

National Tracking Poll

Topline Report		Project: 180319 N Size: 2201 Adults Margin of Error: \pm 2% March 13-15, 2018	
Question	Response	Frequency	Percentage
PAC1_1NET	Which of the following companies do you like the most? -	Amazon	
	Selected Not Selected	903 1298	41% 59%
PAC1_4NET	Which of the following companies do you like the most? -	Google	
	Selected Not Selected	523 1678	24% 76%
PAC1_5NET	Which of the following companies do you like the most? -	Sony	
	Selected Not Selected	164 2037	7% 93%
PAC1_6NET	Which of the following companies do you like the most? -	UPS	
	Selected Not Selected	150 2051	7% 93%
PAC1_7NET	Which of the following companies do you like the most? -	General Mills	
	Selected Not Selected	234 1967	11% 89%
PAC1_8NET	Which of the following companies do you like the most? -	Monsanto	
	Selected Not Selected	7 2194	0% 100%
PAC1_9NET	Which of the following companies do you like the most? -	Halliburton	
	Selected Not Selected	12 2189	1% 99%
PAC1_10NET	Which of the following companies do you like the most? -	Trump Hotels	
	Selected Not Selected	33 2168	1% 99%
PAC1_11NET	Which of the following companies do you like the most? -	Philip Morris	
	Selected Not Selected	28 2173	1% 99%
PAC1_12NET	Which of the following companies do you like the most? -	Goldman Sach	15
	Selected Not Selected	4 2197	0% 100%

Question	Response	Frequency	Percentage
PAC1_13NET	Which of the following companies do you like the most? -	Tom's of Main	е
	Selected	47	2%
	Not Selected	2154	98 %
PAC1_14NET	Which of the following companies do you like the most? -	McGraw Hill	
	Selected	17	1%
	Not Selected	2184	99 %
PAC1_15NET	Which of the following companies do you like the most? -	Patagonia	
	Selected	37	2%
	Not Selected	2164	98 %
PAC1_16NET	Which of the following companies do you like the most? -	Yelp	
	Selected	31	1%
	Not Selected	2170	99 %
PAC1_17NET	Which of the following companies do you like the most? -	Dropbox	
	Selected	12	1%
	Not Selected	2189	99 %
PAC2_1NET	And, which of the following companies do you like the lea	st? - Amazon	
	Selected	61	3%
	Not Selected	2140	97%
PAC2_4NET	And, which of the following companies do you like the lea	st? - Google	
	Selected	71	3%
	Not Selected	2130	97%
PAC2_5NET	And, which of the following companies do you like the lea	ist? - Sony	
	Selected	45	2%
	Not Selected	2156	98 %
PAC2_6NET	And, which of the following companies do you like the lea	st? - UPS	
	Selected	65	3%
	Not Selected	2136	97%
PAC2_7NET	And, which of the following companies do you like the lea	st? - General N	Aills
	Selected	31	1%
	Not Selected	2170	99 %
PAC2_8NET	And, which of the following companies do you like the lea	st? - Monsanto)
	Selected	238	11%
	Not Selected	1963	89%

Response	Frequency	Percentage
And, which of the following companies do you like the lea	ıst? - Halliburt	on
Selected	130	6%
Not Selected	2071	94%
And, which of the following companies do you like the lea	ist? - Trump H	otels
Selected	663	30%
Not Selected	1538	70%
And, which of the following companies do you like the lea	ist? - Philip Mo	orris
Selected	356	16%
Not Selected	1845	84%
And, which of the following companies do you like the lea	ıst? - Goldman	Sachs
Selected	154	7%
Not Selected	2047	93%
And, which of the following companies do you like the lea	ust? - Tom's of N	Maine
Selected	37	2%
Not Selected	2164	98 %
And, which of the following companies do you like the lea	st? - McGraw	Hill
Selected	41	2%
Not Selected	2160	98 %
And, which of the following companies do you like the lea	ist? - Patagonia	1
Selected	64	3%
Not Selected	2137	97 %
And, which of the following companies do you like the lea	ıst? - Yelp	
Selected	182	8%
Not Selected	2019	92%
And, which of the following companies do you like the lea	st? - Dropbox	
Selected	65	3%
Not Selected	2136	97 %
If a major company is facing a crisis in which it is alleged serious moral or legal wrongdoing, are you likely or unlik following? Assume the company is innocent of wrong-doi	they committe ely to do each o ng	ed an act of of the
Very likely	193	9 %
Somewhat likely	393	18%
Somewhat unlikely	581	27%
Dont know / No opinion	584	20%
	And, which of the following companies do you like the lead Selected Not Selected <td< td=""><td>Response Furuerent And, which of the following companies do you like the law of a sole of a sole</td></td<>	Response Furuerent And, which of the following companies do you like the law of a sole

Question	Response	Frequency	Percentage
PAC3_4	If a major company is facing a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly		
	Very likely	247	11%
	Somewhat likely	689	31%
	Somewhat unlikely	483	22%
	Very unlikely	349	16%
	Dont know / No opinion	425	19%
PAC3_5	If a major company is facing a crisis in which it is alleged serious moral or legal wrongdoing, are you likely or unlik following? Make positive comments about the company t	they committe ely to do each o friends and fo	ed an act of of the amily
	Verv likelv	197	9 %
	Somewhat likely	290	13%
	Somewhat unlikely	489	22%
	Very unlikely	684	31%
	Dont know / No opinion	533	24%
PAC3_6	If a major company is facing a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family $(N=2,190)$		
	Very likely	345	16%
	Somewhat likely	595	27%
	Somewhat unlikely	420	19%
	Very unlikely	345	16%
	Dont know / No opinion	486	22%
PAC3_7	If a major company is facing a crisis in which it is alleged serious moral or legal wrongdoing, are you likely or unlik following? If you have a choice, stop buying the company.	they committe ely to do each o s products or se	ed an act of of the ervices
	Very likely	681	31%
	Somewhat likely	754	34%
	Somewhat unlikely	246	11%
	Very unlikely	120	5%
	Dont know / No opinion	392	18%
PAC3_8	If a major company is facing a crisis in which it is alleged serious moral or legal wrongdoing, are you likely or unlik following? Support tougher regulations of the companys l	they committe ely to do each pusiness (N=2,	ed an act of of the 187)
	Very likely	580	27%
	Somewhat likely	765	35%
	Somewhat unlikely	223	10%
	Very unlikely	132	6%
	Dont know / No opinion	487	22%

Question	Response	Frequency	Percentage
PAC4_1	And, if a major company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Assume the company is acting in the publics best interests		
	Very likely	197	9%
	Somewhat likely	332	15%
	Somewhat unlikely	558	25%
	Very unlikely	585	27%
	Dont know / No opinion	529	24%
PAC4_4	And, if a major company takes a stance on a social or polyou or is involved in some other upsetting controversy, are each of the following? Assume the company has good intervented of the following?	litical issue that e you likely or t entions	t disappoints unlikely to do
	Very likely	184	8%
	Somewhat likely	411	19%
	Somewhat unlikely	571	26%
	Very unlikely	491	22%
	Dont know / No opinion	543	25%
PAC4_5	And, if a major company takes a stance on a social or polyou or is involved in some other upsetting controversy, are each of the following? Make positive comments about the family	litical issue that e you likely or t company to fr	t disappoints unlikely to do iends and
	Very likely	175	8%
	Somewhat likely	284	13%
	Somewhat unlikely	550	25%
	Very unlikely	652	30%
	Dont know / No opinion	540	25%
PAC4_6	And, if a major company takes a stance on a social or polyou or is involved in some other upsetting controversy, are each of the following? Make negative comments about the family	litical issue that e you likely or t e company to fi	t disappoints unlikely to do riends and
	Verv likelv	364	17%
	Somewhat likely	602	27%
	Somewhat unlikely	427	19%
	Very unlikely	282	13%
	Dont know / No opinion	526	24%

Question	Response	Frequency	Percentage
PAC4_7	And, if a major company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? If you have a choice, stop buying the companys products or services		
	Verv likely	638	29%
	Somewhat likely	713	32%
	Somewhat unlikely	269	12%
	Very unlikely	126	6%
	Dont know / No opinion	455	21%
PAC4_8	And, if a major company takes a stance on a social or polyou or is involved in some other upsetting controversy, are each of the following? Assume the company only cares ab	litical issue that e you likely or 1 out profits	t disappoints unlikely to do
	Very likely	620	28%
	Somewhat likely	667	30%
	Somewhat unlikely	271	12%
	Very unlikely	133	6%
	Dont know / No opinion	510	23%
PAC5_1	If (TOP COMPANY SELECTED FROM COMPANIES L face a crisis in which it is alleged they committed an act of wrongdoing, are you likely or unlikely to do each of the fo company is innocent of wrong-doing	IKED MOST, I f serious moral llowing? Assur	PAC1) were to l or legal ne the
	Very likely	162	7%
	Somewhat likely	344	16%
	Somewhat unlikely	595	27%
	Very unlikely	505	23%
	Dont know / No opinion	594	27%
PAC5_4	<i>If (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly</i>		
	Very likely	215	10%
	Somewhat likely	563	26%
	Somewhat unlikely	528	24%
	Very unlikely	390	18%
	Dont know / No opinion	505	23%

Question	Response	Frequency	Percentage
PAC5_5	If (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family		
	Very likely	169	8%
	Somewhat likely	280	13%
	Somewhat unlikely	534	24%
	Very unlikely	663	30%
	Dont know / No opinion	554	25%
PAC5_6	<i>If (TOP COMPANY SELECTED FROM COMPANIES L</i> <i>face a crisis in which it is alleged they committed an act c</i> <i>wrongdoing, are you likely or unlikely to do each of the fo</i> <i>comments about the company to friends and family</i>	IKED MOST, 1 of serious mora Ilowing? Make	PAC1) were to l or legal e negative
	Very likely	348	16%
	Somewhat likely	625	28%
	Somewhat unlikely	417	19%
	Very unlikely	272	12%
	Dont know / No opinion	538	24%
PAC5_7	If (TOP COMPANY SELECTED FROM COMPANIES L face a crisis in which it is alleged they committed an act of wrongdoing, are you likely or unlikely to do each of the for choice, stop buying the companys products or services	IKED MOST, 1 of serious mora Ilowing? If you	PAC1) were to l or legal 1 have a
	Very likely	679	31%
	Somewhat likely	696	32%
	Somewhat unlikely	250	11%
	Very unlikely	100	5%
	Dont know / No opinion	476	22%
PAC5_8	<i>If (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Support tougher regulations of the companys business</i>		
	Very likely	605	27%
	Somewhat likely	721	33%
	Somewhat unlikely	228	10%
	Very unlikely	142	6%
	Dont know / No opinion	505	23%

PAC6_1 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company is innocent of wrong-doing Very likely 178 8% Somewhat likely 351 16% Somewhat unlikely 594 27% PAC6_4 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly PAC6_5 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly Very unlikely 219 10% Somewhat unlikely 500 23% Very unlikely 395 18% Dont know / No opinion 539 24% PAC6_5 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family PAC6_5 If (TOP COMPANY SELECTED FROM COMPANIES LIKE	Question	Response	Frequency	Percentage
Very likely1788% Somewhat unlikely35116% 351Somewhat unlikely35422% 27%PAC6_4If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly21910%Somewhat likely54825% Somewhat likely54825% Somewhat likely548PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following?10%PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following?PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following?PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? <t< td=""><td>PAC6_1</td><td>If (TOP COMPANY SELECTED FROM COMPANIES L to face a crisis in which it is alleged they committed an ac wrongdoing, are you likely or unlikely to do each of the fo company is innocent of wrong-doing</td><td>IKED LEAST, et of serious me llowing? Assur</td><td>PAC2) were oral or legal ne the</td></t<>	PAC6_1	If (TOP COMPANY SELECTED FROM COMPANIES L to face a crisis in which it is alleged they committed an ac wrongdoing, are you likely or unlikely to do each of the fo company is innocent of wrong-doing	IKED LEAST, et of serious me llowing? Assur	PAC2) were oral or legal ne the
Somewhat inkely53116%Somewhat unlikely59427%Very unlikely48422%Dont know / No opinion59427%PAC6_4If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairlyVery likely21910% Somewhat unlikelySomewhat unlikely50023% Very unlikelyVery unlikely39518% Dont know / No opinionPAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyPAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyVery unlikely51124% Very unlikelyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoin		Very likely	178	8 %
PAC6_4If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairlyVery likely21910% Somewhat likelySomewhat likely50023% Very unlikelyPAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely500PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following?PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) w		Somewhat unlikely	594	16% 27%
Dont know / No opinion59427%PAC6_4If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly21910%Somewhat likely54825% 		Very unlikely	484	22%
PAC6_4 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Assume the company will fix the problem quickly and fairly Very likely 219 10% Somewhat likely 548 25% Somewhat unlikely 500 23% Very unlikely 395 18% Dont know / No opinion 539 24% PAC6_5 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family Very likely 174 8% Somewhat unlikely 521 24% Very unlikely 674 31% Somewhat unlikely 521 24% Very unlikely 674 31% Dont know / No opinion 539 24% PAC6_6 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family 521 24%		Dont know / No opinion	594	27%
Very likely21910% Somewhat likely54825% Somewhat unlikely50023% Somewhat unlikely50023% Somewhat unlikely39518% Dont know / No opinion53924%PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family1748% Somewhat likely29413% Somewhat likely29413% <td>PAC6_4</td> <td><i>If (TOP COMPANY SELECTED FROM COMPANIES L</i> <i>to face a crisis in which it is alleged they committed an ac</i> <i>wrongdoing, are you likely or unlikely to do each of the fo</i> <i>company will fix the problem quickly and fairly</i></td> <td>IKED LEAST, et of serious mo llowing? Assur</td> <td>PAC2) were oral or legal ne the</td>	PAC6_4	<i>If (TOP COMPANY SELECTED FROM COMPANIES L</i> <i>to face a crisis in which it is alleged they committed an ac</i> <i>wrongdoing, are you likely or unlikely to do each of the fo</i> <i>company will fix the problem quickly and fairly</i>	IKED LEAST, et of serious mo llowing? Assur	PAC2) were oral or legal ne the
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Somewhat unlikely50023% Very unlikely39518% Dont know / No opinion53924%PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family1748%Somewhat likely29413% Somewhat likely29413% Somewhat likely29413% Somewhat likelyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyVery likely35016% Somewhat likelySomewhat likely60027% Somewhat likelyVery likely28413%Very unlikely28413%		Somewhat likely	548	25%
Very unlikely Dont know / No opinion39518% 24%PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family1748% Somewhat likely 29413% 24%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) Very unlikely Somewhat unlikely Dont know / No opinion53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family16% Somewhat unlikely16% 27% Somewhat unlikely19% Y		Somewhat unlikely	500	23%
Dont know / No opinion53924%PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family1748%Somewhat likely29413%Somewhat unlikely52124%Very unlikely67431%Dont know / No opinion53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyVery likely35016%Somewhat unlikely60027%Somewhat unlikely42019%Very unlikely28413%		Very unlikely	395	18%
PAC6_5If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and familyVery likely1748% Somewhat likelySomewhat likely29413% Somewhat unlikelySomewhat unlikely52124% Very unlikelyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyPAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyVery likely35016% Somewhat likely 600Yery unlikely28413%		Dont know / No opinion	539	24%
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Somewhat likely29413%Somewhat unlikely52124%Very unlikely67431%Dont know / No opinion53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyVery likely35016% Somewhat likelySomewhat unlikely42019% Very unlikelyVery unlikely28413%		Very likely	174	8%
Somewhat unlikely52124% Very unlikelyVery unlikely67431% Dont know / No opinion539PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyVery likely35016% Somewhat likelySomewhat likely60027% Somewhat unlikelyVery unlikely28413%		Somewhat likely	294	13%
Very unlikely67431% Dont know / No opinion53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family80016%Very likely35016% Somewhat likely60027% Somewhat unlikely19% Very unlikely13%		Somewhat unlikely	521	24%
Dont know / No opinion53924%PAC6_6If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and familyNake negative somewhat likelyVery likely35016% Somewhat likely10% Very unlikelyVery unlikely28413%		Very unlikely	674	31%
PAC6_6 If (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family Very likely 350 16% Somewhat likely 600 27% Somewhat unlikely 420 19% Very unlikely 284 13%		Dont know / No opinion	539	24%
Very likely35016%Somewhat likely60027%Somewhat unlikely42019%Very unlikely28413%	PAC6_6	<i>If (TOP COMPANY SELECTED FROM COMPANIES L</i> <i>to face a crisis in which it is alleged they committed an ac</i> <i>wrongdoing, are you likely or unlikely to do each of the fo</i> <i>comments about the company to friends and family</i>	IKED LEAST, et of serious mo llowing? Make	PAC2) were oral or legal e negative
Somewhat likely60027%Somewhat unlikely42019%Very unlikely28413%		Verv likelv	350	16%
Somewhat unlikely42019%Very unlikely28413%		Somewhat likely	600	27%
Very unlikely 284 13%		Somewhat unlikely	420	19%
		Very unlikely	284	13%
Dont know / No opinion 547 25%		Dont know / No opinion	547	25%

Question	Response	Frequency	Percentage
PAC6_7	<i>If</i> (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) were to face a crisis in which it is alleged they committed an act of serious moral or legal wrongdoing, are you likely or unlikely to do each of the following? If you have a choice, stop buying the companys products or services		
	Very likely	685	31%
	Somewhat likely	646	29%
	Somewhat unlikely	263	12%
	Very unlikely	123	6%
	Dont know / No opinion	484	22%
PAC6_8	<i>If (TOP COMPANY SELECTED FROM COMPANIES I to face a crisis in which it is alleged they committed an ac wrongdoing, are you likely or unlikely to do each of the for regulations of the companys business</i>	IKED LEAST, ct of serious mo ollowing? Suppo	PAC2) were oral or legal ort tougher
	Verv likely	618	28%
	Somewhat likely	682	31%
	Somewhat unlikely	252	11%
	Very unlikely	142	6%
	Dont know / No opinion	507	23%
PAC/_I	PAC1) again, if this company takes a stance on a social o disappoints you or is involved in some other upsetting con unlikely to do each of the following? Assume the company interests	PANIES LIKEI r political issue ntroversy, are y y is acting in th	b MOSI, that ou likely or e publics best
	Very likely	204	9 %
	Somewhat likely	247	11%
	No more nor less likely	370	17%
	Somewhat unlikely	432	20%
	Very unlikely	469	21%
	Dont know / No opinion	479	22%
PAC7_4	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Assume the company has good intentions		
	Verv likelv	174	8%
	Somewhat likely	272	12%
	No more nor less likely	411	19%
	Somewhat unlikely	433	20%
	Verv unlikely	426	19%
	Dont know / No opinion	484	22%

Question	Response	Frequency	Percentage
PAC7_5	Thinking of (TOP COMPANY SELECTED FROM COM PAC1) again, if this company takes a stance on a social o disappoints you or is involved in some other upsetting con	PANIES LIKEI r political issue ntroversy, are y	D MOST, that ou likely or
	unlikely to do each of the following? Make positive comments about the company to friends and family		
	Very likely	164	7%
	Somewhat likely	231	11%
	No more nor less likely	363	16%
	Somewhat unlikely	414	19%
	Very unlikely	545	25%
	Dont know / No opinion	483	22%
PAC7_6	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Make negative comments about the company to friends and family		
	Very likely	350	16%
	Somewhat likely	542	25%
	No more nor less likely	372	17%
	Somewhat unlikely	234	11%
	Very unlikely	220	10%
	Dont know / No opinion	483	22%
PAC7_7	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? If you have a choice, stop buying the companys products or services		
	Very likely	615	28%
	Somewhat likely	585	27%
	No more nor less likely	307	14%
	Somewhat unlikely	151	7%
	Very unlikely	89	4%

Dont know / No opinion45421%

Question	Response	Frequency	Percentage	
PAC7_8	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED MOST, PAC1) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Assume the company only cares about profits			
	Very likely 547 25%			
	Somewhat likely	600	27%	
	No more nor less likely	346	16%	
	Somewhat unlikely	132	6%	
	Very unlikely	91	4%	
	Dont know / No opinion	485	22%	
PAC8_1	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Assume the company is acting in the publics best interests			
	Very likely	167	8%	
	Somewhat likely	268	12%	
	No more nor less likely	392	18%	
	Somewhat unlikely	428	19%	
	Very unlikely	466	21%	
	Dont know / No opinion	481	22%	
PAC8_4	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Assume the company has good intentions			
	Very likely	160	7%	
	Somewhat likely	281	13%	
	No more nor less likely	380	17%	
	Somewhat unlikely	450	20%	
	Very unlikely	430	20%	
	Dont know / No opinion	500	23%	
PAC8_5	Thinking of (TOP COMPANY SELECTED FROM COMPANIES LIKED LEAST, PAC2) again, if this company takes a stance on a social or political issue that disappoints you or is involved in some other upsetting controversy, are you likely or unlikely to do each of the following? Make positive comments about the company to friends and family			
	Verv likely	172	8%	
	Somewhat likelv	221	10%	
	No more nor less likely	365	17%	
	Somewhat unlikely	428	19%	
	Very unlikely	533	24%	
	Dont know / No opinion	482	22%	
	-			

Question	Response	Frequency	Percentage
PAC8_6	Thinking of (TOP COMPANY SELECTED FROM COM	PANIES LIKEI	D LEAST,
	PAC2) again, if this company takes a stance on a social o	r political issue	that
	disappoints you or is involved in some other upsetting con	ntroversy, are y	ou likely or
	<i>unlikely to do each of the following? Make negative comn friends and family</i>	nents about the	company to
	Very likely	349	16%
	Somewhat likely	550	25%
	No more nor less likely	360	16%
	Somewhat unlikely	232	11%
	Very unlikely	218	10%
	Dont know / No opinion	492	22%
PAC8_7	Thinking of (TOP COMPANY SELECTED FROM COM PAC2) again, if this company takes a stance on a social o disappoints you or is involved in some other upsetting con unlikely to do each of the following? If you have a choice, products or services	PANIES LIKEI r political issue ntroversy, are yo stop buying the	D LEAST, that ou likely or e companys
	products of services		<u>.</u>
	Very likely	622	28%
	Somewhat likely	574	26%
	No more nor less likely	311	14% -~
	Somewhat unlikely	165	7%
	Very unlikely	102	5% 1007
	Dont know / No opinion	428	19%
PAC8_8	Thinking of (TOP COMPANY SELECTED FROM COM PAC2) again, if this company takes a stance on a social o disappoints you or is involved in some other upsetting con unlikely to do each of the following? Assume the company	PANIES LIKEI r political issue ntroversy, are y y only cares abo	D LEAST, that ou likely or out profits
	Very likely	545	25%
	Somewhat likely	595	27%
	No more nor less likely	341	16%
	Somewhat unlikely	141	6%
	Very unlikely	110	5%
	Dont know / No opinion	469	21%
PAC9_1	For each of the following, would you feel more or less fave that did this? The company temporarily shuts down its fa hurricane, flood or other natural disaster.	orable towards actories or store.	a company s because of a
	Much more favorable	452	21%
	Somewhat more favorable	675	31%
	Somewhat less favorable	229	10%
	Much less favorable	116	5%
	Dont know / No opinion	729	33%
		. =>	2070

Question	Response	Frequency	Percentage
PAC9_4	For each of the following, would you feel more or less fave that did this? The company temporarily shuts down its fa hurricane, flood or other natural disaster, but the compa- better prepared to respond to the disaster.	orable towards actories or store ny is criticized j	a company s because of a for not being
PAC9_5	Much more favorable	280	13%
	Somewhat more favorable	481	22%
	Somewhat less favorable	426	19%
	Much less favorable	162	7%
	Dont know / No opinion	851	39%
	For each of the following, would you feel more or less favor	<i>orable towards</i>	a company
	that did this? The companys factory experiences an accid pollution leaking into a river, but FAR AWAY from where for the cleanup.	ent, which resu e you live. The o	lts in company pays
	Much more favorable	340	15%
	Somewhat more favorable	608	28%
	Somewhat less favorable	473	21%
	Much less favorable	286	13%
	Dont know / No opinion	494	22%
PAC9_6	For each of the following, would you feel more or less fave	orable towards	a company
	that did this? The companys factory experiences an accide	ent, which resul	lts in pollution
	leaking into a river NEAR your neighborhood. The comp	any pays for th	e cleanup.
	Much more favorable	339	15%
	Somewhat more favorable	605	27%
	Somewhat less favorable	437	20%
	Much less favorable	348	16%
	Dont know / No opinion	472	21%
PAC9_7	For each of the following, would you feel more or less fave that did this? Data in the companys computers is hacked information of thousands of customers being stolen inclu	orable towards , which results ; ding yours.	a company in personal
	Much more favorable	154	7%
	Somewhat more favorable	194	9%
	Somewhat less favorable	508	23%
	Much less favorable	891	41%
	Dont know / No opinion	453	21%

Question	Response	Frequency	Percentage
PAC9_8	For each of the following, would you feel more or less favorable towards a company that did this? Data in the companys computers is hacked, which results in personal information of thousands of customers being stolen. However, your information is not stolen.		
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	176 232 651 607 535	8% 11% 30% 28% 24%
PAC9_9	For each of the following, would you feel more or less favorable towards a company that did this? The company has a very successful year and the CEO gets a raise that makes them one of the highest paid executives in their industry.		
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	194 433 527 415 632	9% 20% 24% 19% 29%
PAC9_10	For each of the following, would you feel more or less fave that did this? The company loses money this year and the them one of the highest paid executives in their industry.	orable towards o CEO gets a rai	a company ise that makes
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	146 211 383 1037 425	7% 10% 17% 47% 19%
PAC9_11	For each of the following, would you feel more or less favo that did this? A company executive is caught breaking the The company apologizes to its customers and promises to has resolved any problems resulting from the executives a	prable towards o e law and is qui provide an upo ctions.	a company ickly fired. date once it
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	468 813 263 192 465	21% 37% 12% 9% 21%

Question	Response	Frequency	Percentage
PAC9_12	For each of the following, would you feel more or less favorable towards a company that did this? A company executive is caught breaking the law and is quickly fired. The company says it is a personal matter and cant provide a lot of details, but it promises to resolve any problems from the executives actions.		
PAC10_1	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion And, for each of the following, how likely would you be to	264 640 466 306 524	12% 29% 21% 14% 24%
	company that did this? The company temporarily shuts d because of a hurricane, flood or other natural disaster.	own its factorie	es or stores
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	503 756 253 123 566	23% 34% 12% 6% 26%
PAC10_4	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company temporarily shuts down its factories or stores because of a hurricane, flood or other natural disaster, but the company is criticized for not being better prepared to respond to the disaster		
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	362 716 395 146 581	16% 33% 18% 7% 26%
PAC10_5	And, for each of the following, how likely would you be to remain a customer of a company that did this? The companys factory experiences an accident, which results in pollution leaking into a river, but FAR AWAY from where you live. The company pays for the cleanup.		
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	300 679 419 305 498	14% 31% 19% 14% 23%

Question	Response	Frequency	Percentage
PAC10_6	And, for each of the following, how likely would you be to company that did this? The companys factory experiences in pollution leaking into a river NEAR your neighborhood cleanup.	o remain a cust s an accident, v d. The compan	omer of a vhich results y pays for the
	Very likely	296	13%
	Somewhat likely	669	30%
	Somewhat unlikely	391	18%
	Very unlikely	354	16%
	Dont know / No opinion	491	22%
PAC10_7	And, for each of the following, how likely would you be to	remain a cust	omer of a
	company that did this? Data in the companys computers	is hacked, whic	ch results in
	personal information of thousands of customers being sto	len including y	vours.
	Very likely	167	8%
	Somewhat likely	310	14%
	Somewhat unlikely	518	24%
	Very unlikely	733	33%
	Dont know / No opinion	473	21%
PAC10_8	And, for each of the following, how likely would you be to company that did this? Data in the companys computers personal information of thousands of customers being sto information is not stolen.	e remain a cust is hacked, which len. However, j	omer of a ch results in your
	Very likely	188	9%
	Somewhat likely	467	21%
	Somewhat unlikely	556	25%
	Very unlikely	496	23%
	Dont know / No opinion	494	22%
PAC10_9	And, for each of the following, how likely would you be to	o remain a cust	omer of a
	company that did this? The company has a very successfu-	Il year and the	CEO gets a
	raise that makes them one of the highest paid executives i	in their industr	y.
	Very likely	272	12%
	Somewhat likely	633	29%
	Somewhat unlikely	419	19%
	Very unlikely	321	15%
	Dont know / No opinion	555	25%

Question	Response	Frequency	Percentage
PAC10_10	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company loses money this year and the CEO gets a raise that makes them one of the highest paid executives in their industry.		
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	164 269 525 749 493	7% 12% 24% 34% 22%
PAC10_11	And, for each of the following, how likely would you be to company that did this? A company executive is caught br fired. The company apologizes to its customers and prom once it has resolved any problems resulting from the execu-	o remain a cust eaking the law ises to provide utives actions.	omer of a and is quickly an update
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	395 745 347 229 485	18% 34% 16% 10% 22%
PAC10_12	And, for each of the following, how likely would you be to company that did this? A company executive is caught be fired. The company says it is a personal matter and cant promises to resolve any problems from the executives acti	o remain a cust eaking the law provide a lot of ons.	omer of a and is quickly details, but it
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	257 592 494 366 492	12% 27% 22% 17% 22%
PAC11_1	For each of the following, how likely would you be to make negative comments to friends or family about a company that did this? The company temporarily shuts down its factories or stores because of a hurricane. flood or other natural disaster.		
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	199 368 509 566 558	9% 17% 23% 26% 25%

Question	Response	Frequency	Percentage
PAC11_4	For each of the following, how likely would you be to make negative comments to friends or family about a company that did this? The company temporarily shuts down its factories or stores because of a hurricane, flood or other natural disaster, but the company is criticized for not being better prepared to respond to the disaster.		
	Very likely	237	11%
	Somewhat likely	397	18%
	Somewhat unlikely	601	27%
	Very unlikely	412	19%
	Dont know / No opinion	553	25%
PAC11_5	For each of the following, how likely would you be to mak friends or family about a company that did this? The com accident, which results in pollution leaking into a river, b you live. The company pays for the cleanup.	ke negative com panys factory e ut FAR AWAY	ements to experiences an from where
	Verv likelv	305	14%
	Somewhat likely	530	24%
	Somewhat unlikely	494	22%
	Very unlikely	344	16%
	Dont know / No opinion	528	24%
PAC11_6	For each of the following, how likely would you be to mak friends or family about a company that did this? The com accident, which results in pollution leaking into a river N The company pays for the cleanup.	ke negative com panys factory e EAR your neig	ements to experiences an hborhood.
	Very likely	361	16%
	Somewhat likely	533	24%
	Somewhat unlikely	454	21%
	Very unlikely	325	15%
	Dont know / No opinion	527	24%
PAC11_7	For each of the following, how likely would you be to mak friends or family about a company that did this? Data in hacked, which results in personal information of thousan including yours.	ke negative com the companys ds of customers	ements to computers is s being stolen
	Verv likelv	546	25%
	Somewhat likely	556	25%
	Somewhat unlikely	328	15%
	Verv unlikely	290	13%
	Dont know / No opinion	480	22%
		100	/0

Question	Response	Frequency	Percentage
PAC11_8	For each of the following, how likely would you be to mak friends or family about a company that did this? Data in hacked, which results in personal information of thousan However, your information is not stolen.	ce negative com the companys ds of customers	aments to computers is s being stolen.
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	372 589 437 295 507	17% 27% 20% 13% 23%
PAC11_9	For each of the following, how likely would you be to mak friends or family about a company that did this? The com year and the CEO gets a raise that makes them one of the their industry.	ce negative com 1pany has a ver 2 highest paid e.	aments to cy successful xecutives in
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	309 436 475 434 548	14% 20% 22% 20% 25%
PAC11_10	For each of the following, how likely would you be to mak friends or family about a company that did this? The com and the CEO gets a raise that makes them one of the high industry.	ce negative com apany loses mot aest paid execut	nments to ney this year tives in their
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	520 540 324 327 490	24% 25% 15% 15% 22%
PAC11_11	For each of the following, how likely would you be to mak friends or family about a company that did this? A compo- breaking the law and is quickly fired. The company apolo promises to provide an update once it has resolved any pr executives actions.	ce negative com any executive i gizes to its cust roblems resultir	aments to s caught tomers and ag from the
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	284 509 508 393 506	13% 23% 23% 18% 23%

Question	Response	Frequency	Percentage
PAC11_12	For each of the following, how likely would you be to make negative comments to friends or family about a company that did this? A company executive is caught breaking the law and is quickly fired. The company says it is a personal matter and cant provide a lot of details, but it promises to resolve any problems from the executives actions.		
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	333 559 442 340 527	15% 25% 20% 15% 24%
PAC12_1	For each of the following, would you feel more or less favo that did this? The company announces major layoffs and will not have their salaries reduced.	orable towards of that remaining	a company employees
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	208 509 520 327 637	9% 23% 24% 15% 29%
PAC12_4	For each of the following, would you feel more or less favo that did this? The company announces major layoffs and will not have their salaries reduced. It also explains that is and expenses in order to preserve other jobs and remain o	brable towards that remaining it needs to redu competitive.	a company employees ce head count
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	212 566 509 290 625	10% 26% 23% 13% 28%
PAC12_5	For each of the following, would you feel more or less favo that did this? The company announces major layoffs. It a and other senior executives will reduce their own salaries conditions improve.	orable towards lso announces by 20% until b	a company that the CEO rusiness
	Much more favorable Somewhat more favorable Somewhat less favorable Much less favorable Dont know / No opinion	457 781 272 214 477	21% 35% 12% 10% 22%

Question	Response	Frequency	Percentage
PAC12_6	For each of the following, would you feel more or less favorable towards a company that did this? The company violates environmental laws.		
	Much more favorable	131	6%
	Somewhat more favorable	162	7%
	Somewhat less favorable	416	19%
	Much less favorable	1067	48%
	Dont know / No opinion	425	19%
PAC12_7	For each of the following, would you feel more or less favo that did this? The company complies with all environmen not doing more than the laws require to protect the enviro	orable towards ital laws, but is onment.	a company criticized for
	Much more favorable	206	9%
	Somewhat more favorable	470	21%
	Somewhat less favorable	573	26%
	Much less favorable	243	11%
	Dont know / No opinion	709	32%
PAC12_8	For each of the following, would you feel more or less favorable towards a company that did this? The company makes legal campaign contributions to political candidates that share the same public policy goals as the company.		
	Much more favorable	189	9 %
	Somewhat more favorable	500	23%
	Somewhat less favorable	470	21%
	Much less favorable	324	15%
	Dont know / No opinion	717	33%
PAC12_9	For each of the following, would you feel more or less favo that did this? The company makes legal campaign contrib hoping that they can be persuaded to agree with the comp	orable towards outions to politi oany's public po	a company cal candidates blicy goals.
	Much more favorable	173	8%
	Somewhat more favorable	341	15%
	Somewhat less favorable	524	24%
	Much less favorable	555	25%
	Dont know / No opinion	608	28%
PAC12_10	For each of the following, would you feel more or less favo that did this? The company makes illegal campaign contr	orable towards ibutions.	a company
	Much more favorable	142	6%
	Somewhat more favorable	176	8%
	Somewhat less favorable	295	13%
	Much less favorable	1183	54%
	Dont know / No opinion	406	18%

Question	Response	Frequency	Percentage
PAC12_11	For each of the following, would you feel more or less favo that did this? The company is accused of ignoring a sexua offices.	orable towards al harassment f	a company problem in its
	Much more favorable	140	6%
	Somewhat more favorable	168	8%
	Somewhat less favorable	398	18%
	Much less favorable	1048	48%
	Dont know / No opinion	446	20%
PAC12_12	For each of the following, would you feel more or less fave that did this? The company is accused of ignoring a racia its offices.	orable towards l discriminatio	a company n problem in
	Much more favorable	125	6%
	Somewhat more favorable	183	8%
	Somewhat less favorable	416	19%
	Much less favorable	1006	46%
	Dont know / No opinion	471	21%
PAC12_13	For each of the following, would you feel more or less favo that did this? The company is accused of ignoring discrim offices.	orable towards iination agains	a company t women in its
	Much more favorable	140	6%
	Somewhat more favorable	187	9%
	Somewhat less favorable	407	19%
	Much less favorable	1007	46%
	Dont know / No opinion	460	21%
PAC13_1	And, for each of the following, how likely would you be to company that did this? The company announces major la employees will not have their salaries reduced.	o remain a cust ayoffs and that	omer of a remaining
	Very likely	257	12%
	Somewhat likely	680	31%
	Somewhat unlikely	412	19%
	Very unlikely	266	12%
	Dont know / No opinion	586	27%
PAC13_4	And, for each of the following, how likely would you be to company that did this? The company announces major la employees will not have their salaries reduced. It also exp head count and expenses in order to preserve other jobs a	o remain a cust ayoffs and that plains that it ne and remain con	omer of a remaining reds to reduce petitive.
	Very likely	296	13%
	somewhat likely	691	31%
	Somewhat unlikely	387	18%
	Verv unlikely	258	12%
	Dont know / No opinion	569	26%

Question	Response	Frequency	Percentage
PAC13_5	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company announces major layoffs. It also announces that the CEO and other senior executives will reduce their own salaries by 20% until business conditions improve.		
	Very likely	493	22%
	Somewhat likely	743	34%
	Somewhat unlikely	271	12%
	Very unlikely	205	9%
	Dont know / No opinion	489	22%
PAC13_6	And, for each of the following, how likely would you be to company that did this? The company violates environment	o remain a cust ntal laws.	tomer of a
	Verv likelv	139	6%
	Somewhat likely	203	9%
	Somewhat unlikely	433	20%
	Very unlikely	961	44%
	Dont know / No opinion	464	21%
PAC13_7	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company complies with all environmental laws, but is criticized for not doing more than the laws require to protect the environment.		
	Very likely	315	14%
	Somewhat likely	703	32%
	Somewhat unlikely	397	18%
	Very unlikely	204	9 %
	Dont know / No opinion	582	26%
PAC13_8	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company makes legal campaign contributions to political candidates that share the same public policy goals as the company.		
	Very likely	277	13%
	Somewhat likely	631	29 %
	Somewhat unlikely	382	17%
	Very unlikely	293	13%
	Dont know / No opinion	619	28%
PAC13_9	And, for each of the following, how likely would you be to company that did this? The company makes legal campar candidates hoping that they can be persuaded to agree we policy goals.	o remain a cust ign contributio ith the compan	comer of a ns to political y's public
	Verv likelv	223	10%
	Somewhat likely	509	23%
	Somewhat unlikely	434	20%
	Verv unlikelv	418	19%
	Dont know / No opinion	616	28%

Question	Response	Frequency	Percentage
PAC13_10	And, for each of the following, how likely would you be to remain a customer of a company that did this? The company makes illegal campaign contributions.		
	Very likely	143	6%
	Somewhat likely	178	8%
	Somewhat unlikely	374	17%
	Very unlikely	1058	48%
	Dont know / No opinion	448	20%
PAC13_11	And, for each of the following, how likely would you be to company that did this? The company is accused of ignoria problem in its offices.	o remain a cust ng a sexual har	omer of a rassment
	Very likely	137	6%
	Somewhat likely	223	10%
	Somewhat unlikely	397	18%
	Very unlikely	954	43%
	Dont know / No opinion	490	22%
PAC13_12	And, for each of the following, how likely would you be to company that did this? The company is accused of ignority problem in its offices.	o remain a cust ng a racial disc	omer of a rimination
	Verylikely	163	7%
	Somewhat likely	222	10%
	Somewhat unlikely	386	18%
	Very unlikely	943	43%
	Dont know / No opinion	48/	22%
PAC13_13	And, for each of the following, how likely would you be to company that did this? The company is accused of ignority women in its offices.	remain a cust ng discriminati	omer of a ion against
	Very likely	140	6%
	Somewhat likely	228	10%
	Somewhat unlikely	408	19%
	Very unlikely	931	42%
	Dont know / No opinion	493	22%
PAC14_1	For each of the following, how likely would you be to mak friends or family about a company that did this The comp layoffs and that remaining employees will not have their s	ce negative com Dany announce Salaries reduced	aments to es major d.
	Verv likelv	237	11%
	Somewhat likely	422	19%
	Somewhat unlikely	523	24%
	Very unlikely	408	19%
	Dont know / No opinion	609	28%

Question	Response	Frequency	Percentage
PAC14_4	For each of the following, how likely would you be to mak friends or family about a company that did this The comp layoffs and that remaining employees will not have their explains that it needs to reduce head count and expenses jobs and remain competitive.	ke negative com bany announce salaries reduced in order to pres	ments to s major d. It also serve other
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	246 416 527 418 593	11% 19% 24% 19% 27%
PAC14_5	For each of the following, how likely would you be to mak friends or family about a company that did this The comp layoffs. It also announces that the CEO and other senior own salaries by 20% until business conditions improve.	ke negative com Dany announce executives will	ments to s major reduce their
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	243 336 504 573 545	11% 15% 23% 26% 25%
PAC14_6	For each of the following, how likely would you be to mak friends or family about a company that did this The comp laws.	ke negative com pany violates er	ments to wironmental
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	604 446 302 332 516	27% 20% 14% 15% 23%
PAC14_7	For each of the following, how likely would you be to mak friends or family about a company that did this The comp environmental laws, but is criticized for not doing more t protect the environment.	ke negative com pany complies v han the laws re	ments to vith all equire to
	Very likely Somewhat likely Somewhat unlikely Very unlikely Dont know / No opinion	222 372 569 472 566	10% 17% 26% 21% 26%

Question	Response	Frequency	Percentage
PAC14_8	For each of the following, how likely would you be to mak friends or family about a company that did this The comp contributions to political candidates that share the same company.	ce negative com pany makes leg public policy go	aments to al campaign pals as the
	Very likely	245	11%
	Somewhat likely	392	18%
	Somewhat unlikely	522	24%
	Very unlikely	429	19%
	Dont know / No opinion	614	28%
PAC14_9	For each of the following, how likely would you be to mak friends or family about a company that did this The comp contributions to political candidates hoping that they can the company's public policy goals.	ke negative com Dany makes leg be persuaded	aments to al campaign to agree with
	Very likely	301	14%
	Somewhat likely	470	21%
	Somewhat unlikely	461	21%
	Very unlikely	361	16%
	Dont know / No opinion	608	28%
PAC14_10	For each of the following, how likely would you be to mak friends or family about a company that did this The comp contributions.	ce negative com Dany makes ille	iments to gal campaign
	Verv likely	663	30%
	Somewhat likely	417	19%
	Somewhat unlikely	253	12%
	Very unlikely	373	17%
	Dont know / No opinion	494	22%
PAC14_11	For each of the following, how likely would you be to mak friends or family about a company that did this The comp sexual harassment problem in its offices.	ce negative com Dany is accused	aments to l of ignoring a
	Verv likelv	623	28%
	Somewhat likely	441	20%
	Somewhat unlikely	294	13%
	Verv unlikely	337	15%
	Dont know / No opinion	506	23%

Question	Response	Frequency	Percentage
PAC14_12	For each of the following, how likely would you be to mak friends or family about a company that did this The comp racial discrimination problem in its offices.	ke negative com Dany is accused	nments to l of ignoring a
	Very likely	606	28%
	Somewhat likely	436	20%
	Somewhat unlikely	276	13%
	Very unlikely	360	16%
	Dont know / No opinion	523	24%
PAC14_13	For each of the following, how likely would you be to mak friends or family about a company that did this The comp discrimination against women in its offices.	ke negative com bany is accused	nments to l of ignoring
	Very likely	606	28%
	Somewhat likely	447	20%
	Somewhat unlikely	300	14%
	Very unlikely	326	15%
	Dont know / No opinion	522	24%
PAC15_1NET	For each of the following, which situations do you see as a company to be in? - The company temporarily shuts dow because of a hurricane, flood or other natural disaster.	the MOST SER n its factories o	IOUS for a r stores
	Selected Not Selected	68 2133	3% 97%
PAC15_4NET	For each of the following, which situations do you see as a company to be in? - The company temporarily shuts dow because of a hurricane, flood or other natural disaster, bu for not being better prepared to respond to the disaster.	the MOST SER n its factories o ut the company	IOUS for a r stores is criticized
	Selected	78	4%
	Not Selected	2123	96%
PAC15_5NET	For each of the following, which situations do you see as a company to be in? - The company's factory experiences an pollution leaking into a river, but FAR AWAY from where for the cleanup.	the MOST SER n accident, whi e you live. The c	IOUS for a ch results in company pays
	Selected	104	5%
	Not Selected	2097	95%
PAC15_6NET	For each of the following, which situations do you see as a company to be in? - The company's factory experiences as pollution leaking into a river NEAR your neighborhood. cleanup.	the MOST SER n accident, whi The company p	IOUS for a ch results in pays for the
	Selected Not Selected	180 2021	8% 92%

Question	Response	Frequency	Percentage	
PAC15_7NET	For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - Data in the company's computers is hacked, which results in personal information of thousands of customers being stolen – including yours.			
	Selected Not Selected	549 1652	25% 75%	
PAC15_8NET	For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - Data in the company's computers is hacked, which results in personal information of thousands of customers being stolen. However, your information is not stolen.			
	Selected Not Selected	241 1960	11% 89%	
PAC15_9NET	For each of the following, which situations do you see as a company to be in? - The company has a very successful you that makes them one of the highest paid executives in the	he MOST SER ear and the CE ir industry.	IOUS for a O gets a raise	
	Selected Not Selected	119 2082	5% 95%	
PAC15_10NET	For each of the following, which situations do you see as a company to be in? - The company loses money this year a makes them one of the highest paid executives in their indicated as a security of the highest paid executives in the security of	the MOST SER and the CEO ge dustry.	IOUS for a ets a raise that	
	Selected Not Selected	430 1771	20% 80%	
PAC15_11NET	For each of the following, which situations do you see as a company to be in? - A company executive is caught break fired. The company apologizes to its customers and prom once it has resolved any problems resulting from the execu-	the MOST SER ting the law and ises to provide utive's actions.	IOUS for a d is quickly an update	
	Selected Not Selected	109 2092	5% 95%	
PAC15_12NET	For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - A company executive is caught breaking the law and is quickly fired. The company says it is a personal matter and can't provide a lot of details, but it promises to resolve any problems from the executive's actions.			
	Selected Not Selected	137 2064	6% 94%	
PAC15_13NET	For each of the following, which situations do you see as a company to be in? - The company announces major layog employees will not have their salaries reduced.	he MOST SER fs and that ren	IOUS for a naining	
	Selected Not Selected	103 2098	5% 95%	

Question	Response	Frequency	Percentage
PAC15_14NET	For each of the following, which situations do you see as a	the MOST SER	IOUS for a
	company to be in? - The company announces major layog	ffs and that ren	1aining
	employees will not have their salaries reduced. It also exp	blains that it ne	eds to reduce
	head count and expenses in order to preserve other jobs a	and remain con	1petitive.
	Selected	100	5%
	Not Selected	2101	95%
PAC15_15NET	For each of the following, which situations do you see as a company to be in? - The company announces major layog CEO and other senior executives will reduce their own sa conditions improve.	the MOST SER ffs. It also anno laries by 20% 1	IOUS for a nunces that the antil business
	Selected	96	4%
	Not Selected	2105	96%
PAC15_16NET	For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company violates environmental laws.		
	Selected	456	21%
	Not Selected	1745	79%
PAC15_17NET	For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company complies with all environmental laws, but is criticized for not doing more than the laws require to protect the environment.		
	Selected	60	3%
	Not Selected	2141	97%
PAC15_18NET	For each of the following, which situations do you see as a company to be in? - The company makes legal campaign candidates that share the same public policy goals as the	the MOST SER contributions t company.	IOUS for a o political
	Selected	67	3%
	Not Selected	2134	97%
PAC15_19NET	For each of the following, which situations do you see as a company to be in? - The company makes legal campaign candidates hoping that they can be persuaded to agree we policy goals.	the MOST SER contributions t ith the company	IOUS for a o political y's public
	Selected	103	5%
	Not Selected	2098	95%
PAC15_20NET	For each of the following, which situations do you see as a company to be in? - The company makes illegal campaign	the MOST SER	IOUS for a
	Selected	586	27%
	Not Selected	1615	73%

Question	Response	Frequency	Percentage
PAC15_21NET	For each of the following, which situations do you see as a company to be in? - The company is accused of ignoring of in its offices.	the MOST SER a sexual harass	IOUS for a ment problem
	Selected Not Selected	577 1624	26% 74%
PAC15_22NET	For each of the following, which situations do you see as a company to be in? - The company is accused of ignoring of problem in its offices.	the MOST SER a racial discrim	IOUS for a nination
	Selected Not Selected	491 1710	22% 78%
PAC15_23NET	For each of the following, which situations do you see as a company to be in? - The company is accused of ignoring women in its offices.	the MOST SER discrimination	IOUS for a against
	Selected Not Selected	438 1763	20% 80%
PAC15_24NET	For each of the following, which situations do you see as t company to be in? - Don't know / No opinion	the MOST SER	IOUS for a
	Selected Not Selected	235 1966	11% 89%
PAC16_1NET	And, which of the following situations do you consider to a company to be in? - The company temporarily shuts do because of a hurricane, flood or other natural disaster.	be the LEAST wn its factories	SERIOUS for or stores
	Selected Not Selected	691 1510	31% 69%
PAC16_4NET	And, which of the following situations do you consider to a company to be in? - The company temporarily shuts do because of a hurricane, flood or other natural disaster, bu for not being better prepared to respond to the disaster.	be the LEAST wn its factories it the company	SERIOUS for or stores is criticized
	Selected Not Selected	428 1773	19% 81%
PAC16_5NET	And, which of the following situations do you consider to a company to be in? - The company's factory experiences pollution leaking into a river, but FAR AWAY from where for the cleanup.	be the LEAST an accident, wi e you live. The o	SERIOUS for hich results in company pays
	Selected Not Selected	154 2047	7% 93%

Question	Response	Frequency	Percentage	
PAC16_6NET	And, which of the following situations do you consider to a company to be in? - The company's factory experiences pollution leaking into a river NEAR your neighborhood. cleanup.	be the LEAST an accident, w The company p	SERIOUS for hich results in pays for the	
	Selected	150	7%	
	Not Selected	2051	93%	
PAC16_7NET	And, which of the following situations do you consider to a company to be in? - Data in the company's computers is personal information of thousands of customers being sto	d, which of the following situations do you consider to be the LEAST SERIOUS for ompany to be in? - Data in the company's computers is hacked, which results in rsonal information of thousands of customers being stolen – including yours.		
	Selected	66	3%	
	Not Selected	2135	97%	
PAC16_8NET	T And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - Data in the company's computers is hacked, which results in personal information of thousands of customers being stolen. However, your information is not stolen.			
	Selected	102	5%	
	Not Selected	2099	95%	
PAC16_9NET	And, which of the following situations do you consider to	be the LEAST	SERIOUS for	
	a company to be in? - The company has a very successful	year and the C	CEO gets a	
	raise that makes them one of the highest paid executives	in their industr	y.	
	Selected	364	17%	
	Not Selected	1837	83%	
PAC16_10NET	And, which of the following situations do you consider to a company to be in? - The company loses money this yea that makes them one of the highest paid executives in the	be the LEAST r and the CEO r industry.	SERIOUS for gets a raise	
	Selected	110	5%	
	Not Selected	2091	95%	
PAC16_11NET	And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - A company executive is caught breaking the law and is quickly fired. The company apologizes to its customers and promises to provide an update once it has resolved any problems resulting from the executive's actions.			
	Selected	243	11%	
	Not Selected	1958	89%	
PAC16_12NET	And, which of the following situations do you consider to a company to be in? - A company executive is caught bre fired. The company says it is a personal matter and can't promises to resolve any problems from the executive's act	be the LEAST taking the law a provide a lot oj ions.	SERIOUS for and is quickly f details, but it	
	Selected	181	8%	
	Not Selected	2020	92%	

Question	Response	Frequency	Percentage	
PAC16_13NET	And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company announces major layoffs and that remaining employees will not have their salaries reduced.			
	Selected	202	9%	
	Not Selected	1999	91%	
PAC16_14NET	And, which of the following situations do you consider to	be the LEAST	SERIOUS for	
	a company to be in? - The company announces major lay	offs and that re	emaining	
	employees will not have their salaries reduced. It also exp	plains that it ne	eds to reduce	
	head count and expenses in order to preserve other jobs a	and remain con	ipetitive.	
	Selected	189	9%	
	Not Selected	2012	91%	
PAC16_15NET	And, which of the following situations do you consider to a company to be in? - The company announces major lay the CEO and other senior executives will reduce their ow business conditions improve.	be the LEAST offs. It also and n salaries by 20	SERIOUS for nounces that 0% until	
	Selected	322	15%	
	Not Selected	1879	85%	
PAC16_16NET	And, which of the following situations do you consider to a company to be in? - The company violates environment	be the LEAST tal laws.	SERIOUS for	
	Selected	85	4%	
	Not Selected	2116	96%	
PAC16_17NET	And, which of the following situations do you consider to	be the LEAST	SERIOUS for	
	a company to be in? - The company complies with all env	rironmental lav	vs, but is	
	criticized for not doing more than the laws require to pro	tect the enviror	iment.	
	Selected	500	23%	
	Not Selected	1701	77%	
PAC16_18NET	And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company makes legal campaign contributions to political candidates that share the same public policy goals as the company.			
	Selected	471	21%	
	Not Selected	1730	79%	
PAC16_19NET	And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company makes legal campaign contributions to political candidates hoping that they can be persuaded to agree with the company's public policy goals.			
	Selected	288	13%	
	Not Selected	1913	87%	

Question	Response	Frequency	Percentage
PAC16_20NET	And, which of the following situations do you consider to a company to be in? - The company makes illegal campaig	be the LEAST gn contributio	SERIOUS for ns.
	Selected	89	4%
	Not Selected	2112	96%
PAC16_21NET	And, which of the following situations do you consider to a company to be in? - The company is accused of ignoring problem in its offices.	be the LEAST g a sexual hara	SERIOUS for assment
	Selected	74	3%
	Not Selected	2127	97%
PAC16_22NET	And, which of the following situations do you consider to a company to be in? - The company is accused of ignoring problem in its offices.	be the LEAST g a racial discr	SERIOUS for imination
	Selected	84	4%
	Not Selected	2117	96%
PAC16_23NET	And, which of the following situations do you consider to a company to be in? - The company is accused of ignoring women in its offices.	be the LEAST discriminatio	SERIOUS for on against
	Selected	99	5%
	Not Selected	2102	95%
PAC16_24NET	And, which of the following situations do you consider to a company to be in? - Don't know / No opinion	be the LEAST	SERIOUS for
	Selected	112	5%
	Not Selected	2089	95%

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

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male Gender: Female N	1060 1141 2201	48% 52%
age5	Age: 18-29 Age: 30-44 Age: 45-54 Age: 55-64 Age: 65+ N	460 575 419 349 398 2201	21% 26% 19% 16% 18%
xpid3	PID: Dem (no lean) PID: Ind (no lean) PID: Rep (no lean) N	726 820 656 2201	33% 37% 30%
xpidGender	PID/Gender: Dem Men PID/Gender: Dem Women PID/Gender: Ind Men PID/Gender: Ind Women PID/Gender: Rep Men PID/Gender: Rep Women N	322 404 385 434 352 304 2201	15% 18% 18% 20% 16% 14%
xdemIdeo3	Ideo: Liberal (1-3) Ideo: Moderate (4) Ideo: Conservative (5-7) N	771 431 670 1872	35% 20% 30%
xeduc3	Educ: < College Educ: Bachelors degree Educ: Post-grad N	1567 416 219 2201	71% 19% 10%
xdemInc3	Income: Under 50k Income: 50k-100k Income: 100k+ N	1276 648 276 2201	58% 29% 13%
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

Summary Statistics of Survey Respondent Demographics

Continued on next page

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant Relig: Roman Catholic Relig: Ath./Agn./None Relig: Something Else N	501 424 634 378 1937	23% 19% 29% 17%
xreligion1	Relig: Jewish	60	3%
xreligion2	Relig: Evangelical Relig: Non-Evang. Catholics N	597 589 1186	27% 27%
xreligion3	Relig: All Christian Relig: All Non-Christian N	1186 1012 2198	54% 46%
xdemUsr	Community: Urban Community: Suburban Community: Rural N	560 934 707 2201	25% 42% 32%
xdemEmploy	Employ: Private Sector Employ: Government Employ: Self-Employed Employ: Homemaker Employ: Student Employ: Retired Employ: Unemployed Employ: Other N	629 152 219 210 113 436 212 230 2201	29% 7% 10% 10% 5% 20% 10% 10%
xdemMilHH1	Military HH: Yes Military HH: No N	394 1807 2201	18% 82%
xnrl	RD/WT: Right Direction RD/WT: Wrong Track N	919 1282 2201	42% 58%

Summary Statistics of Survey Respondent Demographics

Continued on next page

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve Somewhat Approve Somewhat Disapprove Strongly Disapprove Dont Know / No Opinion N	449 454 290 830 177 2201	20% 21% 13% 38% 8%
xnr3	#1 Issue: Economy #1 Issue: Security #1 Issue: Health Care #1 Issue: Medicare / Social Security #1 Issue: Women's Issues #1 Issue: Education #1 Issue: Energy #1 Issue: Other N	599 412 363 326 122 164 84 130 2201	27% 19% 17% 15% 6% 7% 4% 6%
xsubVote16O	2016 Vote: Democrat Hillary Clinton 2016 Vote: Republican Donald Trump 2016 Vote: Someone else <i>N</i>	689 704 214 1607	31% 32% 10%
xsubVote12O	2012 Vote: Barack Obama 2012 Vote: Mitt Romney 2012 Vote: Other 2012 Vote: Didn't Vote <i>N</i>	851 516 106 723 2195	39% 23% 5% 33%
xreg4	4-Region: Northeast 4-Region: Midwest 4-Region: South 4-Region: West N	402 474 815 511 2201	18% 22% 37% 23%

Summary Statistics of Survey Respondent Demographics

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

National Tracking Poll #180319, March, 2018