

National Tracking Poll

Project: 161201
 N Size: 1605 Adults
 Margin of Error: ± 2%
 December 01-02, 2016

Topline Report

Question	Response	Frequency	Percentage
BRD1_NET	<i>How much have you seen, read or heard recently about the Starbucks "Holiday cup" controversy?</i>		
	A lot	237	15%
	Some	519	32%
	Not much	361	23%
	Nothing at all	488	30%
BRD2_NET	<i>Do you think it is appropriate or inappropriate for store employees to say "Merry Christmas" to customers, or do you not care either way? (N=798)</i>		
	Appropriate	530	66%
	Inappropriate	64	8%
	Don't Know / No Opinion	204	26%
BRD3_NET	<i>Do you think it is appropriate or inappropriate for store employees to say "Happy Holidays" to customers, or do you not care either way? (N=807)</i>		
	Appropriate	492	61%
	Inappropriate	103	13%
	Don't Know / No Opinion	211	26%
BRD4_NET	<i>Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way? (N=798)</i>		
	Appropriate	524	66%
	Inappropriate	68	9%
	Don't Know / No Opinion	206	26%
BRD5_NET	<i>Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way? (N=807)</i>		
	Appropriate	494	61%
	Inappropriate	98	12%
	Don't Know / No Opinion	214	27%

Question	Response	Frequency	Percentage
BRD6_NET	<i>If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?</i>		
	Much more likely to shop there	528	33%
	Somewhat more likely to shop there	251	16%
	Somewhat less likely to shop there	46	3%
	Much less likely to shop there	17	1%
	Makes no difference either way	629	39%
	Don't Know / No Opinion	134	8%
BRD7_NET	<i>Imagine a store has two identical coats, both made with the same materials, colors and quality. One coat costs \$50 and is made in a foreign country, while the other costs \$50 and is made in the United States. Which coat would you prefer to purchase? (N=559)</i>		
	The \$50 coat made in a foreign country	32	6%
	The \$50 coat made in the United States	417	75%
	Don't Know / No Opinion	111	20%
BRD8_NET	<i>Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$60 and is made in the United States. Which coat would you prefer to purchase? (N=542)</i>		
	The \$50 coat made in a foreign country	117	22%
	The \$60 coat made in the United States	344	63%
	Don't Know / No Opinion	81	15%
BRD9_NET	<i>Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$75 and is made in the United States. Which coat would you prefer to purchase? (N=504)</i>		
	The \$50 coat made in a foreign country	174	35%
	The \$75 coat made in the United States	239	47%
	Don't Know / No Opinion	91	18%

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	Adults	1605	100%
xdemGender	Gender: Male	773	48%
	Gender: Female	832	52%
	N	1605	
age5	Age: 18-29	400	25%
	Age: 30-44	458	29%
	Age: 45-54	279	17%
	Age: 55-64	259	16%
	Age: 65+	210	13%
	N	1605	
xpid3	PID: Dem (no lean)	564	35%
	PID: Ind (no lean)	545	34%
	PID: Rep (no lean)	497	31%
	N	1605	
xpidGender	PID/Gender: Dem Men	271	17%
	PID/Gender: Dem Women	292	18%
	PID/Gender: Ind Men	254	16%
	PID/Gender: Ind Women	291	18%
	PID/Gender: Rep Men	247	15%
	PID/Gender: Rep Women	250	16%
	N	1605	
xdemTea	Tea Party: Supporter	396	25%
	Tea Party: Not Supporter	1199	75%
	N	1596	
xdemIdeo3	Ideo: Liberal (1-3)	545	34%
	Ideo: Moderate (4)	336	21%
	Ideo: Conservative (5-7)	511	32%
	N	1392	
xeduc3	Educ: < College	1142	71%
	Educ: Bachelors degree	303	19%
	Educ: Post-grad	159	10%
	N	1605	
xdemInc3	Income: Under 50k	975	61%
	Income: 50k-100k	475	30%
	Income: 100k+	155	10%
	N	1605	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1276	80%
xdemHispBin	Ethnicity: Hispanic	240	15%
demBlackBin	Ethnicity: Afr. Am.	196	12%
demRaceOther	Ethnicity: Other	133	8%
xrelNet	Relig: Protestant	354	22%
	Relig: Roman Catholic	317	20%
	Relig: Ath./Agn./None	488	30%
	Relig: Something Else	266	17%
	<i>N</i>	1425	
xreligion1	Relig: Jewish	36	2%
xreligion2	Relig: Evangelical	449	28%
	Relig: Non-Evang. Catholics	400	25%
	<i>N</i>	849	
xreligion3	Relig: All Christian	849	53%
	Relig: All Non-Christian	754	47%
	<i>N</i>	1603	
xdemUsr	Community: Urban	454	28%
	Community: Suburban	697	43%
	Community: Rural	453	28%
	<i>N</i>	1605	
xdemEmploy	Employ: Private Sector	504	31%
	Employ: Government	117	7%
	Employ: Self-Employed	145	9%
	Employ: Homemaker	141	9%
	Employ: Student	95	6%
	Employ: Retired	281	18%
	Employ: Unemployed	155	10%
	Employ: Other	166	10%
	<i>N</i>	1605	
xdemJobStatus	Job Type: White-collar	487	30%
	Job Type: Blue-collar	706	44%
	Job Type: Don't Know	411	26%
	<i>N</i>	1605	
xdemMilHH1	Military HH: Yes	311	19%
	Military HH: No	1294	81%
	<i>N</i>	1605	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	565	35%
	RD/WT: Wrong Track	1040	65%
	N	1605	
xnr2Bin	Obama Job: Approve	864	54%
	Obama Job: Disapprove	650	41%
	N	1514	
xnr3	#1 Issue: Economy	531	33%
	#1 Issue: Security	300	19%
	#1 Issue: Health Care	250	16%
	#1 Issue: Medicare / Social Security	175	11%
	#1 Issue: Women's Issues	102	6%
	#1 Issue: Education	112	7%
	#1 Issue: Energy	76	5%
	#1 Issue: Other	59	4%
	N	1605	
xsubVote12O	2012 Vote: Barack Obama	602	37%
	2012 Vote: Mitt Romney	369	23%
	2012 Vote: Other	68	4%
	2012 Vote: Didn't Vote	561	35%
	N	1599	
xreg4	4-Region: Northeast	293	18%
	4-Region: Midwest	345	22%
	4-Region: South	594	37%
	4-Region: West	373	23%
	N	1605	

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

