – Tracking workforce diversity through anonymous surveys. – Setting measurable diversity improvement goals that are reviewed by senior executives. – Conducting pay equity analyses by gender, race/ethnicity, or other demographic factors and implementing equal compensation improvement plans if necessary.
Professional development policies	High ESG performance in professional development policies involve implementing policies and opportunities to support employee professional growth. This includes: – Establishing a formal onboarding process for new employees. – Providing employees with regular ongoing training on core job responsibilities at least annually. – Implementing a formal policy to encourage internal promotions and hiring for advanced positions (e.g., posting job openings internally first). – Facilitating external professional development opportunities (e.g., conference attendance, online training). – Supporting employees in pursuing intensive continuing education credentials (e.g., college degrees, professional licenses) through reimbursements or programs.
Employee health and safety practices	High ESG performance in employee health and safety practices involves adopting practices that promote protection from work-related safety and health hazards. This includes: – Conducting annual safety and health training for all employees. – Transparently recording and sharing data internally on injuries and accidents. – Establishing a formal safety reporting system for employees to submit safety concerns. – Appointing a safety program representative or committee reporting to senior management. – Conducting thorough investigations into accidents and incidents according to documented standard procedures. – Conducting annual evaluations of the safety and health system with active senior management involvement.
Civic engagement & giving	High ESG performance in civic engagement and giving involves adopting practices that actively contribute to the development of the local community through philanthropic efforts. This includes: – Making financial or in-kind donations to nonpolitical causes. – Investing in the local community or providing pro-bono services. – Establishing corporate partnerships with charitable organizations. – Having a formal commitment to donations (e.g., 1% for the planet). – Offering programs to match individual employees' charitable donations. – Implementing screening practices for charitable contributions or impact measurement mechanisms for community investments.
Employee engagement and satisfaction	High ESG performance in employee engagement and satisfaction involves adopting practices to monitor and evaluate employee satisfaction and engagement levels. This includes: – Calculating and comparing employee attrition rates against industry benchmarks to gauge workforce retention. – Conducting regular surveys, at least annually, to assess employee satisfaction and engagement levels and comparing the results to industry benchmarks. – Outperforming industry benchmarks on employee attrition and satisfaction. – Implementing formalized feedback and complaint mechanisms that go beyond direct reporting lines to address employee concerns and improve company practices. – Conducting comprehensive reviews of employee feedback and complaints, at least every other year, with active involvement from employees.
Local sourcing and spending policies	High ESG performance in local sourcing and spending policies involves adopting practices that prioritize economic growth and sustainability within the local community. This includes: – Incorporating a written preference for purchasing from local suppliers into procurement policies. – Establishing formal targets or goals for the amount of local purchasing. – Maintaining lists of preferred local vendors for specific facilities. – Ensuring a significant portion (80%+) of the Cost of Goods Sold is spent within the country of operations, specifically from in-country registered companies or national citizens. – Allocating a substantial portion (60%+) of annual company expenses to independent suppliers local to the company's headquarters or relevant facilities.

Notes: This table presents the criteria for achieving strong ESG performance split by selected social practice in the firm survey. Respondents first select two social practices and then are presented with the corresponding criteria for strong ESG performance.

TABLE AXXIX. Criteria for Strong Performance by (ES)G Practice

Practice	Criteria
Anti-corruption reporting and prevention	High ESG performance in anti-corruption reporting and prevention involves adopting practices to promote integrity and address potential related concerns. This includes: – Establishing a comprehensive written employee whistle-blowing policy with confidentiality provisions. – Communicating the anti-corruption reporting and prevention systems at least annually to relevant internal and external stakeholders. – Implementing mechanisms for continuous monitoring and internal assessments (e.g., internal employee self-evaluations, automated controls monitoring). – Ensuring that senior managers promptly implement necessary changes based on the findings of internal and external reviews. – Providing annual training on the anti-corruption system.
Financial controls	High ESG performance in financial controls involves adopting practices that promote sound financial management. This includes: – Establishing robust control activities, such as password protection systems that are periodically changed and tailored to different access levels based on employee positions. – Conducting fraud risk assessments at least annually and reporting internal control deficiencies to senior management. – Documenting lines of financial reporting, responsibilities, and limits for the authorization, approval, and verification of disbursements in writing. – Implementing and documenting financial controls that, at a minimum, cover controls for cash disbursement, accounts receivable, accounts payable, and inventory management.
Executive compensation and responsibility	High ESG performance in executive compensation and responsibility involves adopting practices to promote sustainable practices and accountability within the leadership team. This includes: – Integrating social and environmental considerations into executive roles and job descriptions. – Aligning executive compensation with social and environmental goals. – Reviewing social and environmental performance at the Board of Directors level. – Formally incorporating contributions to social and environmental goals in performance reviews.
Code of Ethics	High ESG performance in relation to a company's Code of Ethics involves adopting a formal written Code of Ethics that comprehensively documents policies around various governance-related topics. This includes: – Prohibiting bribes in any form, including kickbacks or gifts, on any portion of contract payments or soft dollar practices. – Establishing formal oversight policies and committing to public disclosure of direct or indirect contributions to political parties, politicians, lobby groups, charitable organizations, and advocacy groups. – Providing regular training on the Code of Ethics to the Board of Directors, newly hired employees, managers, and non-managerial employees, and other relevant stakeholders. – Promptly communicating any changes to the code to all relevant stakeholders.
Stakeholder communication and commitment	High ESG performance in stakeholder engagement and commitment involves adopting practices that emphasize proactive communication with stakeholders. This includes: – Implementing a formal stakeholder engagement plan or policy that includes identification of relevant stakeholder groups. – Establishing formal and regular processes to gather information from stakeholders (focus groups, surveys, community meetings). – Implementing formal procedures to address results from stakeholder engagement, with a designated individual or team responsible for appropriate follow-ups. – Reporting stakeholder engagement results to the highest level of oversight in the company.
Compliance management	High ESG performance in compliance management involves adopting practices to formally address potential material compliance breaches. This includes: – Promptly reporting breaches, including case details, to the Board of Directors. – Conducting thorough investigations into compliance breaches through independent parties. – Taking appropriate actions, such as dismissing or disciplining involved employees and terminating contracts with business partners in breach. – Making improvements to compliance documents and programs based on reported cases.
Mission statement	High ESG performance in relation to a company's mission statement involves: – Having a written corporate mission statement that is formally shared with employees or publicly available. – Including a commitment to a specific positive social impact (e.g., poverty alleviation, sustainable economic development). – Including a commitment to a specific positive environmental impact (e.g., reducing waste sent to landfills through upcycled products). – Including a commitment to serve a target beneficiary group in need (e.g., low-income customers).

Notes: This table presents the criteria for achieving strong ESG performance split by selected governance practice in the firm survey. Respondents first select two governance practices and then are presented with the corresponding criteria for strong ESG performance.