

National Tracking Poll

Project: 161203

N Size: 2000 Adults

Margin of Error: $\pm 2\%$

December 06-08, 2016

Topline Report

Question	Response	Frequency	Percentage
BRN1_1	<i>How would you rate the quality of the following coffee brands? Starbucks</i>		
	Excellent	653	33%
	Good	630	31%
	Only Fair	257	13%
	Poor	119	6%
	Dont Know/ No Opinion	341	17%
BRN1_2	<i>How would you rate the quality of the following coffee brands? Dunkin Donuts</i>		
	Excellent	555	28%
	Good	718	36%
	Only Fair	232	12%
	Poor	82	4%
	Dont Know/ No Opinion	414	21%
BRN1_3	<i>How would you rate the quality of the following coffee brands? McDonalds</i>		
	Excellent	287	14%
	Good	686	34%
	Only Fair	468	23%
	Poor	198	10%
	Dont Know/ No Opinion	361	18%
BRN1_4	<i>How would you rate the quality of the following coffee brands? Illy</i>		
	Excellent	72	4%
	Good	185	9%
	Only Fair	151	8%
	Poor	69	3%
	Dont Know/ No Opinion	1522	76%
BRN1_5	<i>How would you rate the quality of the following coffee brands? Folgers</i>		
	Excellent	558	28%
	Good	687	34%
	Only Fair	302	15%
	Poor	109	5%
	Dont Know/ No Opinion	345	17%

Question	Response	Frequency	Percentage
BRN1_6	<i>How would you rate the quality of the following coffee brands? Maxwell House</i>		
	Excellent	439	22%
	Good	675	34%
	Only Fair	372	19%
	Poor	133	7%
	Dont Know/ No Opinion	382	19%
BRN1_7	<i>How would you rate the quality of the following coffee brands? Caribou</i>		
	Excellent	172	9%
	Good	369	18%
	Only Fair	172	9%
	Poor	54	3%
	Dont Know/ No Opinion	1233	62%
BRN1_8	<i>How would you rate the quality of the following coffee brands? Tim Hortons</i>		
	Excellent	166	8%
	Good	291	15%
	Only Fair	176	9%
	Poor	60	3%
	Dont Know/ No Opinion	1308	65%
BRN2	<i>Which of the following coffee brands would you consider the highest quality?</i>		
	Starbucks	634	32%
	Dunkin Donuts	267	13%
	Illy	33	2%
	Folgers	322	16%
	Maxwell House	210	11%
	McDonalds	81	4%
	Caribou	91	5%
	Tim Hortons	53	3%
	Don't Know / No Opinion	308	15%
BRN3	<i>How much have you seen, read, or heard recently about Howard Schultz, the CEO of Starbucks, resigning his position?</i>		
	A lot	93	5%
	Some	355	18%
	Not much	463	23%
	Nothing at all	1089	54%

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 Adults	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	449	22%
	Age: 30-44	491	25%
	Age: 45-54	414	21%
	Age: 55-64	284	14%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	699	35%
	PID: Ind (no lean)	696	35%
	PID: Rep (no lean)	606	30%
	N	2000	
xpidGender	PID/Gender: Dem Men	325	16%
	PID/Gender: Dem Women	374	19%
	PID/Gender: Ind Men	356	18%
	PID/Gender: Ind Women	340	17%
	PID/Gender: Rep Men	282	14%
	PID/Gender: Rep Women	324	16%
	N	2000	
xdemTea	Tea Party: Supporter	474	24%
	Tea Party: Not Supporter	1515	76%
	N	1989	
xdemIdeo3	Ideo: Liberal (1-3)	618	31%
	Ideo: Moderate (4)	439	22%
	Ideo: Conservative (5-7)	674	34%
	N	1730	
xeduc3	Educ: < College	1424	71%
	Educ: Bachelors degree	378	19%
	Educ: Post-grad	199	10%
	N	2000	
xdemInc3	Income: Under 50k	1248	62%
	Income: 50k-100k	544	27%
	Income: 100k+	208	10%
	N	2000	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	452	23%
	Relig: Roman Catholic	393	20%
	Relig: Ath./Agn./None	554	28%
	Relig: Something Else	333	17%
	N	1732	
xreligion1	Relig: Jewish	52	3%
xreligion2	Relig: Evangelical	585	29%
	Relig: Non-Evang. Catholics	528	26%
	N	1114	
xreligion3	Relig: All Christian	1114	56%
	Relig: All Non-Christian	886	44%
	N	2000	
xdemUsr	Community: Urban	503	25%
	Community: Suburban	916	46%
	Community: Rural	581	29%
	N	2000	
xdemEmploy	Employ: Private Sector	655	33%
	Employ: Government	156	8%
	Employ: Self-Employed	144	7%
	Employ: Homemaker	177	9%
	Employ: Student	107	5%
	Employ: Retired	388	19%
	Employ: Unemployed	213	11%
	Employ: Other	161	8%
	N	2000	
xdemJobStatus	Job Type: White-collar	698	35%
	Job Type: Blue-collar	871	44%
	Job Type: Don't Know	431	22%
	N	2000	
xdemMilHH1	Military HH: Yes	377	19%
	Military HH: No	1623	81%
	N	2000	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	599	30%
	RD/WT: Wrong Track	1401	70%
	N	2000	
xnr2Bin	Obama Job: Approve	1059	53%
	Obama Job: Disapprove	819	41%
	N	1877	
xnr3	#1 Issue: Economy	700	35%
	#1 Issue: Security	367	18%
	#1 Issue: Health Care	304	15%
	#1 Issue: Medicare / Social Security	211	11%
	#1 Issue: Women's Issues	97	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	99	5%
	#1 Issue: Other	74	4%
	N	2000	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	684	34%
	2016 Vote: Republican Donald Trump	684	34%
	2016 Vote: Someone else	153	8%
	N	1520	
xsubVote12O	2012 Vote: Barack Obama	748	37%
	2012 Vote: Mitt Romney	513	26%
	2012 Vote: Other	96	5%
	2012 Vote: Didn't Vote	637	32%
	N	1995	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	

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

