

National Tracking Poll

Project: 170301
 N Size: 2200 Adults
 Margin of Error: ± 2%
 March 02-06, 2017

Topline Report

Question	Response	Frequency	Percentage
BRD1	<i>To the best of your knowledge, which movie won the Oscar for Best Picture?</i>		
	Arrival	27	1%
	Fences	34	2%
	Hacksaw Ridge	60	3%
	Hell or High Water	41	2%
	Hidden Figures	58	3%
	La La Land	241	11%
	Lion	21	1%
	Manchester by the Sea	59	3%
	Moonlight	1222	56%
	Don't Know / No Opinion	437	20%
BRD2	<i>How much have you seen, read, or heard about the Oscar Best Picture winner announcement mix-up?</i>		
	A lot	675	31%
	Some	725	33%
	Not much	440	20%
	Nothing at all	360	16%
BRD3	<i>Which of the following statements comes closest to your view, even if none are exactly right?</i>		
	I follow news very closely about the cutting edge of development in industries I am interested in and tend to know whats coming next	385	17%
	I follow news somewhat closely about developments in industries I am interested in and tend to know whats happening now	1080	49%
	I do not tend to follow news about developments in industries I am interested in	484	22%
	Don't Know / No Opinion	252	11%
BRD4_1	<i>Have you done any of the following regarding industries you are interested in? Attend a large conference to learn whats coming next from leaders of that industry</i>		
	Yes	352	16%
	No	1587	72%
	Don't Know / No Opinion	261	12%

Question	Response	Frequency	Percentage
BRD4_2	<i>Have you done any of the following regarding industries you are interested in? Discuss advancements in that industry with family or friends</i>		
	Yes	901	41%
	No	1058	48%
	Don't Know / No Opinion	240	11%
BRD4_3	<i>Have you done any of the following regarding industries you are interested in? Subscribe to a newsletter for that industry</i>		
	Yes	510	23%
	No	1427	65%
	Don't Know / No Opinion	263	12%
BRD4_4	<i>Have you done any of the following regarding industries you are interested in? Purchase new products and services as they are developed in that industry</i>		
	Yes	846	38%
	No	1032	47%
	Don't Know / No Opinion	322	15%
BRD5_1	<i>Would you ever consider doing any of the following regarding industries you are interested in? Attend a large conference to learn whats coming next from leaders of that industry</i>		
	Yes	581	26%
	No	1276	58%
	Don't Know / No Opinion	342	16%
BRD5_2	<i>Would you ever consider doing any of the following regarding industries you are interested in? Discuss advancements in that industry with family or friends</i>		
	Yes	1132	51%
	No	768	35%
	Don't Know / No Opinion	300	14%
BRD5_3	<i>Would you ever consider doing any of the following regarding industries you are interested in? Subscribe to a newsletter for that industry</i>		
	Yes	788	36%
	No	1101	50%
	Don't Know / No Opinion	310	14%
BRD5_4	<i>Would you ever consider doing any of the following regarding industries you are interested in? Purchase new products and services as they are developed in that industry</i>		
	Yes	1130	51%
	No	693	31%
	Don't Know / No Opinion	377	17%

Question	Response	Frequency	Percentage
BRD6_1	<i>How interested would you be in learning more about the following industries or topics? Sports industry</i>		
	Very interested	420	19%
	Somewhat interested	605	28%
	Not too interested	502	23%
	Not at all interested	537	24%
	Don't Know / No Opinion	136	6%
BRD6_2	<i>How interested would you be in learning more about the following industries or topics? Music industry</i>		
	Very interested	516	23%
	Somewhat interested	728	33%
	Not too interested	493	22%
	Not at all interested	333	15%
	Don't Know / No Opinion	130	6%
BRD6_3	<i>How interested would you be in learning more about the following industries or topics? Startups</i>		
	Very interested	371	17%
	Somewhat interested	692	31%
	Not too interested	567	26%
	Not at all interested	379	17%
	Don't Know / No Opinion	190	9%
BRD6_4	<i>How interested would you be in learning more about the following industries or topics? Film and TV industry</i>		
	Very interested	503	23%
	Somewhat interested	670	30%
	Not too interested	514	23%
	Not at all interested	392	18%
	Don't Know / No Opinion	121	5%
BRD6_5	<i>How interested would you be in learning more about the following industries or topics? Entertainment industry</i>		
	Very interested	494	22%
	Somewhat interested	677	31%
	Not too interested	505	23%
	Not at all interested	401	18%
	Don't Know / No Opinion	124	6%

Question	Response	Frequency	Percentage
BRD6_6	<i>How interested would you be in learning more about the following industries or topics? Design industry</i>		
	Very interested	350	16%
	Somewhat interested	553	25%
	Not too interested	664	30%
	Not at all interested	491	22%
	Don't Know / No Opinion	142	6%
BRD6_7	<i>How interested would you be in learning more about the following industries or topics? Health industry</i>		
	Very interested	655	30%
	Somewhat interested	830	38%
	Not too interested	381	17%
	Not at all interested	216	10%
	Don't Know / No Opinion	118	5%
BRD6_8	<i>How interested would you be in learning more about the following industries or topics? Tech industry</i>		
	Very interested	532	24%
	Somewhat interested	761	35%
	Not too interested	491	22%
	Not at all interested	286	13%
	Don't Know / No Opinion	129	6%
BRD6_9	<i>How interested would you be in learning more about the following industries or topics? Government</i>		
	Very interested	530	24%
	Somewhat interested	776	35%
	Not too interested	454	21%
	Not at all interested	300	14%
	Don't Know / No Opinion	140	6%
BRD6_10	<i>How interested would you be in learning more about the following industries or topics? Web development and coding</i>		
	Very interested	351	16%
	Somewhat interested	568	26%
	Not too interested	655	30%
	Not at all interested	475	22%
	Don't Know / No Opinion	151	7%

Question	Response	Frequency	Percentage
BRD6_11	<i>How interested would you be in learning more about the following industries or topics? Brands and marketing</i>		
	Very interested	367	17%
	Somewhat interested	705	32%
	Not too interested	630	29%
	Not at all interested	355	16%
	Don't Know / No Opinion	143	6%
BRD6_12	<i>How interested would you be in learning more about the following industries or topics? Journalism industry</i>		
	Very interested	309	14%
	Somewhat interested	571	26%
	Not too interested	648	29%
	Not at all interested	530	24%
	Don't Know / No Opinion	142	6%
BRD7_1	<i>Have you seen, read, or heard of the following, or not? South by Southwest, sometimes referred to as SXSW</i>		
	Yes	721	33%
	No	1230	56%
	Don't Know / No Opinion	249	11%
BRD7_2	<i>Have you seen, read, or heard of the following, or not? Sundance</i>		
	Yes	1299	59%
	No	712	32%
	Don't Know / No Opinion	189	9%
BRD7_3	<i>Have you seen, read, or heard of the following, or not? Apex</i>		
	Yes	576	26%
	No	1353	61%
	Don't Know / No Opinion	271	12%
BRD7_4	<i>Have you seen, read, or heard of the following, or not? Summit</i>		
	Yes	627	29%
	No	1303	59%
	Don't Know / No Opinion	270	12%
BRD7_5	<i>Have you seen, read, or heard of the following, or not? Consumer Electronics Show</i>		
	Yes	949	43%
	No	1037	47%
	Don't Know / No Opinion	214	10%

Question	Response	Frequency	Percentage
BRD7_6	<i>Have you seen, read, or heard of the following, or not? Aspen Ideas Festival</i>		
	Yes	344	16%
	No	1587	72%
	Don't Know / No Opinion	269	12%
BRD7_7	<i>Have you seen, read, or heard of the following, or not? TED Conference</i>		
	Yes	642	29%
	No	1306	59%
	Don't Know / No Opinion	253	11%

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	419	19%
	Age: 30-44	616	28%
	Age: 45-54	357	16%
	Age: 55-64	410	19%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	755	34%
	PID: Ind (no lean)	720	33%
	PID: Rep (no lean)	725	33%
	N	2200	
xpidGender	PID/Gender: Dem Men	311	14%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	352	16%
	PID/Gender: Ind Women	368	17%
	PID/Gender: Rep Men	396	18%
	PID/Gender: Rep Women	329	15%
	N	2200	
xdemTea	Tea Party: Supporter	673	31%
	Tea Party: Not Supporter	1518	69%
	N	2191	
xdemIdeo3	Ideo: Liberal (1-3)	715	32%
	Ideo: Moderate (4)	556	25%
	Ideo: Conservative (5-7)	734	33%
	N	2005	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1308	59%
	Income: 50k-100k	636	29%
	Income: 100k+	256	12%
	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	606	28%
	Relig: Roman Catholic	462	21%
	Relig: Ath./Agn./None	596	27%
	Relig: Something Else	332	15%
	N	1996	
xreligion1	Relig: Jewish	60	3%
xreligion2	Relig: Evangelical	658	30%
	Relig: Non-Evang. Catholics	612	28%
	N	1270	
xreligion3	Relig: All Christian	1270	58%
	Relig: All Non-Christian	928	42%
	N	2198	
xdemUsr	Community: Urban	576	26%
	Community: Suburban	1023	47%
	Community: Rural	601	27%
	N	2200	
xdemEmploy	Employ: Private Sector	702	32%
	Employ: Government	134	6%
	Employ: Self-Employed	173	8%
	Employ: Homemaker	211	10%
	Employ: Student	71	3%
	Employ: Retired	509	23%
	Employ: Unemployed	254	12%
	Employ: Other	147	7%
	N	2200	
xdemJobStatus	Job Type: White-collar	752	34%
	Job Type: Blue-collar	1036	47%
	Job Type: Don't Know	412	19%
	N	2200	
xdemMilHH1	Military HH: Yes	426	19%
	Military HH: No	1774	81%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	739	34%
	2016 Vote: Republican Donald Trump	805	37%
	2016 Vote: Someone else	157	7%
	N	1701	
xsubVote12O	2012 Vote: Barack Obama	887	40%
	2012 Vote: Mitt Romney	626	28%
	2012 Vote: Other	75	3%
	2012 Vote: Didn't Vote	610	28%
	N	2199	
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	1048	48%
	Trump: Unfav	1019	46%
	Trump: DK/NO	133	6%
	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.

