

National Tracking Poll

Project: 170202
 N Size: 2000 Adults
 Margin of Error: ± 2%
 February 09-10, 2017

Topline Report

Question	Response	Frequency	Percentage
BRD1_1 <i>How much do each of the following influence your decision to see a movie? Movie-goer reviews</i>	Strong influence	402	20%
	Some influence	562	28%
	Slight influence	407	20%
	No influence	521	26%
	Don't Know / No Opinion	108	5%
	BRD1_2 <i>How much do each of the following influence your decision to see a movie? Movie critic reviews</i>	Strong influence	305
	Some influence	479	24%
	Slight influence	427	21%
	No influence	682	34%
	Don't Know / No Opinion	106	5%
BRD1_3 <i>How much do each of the following influence your decision to see a movie? Nomination for an Oscar</i>	Strong influence	273	14%
	Some influence	394	20%
	Slight influence	333	17%
	No influence	891	45%
	Don't Know / No Opinion	109	5%
	BRD1_4 <i>How much do each of the following influence your decision to see a movie? Winning an Oscar</i>	Strong influence	302
Some influence		394	20%
Slight influence		334	17%
No influence		870	43%
Don't Know / No Opinion		101	5%

Question	Response	Frequency	Percentage
BRD1_5	<i>How much do each of the following influence your decision to see a movie? Quality of trailers</i>		
	Strong influence	619	31%
	Some influence	621	31%
	Slight influence	303	15%
	No influence	355	18%
	Don't Know / No Opinion	102	5%
BRD1_6	<i>How much do each of the following influence your decision to see a movie? Actors in the movie</i>		
	Strong influence	777	39%
	Some influence	632	32%
	Slight influence	258	13%
	No influence	237	12%
	Don't Know / No Opinion	96	5%
BRD2_1	<i>Have you seen any of the following movies, or not? Arrival</i>		
	Yes	324	16%
	No	1551	78%
	Don't Know / No Opinion	125	6%
BRD2_2	<i>Have you seen any of the following movies, or not? Fences</i>		
	Yes	246	12%
	No	1643	82%
	Don't Know / No Opinion	111	6%
BRD2_3	<i>Have you seen any of the following movies, or not? Hacksaw Ridge</i>		
	Yes	306	15%
	No	1571	79%
	Don't Know / No Opinion	123	6%
BRD2_4	<i>Have you seen any of the following movies, or not? Hell or High Water</i>		
	Yes	228	11%
	No	1656	83%
	Don't Know / No Opinion	116	6%
BRD2_5	<i>Have you seen any of the following movies, or not? Hidden Figures</i>		
	Yes	338	17%
	No	1552	78%
	Don't Know / No Opinion	109	5%
BRD2_6	<i>Have you seen any of the following movies, or not? La La Land</i>		
	Yes	312	16%
	No	1582	79%
	Don't Know / No Opinion	106	5%

Question	Response	Frequency	Percentage
BRD2_7	<i>Have you seen any of the following movies, or not? Lion</i>		
	Yes	202	10%
	No	1676	84%
	Don't Know / No Opinion	122	6%
BRD2_8	<i>Have you seen any of the following movies, or not? Manchester by the Sea</i>		
	Yes	214	11%
	No	1658	83%
	Don't Know / No Opinion	128	6%
BRD2_9	<i>Have you seen any of the following movies, or not? Moonlight</i>		
	Yes	215	11%
	No	1662	83%
	Don't Know / No Opinion	123	6%
BRD2_10	<i>Have you seen any of the following movies, or not? Spotlight</i>		
	Yes	252	13%
	No	1616	81%
	Don't Know / No Opinion	132	7%
BRD2_11	<i>Have you seen any of the following movies, or not? Birdman</i>		
	Yes	392	20%
	No	1486	74%
	Don't Know / No Opinion	122	6%
BRD2_12	<i>Have you seen any of the following movies, or not? 12 Years a Slave</i>		
	Yes	519	26%
	No	1370	69%
	Don't Know / No Opinion	110	6%
BRD3	<i>The following movies have been nominated for Best Picture at this years Academy Awards ceremony, also known as the Oscars. Which would you choose to win Best Picture?</i>		
	Arrival	64	3%
	Fences	109	5%
	Hacksaw Ridge	160	8%
	Hell or High Water	39	2%
	Hidden Figures	223	11%
	La La Land	256	13%
	Lion	59	3%
	Manchester by the Sea	88	4%
	Moonlight	58	3%
	Don't Know / No Opinion	945	47%

Question	Response	Frequency	Percentage
BRD4	<i>Did you watch the Super Bowl this year?</i>		
	Yes	1321	66%
	No	652	33%
	Don't Know / No Opinion	27	1%
BRD5_4NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. The teams playing (N=652)</i>		
	Selected	99	15%
	Not Selected	553	85%
BRD5_5NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. The performers at the Half-Time Show (N=652)</i>		
	Selected	47	7%
	Not Selected	605	93%
BRD5_6NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. The quality of the advertisements (N=652)</i>		
	Selected	20	3%
	Not Selected	632	97%
BRD5_7NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. The amount of advertisements (N=652)</i>		
	Selected	26	4%
	Not Selected	625	96%
BRD5_8NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. Something else was on TV at the time (N=652)</i>		
	Selected	150	23%
	Not Selected	502	77%
BRD5_9NET	<i>Why didnt you watch the Super Bowl? Please check all that apply. Other (Please specify) (N=652)</i>		
	Selected	379	58%
	Not Selected	273	42%

Question	Response	Frequency	Percentage
BRD6	<i>As you may know, the overtime rule for the NFL states that if the team who gets the ball first scores a touchdown on the opening possession, the game is over. If the team who gets the ball first scores a field goal, or does not score on the opening possession, the other team gets the ball and a chance to score. If the score remains tied after each team has had at least one possession, sudden death play continues. Do you agree or disagree with this rule?</i>		
	Strongly agree	570	28%
	Somewhat agree	447	22%
	Somewhat disagree	220	11%
	Strongly disagree	210	11%
	Don't Know / No Opinion	553	28%
BRD7	<i>As you may know, the overtime rule for the NCAA (college football) states that each team gets one untimed possession starting in the opponents territory. After both possessions are completed, whichever team has the most points wins the game. Which of the following statements comes closest to your view, even if neither is exactly correct?</i>		
	The NFL should continue to use the overtime rules it is currently using.	743	37%
	The NFL should use NCAA overtime rules.	567	28%
	Don't Know / No Opinion	690	35%
BRD8	<i>When you receive gifts, do you prefer</i>		
	Gifts that are practical and that you might need	1250	63%
	Gifts that you might not necessarily need, but might enjoy	596	30%
	Don't Know / No Opinion	154	8%
BRD9_1	<i>Have you ever received the following gifts for Valentines Day, or not? Candy</i>		
	Yes	1532	77%
	No	413	21%
	Don't Know / No Opinion	54	3%
BRD9_2	<i>Have you ever received the following gifts for Valentines Day, or not? Flowers</i>		
	Yes	1096	55%
	No	850	42%
	Don't Know / No Opinion	54	3%
BRD9_3	<i>Have you ever received the following gifts for Valentines Day, or not? Stuffed animal</i>		
	Yes	1035	52%
	No	907	45%
	Don't Know / No Opinion	58	3%

Question	Response	Frequency	Percentage
BRD9_4	<i>Have you ever received the following gifts for Valentines Day, or not? Jewelry</i>		
	Yes	911	46%
	No	1026	51%
	Don't Know / No Opinion	63	3%
BRD9_5	<i>Have you ever received the following gifts for Valentines Day, or not? Clothing or accessories</i>		
	Yes	894	45%
	No	1034	52%
	Don't Know / No Opinion	72	4%
BRD9_6	<i>Have you ever received the following gifts for Valentines Day, or not? Tickets for an event</i>		
	Yes	442	22%
	No	1482	74%
	Don't Know / No Opinion	76	4%
BRD9_7	<i>Have you ever received the following gifts for Valentines Day, or not? Gift card</i>		
	Yes	856	43%
	No	1083	54%
	Don't Know / No Opinion	62	3%
BRD9_8	<i>Have you ever received the following gifts for Valentines Day, or not? Greeting card</i>		
	Yes	1543	77%
	No	399	20%
	Don't Know / No Opinion	58	3%
BRD9_9	<i>Have you ever received the following gifts for Valentines Day, or not? Perfume / Cologne</i>		
	Yes	805	40%
	No	1136	57%
	Don't Know / No Opinion	59	3%
BRD10	<i>If you could only receive one gift for Valentines Day, what would it be?</i>		
	Candy	196	10%
	Flowers	188	9%
	Stuffed animal	66	3%
	Jewelry	254	13%
	Clothing or accessories	143	7%
	Tickets for an event	265	13%
	Gift card	613	31%
	Greeting card	181	9%
	Perfume / Cologne	95	5%

Question	Response	Frequency	Percentage
BRD11	<i>Do you plan to celebrate Valentines Day this year?</i>		
	Yes	1014	51%
	No	788	39%
	Don't Know / No Opinion	198	10%
BRD12	<i>Who are you planning to celebrate Valentines Day with? (N=1,014)</i>		
	Significant other	751	74%
	Friends	87	9%
	Pet(s)	25	2%
	Children	66	7%
	Parents	37	4%
	Other (Please specify)	43	4%
	Don't Know / No Opinion	6	1%
BRD13_1	<i>Do you plan to celebrate Valentines Day by Going to dinner (N=1,014)</i>		
	Yes	705	69%
	No	271	27%
	Don't Know / No Opinion	38	4%
BRD13_2	<i>Do you plan to celebrate Valentines Day by Seeing a movie (N=1,014)</i>		
	Yes	330	33%
	No	623	61%
	Don't Know / No Opinion	61	6%
BRD13_3	<i>Do you plan to celebrate Valentines Day by Attending a concert or other event (N=1,014)</i>		
	Yes	156	15%
	No	821	81%
	Don't Know / No Opinion	38	4%
BRD13_4	<i>Do you plan to celebrate Valentines Day by Going to a party (N=1,014)</i>		
	Yes	170	17%
	No	819	81%
	Don't Know / No Opinion	26	3%
BRD13_5	<i>Do you plan to celebrate Valentines Day by Spending time at home (N=1,014)</i>		
	Yes	688	68%
	No	285	28%
	Don't Know / No Opinion	41	4%
BRD13_6	<i>Do you plan to celebrate Valentines Day by Giving a gift (N=1,014)</i>		
	Yes	751	74%
	No	234	23%
	Don't Know / No Opinion	29	3%

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	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	402	20%
	Age: 30-44	539	27%
	Age: 45-54	321	16%
	Age: 55-64	377	19%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	669	33%
	PID: Ind (no lean)	661	33%
	PID: Rep (no lean)	670	34%
	N	2000	
xpidGender	PID/Gender: Dem Men	330	17%
	PID/Gender: Dem Women	339	17%
	PID/Gender: Ind Men	309	15%
	PID/Gender: Ind Women	352	18%
	PID/Gender: Rep Men	324	16%
	PID/Gender: Rep Women	346	17%
	N	2000	
xdemTea	Tea Party: Supporter	558	28%
	Tea Party: Not Supporter	1435	72%
	N	1993	
xdemIdeo3	Ideo: Liberal (1-3)	628	31%
	Ideo: Moderate (4)	454	23%
	Ideo: Conservative (5-7)	714	36%
	N	1795	
xeduc3	Educ: < College	1423	71%
	Educ: Bachelors degree	378	19%
	Educ: Post-grad	199	10%
	N	2000	
xdemInc3	Income: Under 50k	1194	60%
	Income: 50k-100k	576	29%
	Income: 100k+	230	11%
	N	2000	

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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	505	25%
	Relig: Roman Catholic	445	22%
	Relig: Ath./Agn./None	529	26%
	Relig: Something Else	317	16%
	N	1796	
xreligion1	Relig: Jewish	42	2%
xreligion2	Relig: Evangelical	586	29%
	Relig: Non-Evang. Catholics	563	28%
	N	1149	
xreligion3	Relig: All Christian	1149	57%
	Relig: All Non-Christian	846	42%
	N	1995	
xdemUsr	Community: Urban	567	28%
	Community: Suburban	860	43%
	Community: Rural	573	29%
	N	2000	
xdemEmploy	Employ: Private Sector	643	32%
	Employ: Government	112	6%
	Employ: Self-Employed	177	9%
	Employ: Homemaker	198	10%
	Employ: Student	86	4%
	Employ: Retired	457	23%
	Employ: Unemployed	186	9%
	Employ: Other	139	7%
	N	2000	
xdemJobStatus	Job Type: White-collar	706	35%
	Job Type: Blue-collar	894	45%
	Job Type: Don't Know	401	20%
	N	2000	
xdemMilHH1	Military HH: Yes	405	20%
	Military HH: No	1595	80%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr2Bin	Obama Job: Approve	1032	52%
	Obama Job: Disapprove	814	41%
	N	1846	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	689	34%
	2016 Vote: Republican Donald Trump	741	37%
	2016 Vote: Someone else	130	6%
	N	1560	
xsubVote12O	2012 Vote: Barack Obama	773	39%
	2012 Vote: Mitt Romney	547	27%
	2012 Vote: Other	57	3%
	2012 Vote: Didn't Vote	618	31%
	N	1996	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	
Trump_Fav	Trump: Fav	966	48%
	Trump: Unfav	910	46%
	Trump: DK/NO	124	6%
	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.



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