

National Tracking Poll

Project: 170105
 N Size: 2123 Adults
 Margin of Error: ± 2%
 February 02-04, 2017

Topline Report

Question	Response	Frequency	Percentage
BRD1	<i>As you may know, in 2010 the Supreme Court ruled that corporations, like people, have certain free speech rights. Do you agree or disagree with this ruling?</i>		
	Strongly agree	588	28%
	Somewhat agree	776	37%
	Somewhat disagree	234	11%
	Strongly disagree	214	10%
	Don't Know / No Opinion	310	15%
BRD2_1	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Issuing a statement supporting or opposing political issues</i>		
	Very appropriate	262	12%
	Somewhat appropriate	598	28%
	Somewhat inappropriate	451	21%
	Very inappropriate	436	21%
	Don't Know / No Opinion	376	18%
BRD2_2	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Issuing a statement supporting or opposing social issues</i>		
	Very appropriate	256	12%
	Somewhat appropriate	678	32%
	Somewhat inappropriate	441	21%
	Very inappropriate	355	17%
	Don't Know / No Opinion	392	18%
BRD2_3	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Using company resources to support or oppose political issues</i>		
	Very appropriate	180	8%
	Somewhat appropriate	412	19%
	Somewhat inappropriate	522	25%
	Very inappropriate	671	32%
	Don't Know / No Opinion	338	16%

Question	Response	Frequency	Percentage
BRD2_4	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Using company resources to support or oppose social issues</i>		
	Very appropriate	213	10%
	Somewhat appropriate	529	25%
	Somewhat inappropriate	533	25%
	Very inappropriate	491	23%
	Don't Know / No Opinion	357	17%
BRD2_5	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Providing support to employees negatively affected by a policy</i>		
	Very appropriate	440	21%
	Somewhat appropriate	794	37%
	Somewhat inappropriate	283	13%
	Very inappropriate	167	8%
	Don't Know / No Opinion	439	21%
BRD2_6	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Providing support to consumers negatively affected by a policy</i>		
	Very appropriate	446	21%
	Somewhat appropriate	686	32%
	Somewhat inappropriate	310	15%
	Very inappropriate	194	9%
	Don't Know / No Opinion	488	23%
BRD2_7	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Preferential hiring policies for people negatively impacted by government policies</i>		
	Very appropriate	208	10%
	Somewhat appropriate	482	23%
	Somewhat inappropriate	505	24%
	Very inappropriate	375	18%
	Don't Know / No Opinion	553	26%
BRD2_8	<i>Do you think it is appropriate or inappropriate for corporations to do each of the following? Allowing high level executives or Board members to advise political figures on business issues</i>		
	Very appropriate	206	10%
	Somewhat appropriate	544	26%
	Somewhat inappropriate	450	21%
	Very inappropriate	557	26%
	Don't Know / No Opinion	366	17%

Question	Response	Frequency	Percentage
BRD3_1	<i>Do you have a favorable or unfavorable view of the following companies? Uber</i>		
	Very favorable	322	15%
	Somewhat favorable	674	32%
	Somewhat unfavorable	306	14%
	Very unfavorable	188	9%
	Don't Know / No Opinion	632	30%
BRD3_2	<i>Do you have a favorable or unfavorable view of the following companies? Lyft</i>		
	Very favorable	257	12%
	Somewhat favorable	546	26%
	Somewhat unfavorable	194	9%
	Very unfavorable	97	5%
	Don't Know / No Opinion	1029	48%
BRD3_3	<i>Do you have a favorable or unfavorable view of the following companies? Amazon</i>		
	Very favorable	937	44%
	Somewhat favorable	782	37%
	Somewhat unfavorable	146	7%
	Very unfavorable	57	3%
	Don't Know / No Opinion	202	10%
BRD3_4	<i>Do you have a favorable or unfavorable view of the following companies? Starbucks</i>		
	Very favorable	527	25%
	Somewhat favorable	679	32%
	Somewhat unfavorable	337	16%
	Very unfavorable	316	15%
	Don't Know / No Opinion	264	12%
BRD3_5	<i>Do you have a favorable or unfavorable view of the following companies? Tesla</i>		
	Very favorable	344	16%
	Somewhat favorable	571	27%
	Somewhat unfavorable	178	8%
	Very unfavorable	93	4%
	Don't Know / No Opinion	937	44%
BRD3_6	<i>Do you have a favorable or unfavorable view of the following companies? Home Depot</i>		
	Very favorable	706	33%
	Somewhat favorable	937	44%
	Somewhat unfavorable	168	8%
	Very unfavorable	56	3%
	Don't Know / No Opinion	256	12%

Question	Response	Frequency	Percentage
BRD4	<i>How much have you seen, read, or heard about President Donald Trumps executive order that temporarily bans citizens from seven predominantly Muslim countries from entering the United States?</i>		
	A lot	1162	55%
	Some	678	32%
	Not much	180	8%
	Nothing at all	102	5%
BRD5	<i>As you may know, President Donald Trump issued an executive order prohibiting citizens from seven predominantly Muslim countries from being able to enter the United States. Additionally, processing of all refugees has been put on hold for three months. Do you support or oppose this action?</i>		
	Strongly support	658	31%
	Somewhat support	447	21%
	Somewhat oppose	254	12%
	Strongly oppose	583	27%
	Don't Know / No Opinion	182	9%
BRD6	<i>Do you know anyone affected by the immigration ban?</i>		
	Yes	286	13%
	No	1683	79%
	Don't Know / No Opinion	153	7%
BRD7_1	<i>As you may know, the following companies have come out publicly against President Trumps immigration ban. Does knowing this give you a more or less favorable view of the company, or does it have no impact either way? Uber</i>		
	Much more favorable	398	19%
	Somewhat more favorable	265	12%
	Somewhat less favorable	231	11%
	Much less favorable	414	19%
	No impact either way	539	25%
	Don't Know / No Opinion	276	13%
BRD7_2	<i>As you may know, the following companies have come out publicly against President Trumps immigration ban. Does knowing this give you a more or less favorable view of the company, or does it have no impact either way? Lyft</i>		
	Much more favorable	400	19%
	Somewhat more favorable	273	13%
	Somewhat less favorable	213	10%
	Much less favorable	367	17%
	No impact either way	494	23%
	Don't Know / No Opinion	375	18%

Question	Response	Frequency	Percentage
BRD7_3	<i>As you may know, the following companies have come out publicly against President Trumps immigration ban. Does knowing this give you a more or less favorable view of the company, or does it have no impact either way? Amazon</i>		
	Much more favorable	524	25%
	Somewhat more favorable	274	13%
	Somewhat less favorable	264	12%
	Much less favorable	333	16%
	No impact either way	519	24%
	Don't Know / No Opinion	209	10%
BRD7_4	<i>As you may know, the following companies have come out publicly against President Trumps immigration ban. Does knowing this give you a more or less favorable view of the company, or does it have no impact either way? Starbucks</i>		
	Much more favorable	481	23%
	Somewhat more favorable	315	15%
	Somewhat less favorable	212	10%
	Much less favorable	438	21%
	No impact either way	484	23%
	Don't Know / No Opinion	194	9%
BRD8	<i>In response to the immigration ban, Starbucks said it plans to hire 10,000 refugees in 75 countries over the next five years, starting in the United States. Do you support or oppose this action?</i>		
	Strongly support	587	28%
	Somewhat support	414	19%
	Somewhat oppose	263	12%
	Strongly oppose	559	26%
	Don't Know / No Opinion	301	14%
BRD9	<i>In response to the immigration ban, Amazons lawyers prepared a declaration of support for a lawsuit challenging the executive order. Do you support or oppose this action?</i>		
	Strongly support	567	27%
	Somewhat support	419	20%
	Somewhat oppose	281	13%
	Strongly oppose	517	24%
	Don't Know / No Opinion	340	16%

Question	Response	Frequency	Percentage
BRD10	<i>In response to the immigration ban, Lyft announced that it will donate \$1 million over the next four years to the American Civil Liberties Union (ACLU) in order to better defend constitutional rights. Lyft says the ban is not in line with their core values. Do you support or oppose this action?</i>		
	Strongly support	597	28%
	Somewhat support	426	20%
	Somewhat oppose	248	12%
	Strongly oppose	459	22%
	Don't Know / No Opinion	394	19%
BRD11	<i>In response to the immigration ban, Uber announced that it would compensate workers for lost wages if they are unable to work because of the ban. They also set up a \$3 million legal defense fund for drivers affected by the ban. Do you support or oppose this action?</i>		
	Strongly support	583	27%
	Somewhat support	490	23%
	Somewhat oppose	287	13%
	Strongly oppose	378	18%
	Don't Know / No Opinion	385	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	2123	100%
xdemGender	Gender: Male	1022	48%
	Gender: Female	1101	52%
	N	2123	
age5	Age: 18-29	466	22%
	Age: 30-44	533	25%
	Age: 45-54	378	18%
	Age: 55-64	362	17%
	Age: 65+	384	18%
	N	2123	
xpid3	PID: Dem (no lean)	728	34%
	PID: Ind (no lean)	709	33%
	PID: Rep (no lean)	686	32%
	N	2123	
xpidGender	PID/Gender: Dem Men	305	14%
	PID/Gender: Dem Women	423	20%
	PID/Gender: Ind Men	342	16%
	PID/Gender: Ind Women	367	17%
	PID/Gender: Rep Men	375	18%
	PID/Gender: Rep Women	311	15%
	N	2123	
xdemTea	Tea Party: Supporter	600	28%
	Tea Party: Not Supporter	1508	71%
	N	2108	
xdemIdeo3	Ideo: Liberal (1-3)	642	30%
	Ideo: Moderate (4)	460	22%
	Ideo: Conservative (5-7)	768	36%
	N	1870	
xeduc3	Educ: < College	1511	71%
	Educ: Bachelors degree	401	19%
	Educ: Post-grad	211	10%
	N	2123	
xdemInc3	Income: Under 50k	1295	61%
	Income: 50k-100k	582	27%
	Income: 100k+	246	12%
	N	2123	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1688	80%
xdemHispBin	Ethnicity: Hispanic	318	15%
demBlackBin	Ethnicity: Afr. Am.	259	12%
demRaceOther	Ethnicity: Other	176	8%
xrelNet	Relig: Protestant	498	23%
	Relig: Roman Catholic	441	21%
	Relig: Ath./Agn./None	557	26%
	Relig: Something Else	377	18%
	N	1873	
xreligion1	Relig: Jewish	55	3%
xreligion2	Relig: Evangelical	610	29%
	Relig: Non-Evang. Catholics	577	27%
	N	1187	
xreligion3	Relig: All Christian	1187	56%
	Relig: All Non-Christian	934	44%
	N	2120	
xdemUsr	Community: Urban	542	26%
	Community: Suburban	940	44%
	Community: Rural	641	30%
	N	2123	
xdemEmploy	Employ: Private Sector	648	31%
	Employ: Government	113	5%
	Employ: Self-Employed	197	9%
	Employ: Homemaker	179	8%
	Employ: Student	89	4%
	Employ: Retired	451	21%
	Employ: Unemployed	232	11%
	Employ: Other	214	10%
	N	2123	
xdemJobStatus	Job Type: White-collar	697	33%
	Job Type: Blue-collar	974	46%
	Job Type: Don't Know	453	21%
	N	2123	
xdemMilHH1	Military HH: Yes	368	17%
	Military HH: No	1755	83%
	N	2123	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	554	26%
	Somewhat Approve	470	22%
	Somewhat Disapprove	233	11%
	Strongly Disapprove	682	32%
	Dont Know / No Opinion	183	9%
	<i>N</i>	2123	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	669	32%
	2016 Vote: Republican Donald Trump	766	36%
	2016 Vote: Someone else	191	9%
	<i>N</i>	1626	
xsubVote12O	2012 Vote: Barack Obama	799	38%
	2012 Vote: Mitt Romney	591	28%
	2012 Vote: Other	80	4%
	2012 Vote: Didn't Vote	649	31%
	<i>N</i>	2120	
xreg4	4-Region: Northeast	387	18%
	4-Region: Midwest	457	22%
	4-Region: South	786	37%
	4-Region: West	493	23%
	<i>N</i>	2123	
Trump_Fav	Trump: Fav	1014	48%
	Trump: Unfav	961	45%
	Trump: DK/NO	149	7%
	<i>N</i>	2123	

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

