

National Tracking Poll

Project: 161108

N Size: 2088 Adults

Margin of Error: ± 2%

November 16-18, 2016

Topline Report

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| P1 | <i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i> | | |
| | Right Direction | 668 | 32% |
| | Wrong Track | 1420 | 68% |
| P2NET | <i>Do you approve or disapprove of the job Barack Obama is doing as President?</i> | | |
| | Approve | 1114 | 53% |
| | Disapprove | 847 | 41% |
| | Don't Know / No Opinion | 127 | 6% |
| P2 | <i>Do you approve or disapprove of the job Barack Obama is doing as President?</i> | | |
| | Strongly Approve | 591 | 28% |
| | Somewhat Approve | 523 | 25% |
| | Somewhat Disapprove | 302 | 14% |
| | Strongly Disapprove | 545 | 26% |
| | Don't Know / No Opinion | 127 | 6% |
| P3 | <i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i> | | |
| | Economic Issues | 676 | 32% |
| | Security Issues | 340 | 16% |
| | Health Care Issues | 304 | 15% |
| | Senior's Issues | 269 | 13% |
| | Women's Issues | 117 | 6% |
| | Education Issues | 157 | 8% |
| | Energy Issues | 100 | 5% |
| | Other | 124 | 6% |
| BRA1_1 | <i>How likely are you to support or buy from brands or companies that... Sell Trump products</i> | | |
| | Very likely | 258 | 12% |
| | Somewhat likely | 406 | 19% |
| | Not too likely | 269 | 13% |
| | Not likely at all | 455 | 22% |
| | Don't Know / No Opinion | 700 | 34% |

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| BRA1_2 | <i>How likely are you to support or buy from brands or companies that... Used to sell but have removed Trump products</i> | | |
| | Very likely | 264 | 13% |
| | Somewhat likely | 403 | 19% |
| | Not too likely | 302 | 14% |
| | Not likely at all | 402 | 19% |
| | Don't Know / No Opinion | 717 | 34% |
| BRA1_3 | <i>How likely are you to support or buy from brands or companies that... Have come out in support for Trumps presidency</i> | | |
| | Very likely | 331 | 16% |
| | Somewhat likely | 371 | 18% |
| | Not too likely | 274 | 13% |
| | Not likely at all | 440 | 21% |
| | Don't Know / No Opinion | 672 | 32% |
| BRA1_4 | <i>How likely are you to support or buy from brands or companies that... Have come out against Trumps presidency</i> | | |
| | Very likely | 348 | 17% |
| | Somewhat likely | 383 | 18% |
| | Not too likely | 275 | 13% |
| | Not likely at all | 412 | 20% |
| | Don't Know / No Opinion | 670 | 32% |
| BRA2_1 | <i>Do you have a favorable or unfavorable view of... Yuengling</i> | | |
| | Very Favorable | 196 | 9% |
| | Somewhat Favorable | 331 | 16% |
| | Somewhat Unfavorable | 142 | 7% |
| | Very Unfavorable | 132 | 6% |
| | Never Heard Of | 708 | 34% |
| | Heard Of, No Opinion | 578 | 28% |
| BRA2_2 | <i>Do you have a favorable or unfavorable view of... Macys</i> | | |
| | Very Favorable | 490 | 23% |
| | Somewhat Favorable | 790 | 38% |
| | Somewhat Unfavorable | 197 | 9% |
| | Very Unfavorable | 113 | 5% |
| | Never Heard Of | 35 | 2% |
| | Heard Of, No Opinion | 463 | 22% |

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| BRA2_3 | <i>Do you have a favorable or unfavorable view of... GrubHub</i> | | |
| | Very Favorable | 168 | 8% |
| | Somewhat Favorable | 348 | 17% |
| | Somewhat Unfavorable | 166 | 8% |
| | Very Unfavorable | 143 | 7% |
| | Never Heard Of | 560 | 27% |
| | Heard Of, No Opinion | 703 | 34% |
| BRA2_4 | <i>Do you have a favorable or unfavorable view of... NBA</i> | | |
| | Very Favorable | 410 | 20% |
| | Somewhat Favorable | 586 | 28% |
| | Somewhat Unfavorable | 280 | 13% |
| | Very Unfavorable | 226 | 11% |
| | Never Heard Of | 40 | 2% |
| | Heard Of, No Opinion | 545 | 26% |
| BRA2_5 | <i>Do you have a favorable or unfavorable view of... Pepsi</i> | | |
| | Very Favorable | 592 | 28% |
| | Somewhat Favorable | 707 | 34% |
| | Somewhat Unfavorable | 246 | 12% |
| | Very Unfavorable | 177 | 8% |
| | Never Heard Of | 25 | 1% |
| | Heard Of, No Opinion | 342 | 16% |
| BRA2_6 | <i>Do you have a favorable or unfavorable view of... Coors</i> | | |
| | Very Favorable | 315 | 15% |
| | Somewhat Favorable | 605 | 29% |
| | Somewhat Unfavorable | 261 | 13% |
| | Very Unfavorable | 223 | 11% |
| | Never Heard Of | 82 | 4% |
| | Heard Of, No Opinion | 601 | 29% |
| BRA2_7 | <i>Do you have a favorable or unfavorable view of... Home Depot</i> | | |
| | Very Favorable | 608 | 29% |
| | Somewhat Favorable | 867 | 42% |
| | Somewhat Unfavorable | 167 | 8% |
| | Very Unfavorable | 80 | 4% |
| | Never Heard Of | 31 | 2% |
| | Heard Of, No Opinion | 335 | 16% |

| Question | Response | Frequency | Percentage |
|----------|--|-----------|------------|
| BRA2_8 | <i>Do you have a favorable or unfavorable view of... Starbucks</i> | | |
| | Very Favorable | 522 | 25% |
| | Somewhat Favorable | 623 | 30% |
| | Somewhat Unfavorable | 286 | 14% |
| | Very Unfavorable | 246 | 12% |
| | Never Heard Of | 34 | 2% |
| | Heard Of, No Opinion | 377 | 18% |
| BRA2_9 | <i>Do you have a favorable or unfavorable view of... NASCAR</i> | | |
| | Very Favorable | 332 | 16% |
| | Somewhat Favorable | 536 | 26% |
| | Somewhat Unfavorable | 284 | 14% |
| | Very Unfavorable | 276 | 13% |
| | Never Heard Of | 46 | 2% |
| | Heard Of, No Opinion | 614 | 29% |
| BRA3_1 | <i>Does knowing that the following companies or people associated with them have shown public support for Donald Trump give you more or less favorable view of the company? Yuengling</i> | | |
| | Much more favorable | 238 | 11% |
| | Somewhat more favorable | 219 | 10% |
| | Somewhat less favorable | 165 | 8% |
| | Much less favorable | 298 | 14% |
| | No impact either way | 669 | 32% |
| | Don't Know / No Opinion | 499 | 24% |
| BRA3_2 | <i>Does knowing that the following companies or people associated with them have shown public support for Donald Trump give you more or less favorable view of the company? Coors</i> | | |
| | Much more favorable | 266 | 13% |
| | Somewhat more favorable | 286 | 14% |
| | Somewhat less favorable | 194 | 9% |
| | Much less favorable | 325 | 16% |
| | No impact either way | 654 | 31% |
| | Don't Know / No Opinion | 363 | 17% |
| BRA3_3 | <i>Does knowing that the following companies or people associated with them have shown public support for Donald Trump give you more or less favorable view of the company? Home Depot</i> | | |
| | Much more favorable | 320 | 15% |
| | Somewhat more favorable | 298 | 14% |
| | Somewhat less favorable | 219 | 11% |
| | Much less favorable | 328 | 16% |
| | No impact either way | 608 | 29% |
| | Don't Know / No Opinion | 313 | 15% |

| Question | Response | Frequency | Percentage |
|----------|--|-----------|------------|
| BRA3_4 | <i>Does knowing that the following companies or people associated with them have shown public support for Donald Trump give you more or less favorable view of the company? NASCAR</i> | | |
| | Much more favorable | 266 | 13% |
| | Somewhat more favorable | 277 | 13% |
| | Somewhat less favorable | 180 | 9% |
| | Much less favorable | 349 | 17% |
| | No impact either way | 657 | 31% |
| | Don't Know / No Opinion | 359 | 17% |
| BRA4_1 | <i>Does knowing that the following companies or people associated with them have come out publicly against Donald Trump give you more or less favorable view of the company? Macys</i> | | |
| | Much more favorable | 384 | 18% |
| | Somewhat more favorable | 298 | 14% |
| | Somewhat less favorable | 223 | 11% |
| | Much less favorable | 286 | 14% |
| | No impact either way | 588 | 28% |
| | Don't Know / No Opinion | 308 | 15% |
| BRA4_2 | <i>Does knowing that the following companies or people associated with them have come out publicly against Donald Trump give you more or less favorable view of the company? GrubHub</i> | | |
| | Much more favorable | 287 | 14% |
| | Somewhat more favorable | 239 | 11% |
| | Somewhat less favorable | 200 | 10% |
| | Much less favorable | 283 | 14% |
| | No impact either way | 624 | 30% |
| | Don't Know / No Opinion | 456 | 22% |
| BRA4_3 | <i>Does knowing that the following companies or people associated with them have come out publicly against Donald Trump give you more or less favorable view of the company? NBA teams</i> | | |
| | Much more favorable | 326 | 16% |
| | Somewhat more favorable | 258 | 12% |
| | Somewhat less favorable | 213 | 10% |
| | Much less favorable | 319 | 15% |
| | No impact either way | 638 | 31% |
| | Don't Know / No Opinion | 334 | 16% |

| Question | Response | Frequency | Percentage |
|----------|--|-----------|------------|
| BRA4_4 | <i>Does knowing that the following companies or people associated with them have come out publicly against Donald Trump give you more or less favorable view of the company? Pepsi</i> | | |
| | Much more favorable | 353 | 17% |
| | Somewhat more favorable | 275 | 13% |
| | Somewhat less favorable | 240 | 11% |
| | Much less favorable | 291 | 14% |
| | No impact either way | 618 | 30% |
| | Don't Know / No Opinion | 310 | 15% |
| BRA4_5 | <i>Does knowing that the following companies or people associated with them have come out publicly against Donald Trump give you more or less favorable view of the company? Starbucks</i> | | |
| | Much more favorable | 347 | 17% |
| | Somewhat more favorable | 275 | 13% |
| | Somewhat less favorable | 214 | 10% |
| | Much less favorable | 317 | 15% |
| | No impact either way | 628 | 30% |
| | Don't Know / No Opinion | 307 | 15% |

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|--------------------------|-----------|------------|
| xdemAll | All Respondents | 2088 | 100% |
| xdemGender | Gender: Male | 1005 | 48% |
| | Gender: Female | 1083 | 52% |
| | N | 2088 | |
| age5 | Age: 18-29 | 468 | 22% |
| | Age: 30-44 | 514 | 25% |
| | Age: 45-54 | 406 | 19% |
| | Age: 55-64 | 322 | 15% |
| | Age: 65+ | 377 | 18% |
| | N | 2088 | |
| xpid3 | PID: Dem (no lean) | 703 | 34% |
| | PID: Ind (no lean) | 754 | 36% |
| | PID: Rep (no lean) | 631 | 30% |
| | N | 2088 | |
| xpidGender | PID/Gender: Dem Men | 325 | 16% |
| | PID/Gender: Dem Women | 378 | 18% |
| | PID/Gender: Ind Men | 360 | 17% |
| | PID/Gender: Ind Women | 394 | 19% |
| | PID/Gender: Rep Men | 321 | 15% |
| | PID/Gender: Rep Women | 311 | 15% |
| | N | 2088 | |
| xdemTea | Tea Party: Supporter | 544 | 26% |
| | Tea Party: Not Supporter | 1530 | 73% |
| | N | 2074 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 700 | 34% |
| | Ideo: Moderate (4) | 447 | 21% |
| | Ideo: Conservative (5-7) | 610 | 29% |
| | N | 1757 | |
| xeduc3 | Educ: < College | 1486 | 71% |
| | Educ: Bachelors degree | 394 | 19% |
| | Educ: Post-grad | 207 | 10% |
| | N | 2088 | |
| xdemInc3 | Income: Under 50k | 1325 | 63% |
| | Income: 50k-100k | 510 | 24% |
| | Income: 100k+ | 253 | 12% |
| | N | 2088 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|---------------|-----------------------------|-----------|------------|
| xdemWhite | Ethnicity: White | 1661 | 80% |
| xdemHispBin | Ethnicity: Hispanic | 312 | 15% |
| demBlackBin | Ethnicity: Afr. Am. | 255 | 12% |
| demRaceOther | Ethnicity: Other | 173 | 8% |
| xrelNet | Relig: Protestant | 462 | 22% |
| | Relig: Roman Catholic | 439 | 21% |
| | Relig: Ath./Agn./None | 598 | 29% |
| | Relig: Something Else | 345 | 17% |
| | N | 1843 | |
| xreligion1 | Relig: Jewish | 40 | 2% |
| xreligion2 | Relig: Evangelical | 579 | 28% |
| | Relig: Non-Evang. Catholics | 564 | 27% |
| | N | 1143 | |
| xreligion3 | Relig: All Christian | 1143 | 55% |
| | Relig: All Non-Christian | 943 | 45% |
| | N | 2086 | |
| xdemUsr | Community: Urban | 563 | 27% |
| | Community: Suburban | 901 | 43% |
| | Community: Rural | 624 | 30% |
| | N | 2088 | |
| xdemEmploy | Employ: Private Sector | 609 | 29% |
| | Employ: Government | 134 | 6% |
| | Employ: Self-Employed | 197 | 9% |
| | Employ: Homemaker | 181 | 9% |
| | Employ: Student | 105 | 5% |
| | Employ: Retired | 435 | 21% |
| | Employ: Unemployed | 204 | 10% |
| | Employ: Other | 223 | 11% |
| | N | 2088 | |
| xdemJobStatus | Job Type: White-collar | 646 | 31% |
| | Job Type: Blue-collar | 924 | 44% |
| | Job Type: Don't Know | 518 | 25% |
| | N | 2088 | |
| xdemMilHH1 | Military HH: Yes | 377 | 18% |
| | Military HH: No | 1711 | 82% |
| | N | 2088 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|--------------------------------------|-----------|------------|
| xnr1 | RD/WT: Right Direction | 668 | 32% |
| | RD/WT: Wrong Track | 1420 | 68% |
| | N | 2088 | |
| xnr2Bin | Obama Job: Approve | 1114 | 53% |
| | Obama Job: Disapprove | 847 | 41% |
| | N | 1961 | |
| xnr3 | #1 Issue: Economy | 676 | 32% |
| | #1 Issue: Security | 340 | 16% |
| | #1 Issue: Health Care | 304 | 15% |
| | #1 Issue: Medicare / Social Security | 269 | 13% |
| | #1 Issue: Women's Issues | 117 | 6% |
| | #1 Issue: Education | 157 | 8% |
| | #1 Issue: Energy | 100 | 5% |
| | #1 Issue: Other | 124 | 6% |
| | N | 2088 | |
| xsubVote12O | 2012 Vote: Barack Obama | 816 | 39% |
| | 2012 Vote: Mitt Romney | 506 | 24% |
| | 2012 Vote: Other | 73 | 4% |
| | 2012 Vote: Didn't Vote | 690 | 33% |
| | N | 2086 | |
| xreg4 | 4-Region: Northeast | 381 | 18% |
| | 4-Region: Midwest | 449 | 22% |
| | 4-Region: South | 773 | 37% |
| | 4-Region: West | 485 | 23% |
| | N | 2088 | |

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

