

## National Tracking Poll

Project: 170104  
 N Size: 2200 All Adults  
 Margin of Error: ± 2%  
 January 26-28, 2017

### Topline Report

Question	Response	Frequency	Percentage
Vid1_1	<i>On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Skittles Video</i>		
	1 - Not Favorable at All	19	5%
	2	8	2%
	3	17	4%
	4	17	4%
	5	29	8%
	6	26	7%
	7	41	11%
	8	57	15%
	9	41	11%
	10 Very Favorable	119	31%
	Don't Know / No Opinion	7	2%
Vid1_2	<i>Did the video you just watched give you a more or less favorable impression of Skittles? Skittles Video</i>		
	Much more favorable	85	22%
	Somewhat more favorable	109	29%
	Somewhat less favorable	18	5%
	Much less favorable	10	3%
	No impact either way	140	37%
	Don't Know / No Opinion	18	5%
Vid2_1	<i>On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Bud Light Video</i>		
	1 - Not Favorable at All	30	7%
	2	16	4%
	3	35	9%
	4	24	6%
	5	50	13%
	6	50	13%
	7	57	14%
	8	56	14%
	9	30	8%
	10 Very Favorable	31	8%
	Don't Know / No Opinion	16	4%

Question	Response	Frequency	Percentage
Vid2_2	<i>Did the video you just watched give you a more or less favorable impression of Bud Light? Bud Light Video</i>		
	Much more favorable	38	10%
	Somewhat more favorable	101	26%
	Somewhat less favorable	29	7%
	Much less favorable	14	4%
	No impact either way	194	49%
	Don't Know / No Opinion	17	4%
Vid3_1	<i>On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Intel Video</i>		
	1 - Not Favorable at All	45	12%
	2	12	3%
	3	23	6%
	4	25	6%
	5	49	13%
	6	23	6%
	7	62	16%
	8	54	14%
	9	27	7%
	10 Very Favorable	43	11%
	Don't Know / No Opinion	17	4%
Vid3_2	<i>Did the video you just watched give you a more or less favorable impression of Intel? Intel Video</i>		
	Much more favorable	49	13%
	Somewhat more favorable	89	23%
	Somewhat less favorable	36	9%
	Much less favorable	29	8%
	No impact either way	145	38%
	Don't Know / No Opinion	32	8%
Vid4_1	<i>On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Lexus Video</i>		
	1 - Not Favorable at All	55	13%
	2	19	5%
	3	34	8%
	4	28	7%
	5	32	8%
	6	43	11%
	7	40	10%
	8	44	11%
	9	24	6%
	10 Very Favorable	73	18%
	Don't Know / No Opinion	13	3%

Question	Response	Frequency	Percentage
Vid4_2	<i>Did the video you just watched give you a more or less favorable impression of Lexus? Lexus Video</i>		
	Much more favorable	72	18%
	Somewhat more favorable	95	23%
	Somewhat less favorable	29	7%
	Much less favorable	43	11%
	No impact either way	152	38%
	Don't Know / No Opinion	13	3%
Vid5_1	<i>On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Wix.com Video</i>		
	1 - Not Favorable at All	36	10%
	2	16	4%
	3	36	10%
	4	19	5%
	5	25	7%
	6	27	7%
	7	42	11%
	8	62	16%
	9	31	8%
	10 Very Favorable	67	18%
	Don't Know / No Opinion	16	4%
Vid5_2	<i>Did the video you just watched give you a more or less favorable impression of Wix.com? Wix.com Video</i>		
	Much more favorable	54	14%
	Somewhat more favorable	109	29%
	Somewhat less favorable	24	6%
	Much less favorable	22	6%
	No impact either way	136	36%
	Don't Know / No Opinion	32	9%

*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	2200	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1141	52%
	N	2200	
age5	Age: 18-29	496	23%
	Age: 30-44	539	25%
	Age: 45-54	398	18%
	Age: 55-64	369	17%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	737	34%
	PID: Ind (no lean)	725	33%
	PID: Rep (no lean)	738	34%
	N	2200	
xpidGender	PID/Gender: Dem Men	362	16%
	PID/Gender: Dem Women	376	17%
	PID/Gender: Ind Men	348	16%
	PID/Gender: Ind Women	377	17%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	388	18%
	N	2200	
xdemTea	Tea Party: Supporter	595	27%
	Tea Party: Not Supporter	1587	72%
	N	2181	
xdemIdeo3	Ideo: Liberal (1-3)	676	31%
	Ideo: Moderate (4)	499	23%
	Ideo: Conservative (5-7)	779	35%
	N	1954	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1264	57%
	Income: 50k-100k	655	30%
	Income: 100k+	281	13%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	268	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	572	26%
	Relig: Roman Catholic	448	20%
	Relig: Ath./Agn./None	625	28%
	Relig: Something Else	329	15%
	N	1974	
xreligion1	Relig: Jewish	42	2%
xreligion2	Relig: Evangelical	639	29%
	Relig: Non-Evang. Catholics	600	27%
	N	1239	
xreligion3	Relig: All Christian	1239	56%
	Relig: All Non-Christian	954	43%
	N	2193	
xdemUsr	Community: Urban	596	27%
	Community: Suburban	951	43%
	Community: Rural	652	30%
	N	2200	
xdemEmploy	Employ: Private Sector	687	31%
	Employ: Government	133	6%
	Employ: Self-Employed	220	10%
	Employ: Homemaker	186	8%
	Employ: Student	95	4%
	Employ: Retired	473	22%
	Employ: Unemployed	235	11%
	Employ: Other	171	8%
	N	2200	
xdemJobStatus	Job Type: White-collar	723	33%
	Job Type: Blue-collar	981	45%
	Job Type: Don't Know	496	23%
	N	2200	
xdemMilHH1	Military HH: Yes	395	18%
	Military HH: No	1805	82%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	928	42%
	RD/WT: Wrong Track	1272	58%
	N	2200	
xnr2Bin	Obama Job: Approve	1070	49%
	Obama Job: Disapprove	917	42%
	N	1987	
xnr3	#1 Issue: Economy	677	31%
	#1 Issue: Security	426	19%
	#1 Issue: Health Care	382	17%
	#1 Issue: Medicare / Social Security	282	13%
	#1 Issue: Women's Issues	128	6%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	99	4%
	N	2200	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	713	32%
	2016 Vote: Republican Donald Trump	805	37%
	2016 Vote: Someone else	169	8%
	N	1688	
xsubVote12O	2012 Vote: Barack Obama	846	38%
	2012 Vote: Mitt Romney	630	29%
	2012 Vote: Other	85	4%
	2012 Vote: Didn't Vote	638	29%
	N	2200	
xreg4	4-Region: Northeast	401	18%
	4-Region: Midwest	473	22%
	4-Region: South	814	37%
	4-Region: West	511	23%
	N	2200	
Trump_Fav	Trump: Fav	1068	49%
	Trump: Unfav	950	43%
	Trump: DK/NO	182	8%
	N	2200	

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



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