

## National Tracking Poll

Project: 180319  
 N Size: 2201 Adults  
 Margin of Error: ± 2%  
 March 13-15, 2018

### Topline Report

Question	Response	Frequency	Percentage
PAC1_1NET	<i>Which of the following companies do you like the most? - Amazon</i>		
	Selected	903	41%
	Not Selected	1298	59%
PAC1_4NET	<i>Which of the following companies do you like the most? - Google</i>		
	Selected	523	24%
	Not Selected	1678	76%
PAC1_5NET	<i>Which of the following companies do you like the most? - Sony</i>		
	Selected	164	7%
	Not Selected	2037	93%
PAC1_6NET	<i>Which of the following companies do you like the most? - UPS</i>		
	Selected	150	7%
	Not Selected	2051	93%
PAC1_7NET	<i>Which of the following companies do you like the most? - General Mills</i>		
	Selected	234	11%
	Not Selected	1967	89%
PAC1_8NET	<i>Which of the following companies do you like the most? - Monsanto</i>		
	Selected	7	0%
	Not Selected	2194	100%
PAC1_9NET	<i>Which of the following companies do you like the most? - Halliburton</i>		
	Selected	12	1%
	Not Selected	2189	99%
PAC1_10NET	<i>Which of the following companies do you like the most? - Trump Hotels</i>		
	Selected	33	1%
	Not Selected	2168	99%
PAC1_11NET	<i>Which of the following companies do you like the most? - Philip Morris</i>		
	Selected	28	1%
	Not Selected	2173	99%
PAC1_12NET	<i>Which of the following companies do you like the most? - Goldman Sachs</i>		
	Selected	4	0%
	Not Selected	2197	100%

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

Question	Response	Frequency	Percentage
PAC2_9NET	<i>And, which of the following companies do you like the least? - Halliburton</i>		
	Selected	130	6%
	Not Selected	2071	94%
PAC2_10NET	<i>And, which of the following companies do you like the least? - Trump Hotels</i>		
	Selected	663	30%
	Not Selected	1538	70%
PAC2_11NET	<i>And, which of the following companies do you like the least? - Philip Morris</i>		
	Selected	356	16%
	Not Selected	1845	84%
PAC2_12NET	<i>And, which of the following companies do you like the least? - Goldman Sachs</i>		
	Selected	154	7%
	Not Selected	2047	93%
PAC2_13NET	<i>And, which of the following companies do you like the least? - Tom's of Maine</i>		
	Selected	37	2%
	Not Selected	2164	98%
PAC2_14NET	<i>And, which of the following companies do you like the least? - McGraw Hill</i>		
	Selected	41	2%
	Not Selected	2160	98%
PAC2_15NET	<i>And, which of the following companies do you like the least? - Patagonia</i>		
	Selected	64	3%
	Not Selected	2137	97%
PAC2_16NET	<i>And, which of the following companies do you like the least? - Yelp</i>		
	Selected	182	8%
	Not Selected	2019	92%
PAC2_17NET	<i>And, which of the following companies do you like the least? - Dropbox</i>		
	Selected	65	3%
	Not Selected	2136	97%
PAC3_1	<i>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 is innocent of wrong-doing</i>		
	Very likely	193	9%
	Somewhat likely	393	18%
	Somewhat unlikely	581	27%
	Very unlikely	440	20%
	Dont know / No opinion	584	27%

Question	Response	Frequency	Percentage
PAC3_4	<i>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</i>		
	Very likely	247	11%
	Somewhat likely	689	31%
	Somewhat unlikely	483	22%
	Very unlikely	349	16%
	Dont know / No opinion	425	19%
PAC3_5	<i>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 positive comments about the company to friends and family</i>		
	Very likely	197	9%
	Somewhat likely	290	13%
	Somewhat unlikely	489	22%
	Very unlikely	684	31%
	Dont know / No opinion	533	24%
PAC3_6	<i>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)</i>		
	Very likely	345	16%
	Somewhat likely	595	27%
	Somewhat unlikely	420	19%
	Very unlikely	345	16%
	Dont know / No opinion	486	22%
PAC3_7	<i>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? If you have a choice, stop buying the companys products or services</i>		
	Very likely	681	31%
	Somewhat likely	754	34%
	Somewhat unlikely	246	11%
	Very unlikely	120	5%
	Dont know / No opinion	392	18%
PAC3_8	<i>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? Support tougher regulations of the companys business (N=2,187)</i>		
	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	<i>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 public's best interests</i>		
	Very likely	197	9%
	Somewhat likely	332	15%
	Somewhat unlikely	558	25%
	Very unlikely	585	27%
	Dont know / No opinion	529	24%
PAC4_4	<i>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 has good intentions</i>		
	Very likely	184	8%
	Somewhat likely	411	19%
	Somewhat unlikely	571	26%
	Very unlikely	491	22%
	Dont know / No opinion	543	25%
PAC4_5	<i>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? Make positive comments about the company to friends and family</i>		
	Very likely	175	8%
	Somewhat likely	284	13%
	Somewhat unlikely	550	25%
	Very unlikely	652	30%
	Dont know / No opinion	540	25%
PAC4_6	<i>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? Make negative comments about the company to friends and family</i>		
	Very likely	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	<i>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</i>		
	Very likely	638	29%
	Somewhat likely	713	32%
	Somewhat unlikely	269	12%
	Very unlikely	126	6%
	Dont know / No opinion	455	21%
PAC4_8	<i>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 only cares about profits</i>		
	Very likely	620	28%
	Somewhat likely	667	30%
	Somewhat unlikely	271	12%
	Very unlikely	133	6%
	Dont know / No opinion	510	23%
PAC5_1	<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 is innocent of wrong-doing</i>		
	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	<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? Make positive comments about the company to friends and family</i>		
	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 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 negative comments about the company to friends and family</i>		
	Very likely	348	16%
	Somewhat likely	625	28%
	Somewhat unlikely	417	19%
	Very unlikely	272	12%
	Dont know / No opinion	538	24%
PAC5_7	<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? If you have a choice, stop buying the companys products or services</i>		
	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%

Question	Response	Frequency	Percentage
PAC6_1	<i>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</i>		
	Very likely	178	8%
	Somewhat likely	351	16%
	Somewhat unlikely	594	27%
	Very unlikely	484	22%
	Dont know / No opinion	594	27%
PAC6_4	<i>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</i>		
	Very likely	219	10%
	Somewhat likely	548	25%
	Somewhat unlikely	500	23%
	Very unlikely	395	18%
	Dont know / No opinion	539	24%
PAC6_5	<i>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</i>		
	Very likely	174	8%
	Somewhat likely	294	13%
	Somewhat unlikely	521	24%
	Very unlikely	674	31%
	Dont know / No opinion	539	24%
PAC6_6	<i>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</i>		
	Very likely	350	16%
	Somewhat likely	600	27%
	Somewhat unlikely	420	19%
	Very unlikely	284	13%
	Dont know / No opinion	547	25%



Question	Response	Frequency	Percentage
PAC6_7	<i>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? If you have a choice, stop buying the companys products or services</i>		
	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 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? Support tougher regulations of the companys business</i>		
	Very likely	618	28%
	Somewhat likely	682	31%
	Somewhat unlikely	252	11%
	Very unlikely	142	6%
	Dont know / No opinion	507	23%
PAC7_1	<i>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 is acting in the publics best interests</i>		
	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	<i>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</i>		
	Very likely	174	8%
	Somewhat likely	272	12%
	No more nor less likely	411	19%
	Somewhat unlikely	433	20%
	Very unlikely	426	19%
	Dont know / No opinion	484	22%

Question	Response	Frequency	Percentage
PAC7_5	<i>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 positive comments about the company to friends and family</i>		
	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	<i>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</i>		
	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	<i>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</i>		
	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 opinion	454	21%

Question	Response	Frequency	Percentage
PAC7_8	<i>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</i>		
	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	<i>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</i>		
	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	<i>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</i>		
	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	<i>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</i>		
	Very likely	172	8%
	Somewhat likely	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	<i>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 negative comments about the company to friends and family</i>		
	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	<i>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? If you have a choice, stop buying the companys products or services</i>		
	Very likely	622	28%
	Somewhat likely	574	26%
	No more nor less likely	311	14%
	Somewhat unlikely	165	7%
	Very unlikely	102	5%
	Dont know / No opinion	428	19%
PAC8_8	<i>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 only cares about profits</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company temporarily shuts down its factories or stores because of a hurricane, flood or other natural disaster.</i>		
	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%

Question	Response	Frequency	Percentage
PAC9_4	<i>For each of the following, would you feel more or less favorable towards 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.</i>		
	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%
PAC9_5	<i>For each of the following, would you feel more or less favorable towards 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.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The companys factory experiences an accident, which results in pollution leaking into a river NEAR your neighborhood. The company pays for the cleanup.</i>		
	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	<i>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 including yours.</i>		
	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	<i>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.</i>		
	Much more favorable	176	8%
	Somewhat more favorable	232	11%
	Somewhat less favorable	651	30%
	Much less favorable	607	28%
	Dont know / No opinion	535	24%
PAC9_9	<i>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.</i>		
	Much more favorable	194	9%
	Somewhat more favorable	433	20%
	Somewhat less favorable	527	24%
	Much less favorable	415	19%
	Dont know / No opinion	632	29%
PAC9_10	<i>For each of the following, would you feel more or less favorable towards 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.</i>		
	Much more favorable	146	7%
	Somewhat more favorable	211	10%
	Somewhat less favorable	383	17%
	Much less favorable	1037	47%
	Dont know / No opinion	425	19%
PAC9_11	<i>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 apologizes to its customers and promises to provide an update once it has resolved any problems resulting from the executives actions.</i>		
	Much more favorable	468	21%
	Somewhat more favorable	813	37%
	Somewhat less favorable	263	12%
	Much less favorable	192	9%
	Dont know / No opinion	465	21%

Question	Response	Frequency	Percentage
PAC9_12	<i>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.</i>		
	Much more favorable	264	12%
	Somewhat more favorable	640	29%
	Somewhat less favorable	466	21%
	Much less favorable	306	14%
	Dont know / No opinion	524	24%
PAC10_1	<i>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.</i>		
	Very likely	503	23%
	Somewhat likely	756	34%
	Somewhat unlikely	253	12%
	Very unlikely	123	6%
	Dont know / No opinion	566	26%
PAC10_4	<i>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.</i>		
	Very likely	362	16%
	Somewhat likely	716	33%
	Somewhat unlikely	395	18%
	Very unlikely	146	7%
	Dont know / No opinion	581	26%
PAC10_5	<i>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.</i>		
	Very likely	300	14%
	Somewhat likely	679	31%
	Somewhat unlikely	419	19%
	Very unlikely	305	14%
	Dont know / No opinion	498	23%

Question	Response	Frequency	Percentage
PAC10_6	<i>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 NEAR your neighborhood. The company pays for the cleanup.</i>		
	Very likely	296	13%
	Somewhat likely	669	30%
	Somewhat unlikely	391	18%
	Very unlikely	354	16%
	Dont know / No opinion	491	22%
PAC10_7	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? Data in the companys computers is hacked, which results in personal information of thousands of customers being stolen including yours.</i>		
	Very likely	167	8%
	Somewhat likely	310	14%
	Somewhat unlikely	518	24%
	Very unlikely	733	33%
	Dont know / No opinion	473	21%
PAC10_8	<i>And, for each of the following, how likely would you be to remain a customer of 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.</i>		
	Very likely	188	9%
	Somewhat likely	467	21%
	Somewhat unlikely	556	25%
	Very unlikely	496	23%
	Dont know / No opinion	494	22%
PAC10_9	<i>And, for each of the following, how likely would you be to remain a customer of 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.</i>		
	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	<i>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.</i>		
	Very likely	164	7%
	Somewhat likely	269	12%
	Somewhat unlikely	525	24%
	Very unlikely	749	34%
	Dont know / No opinion	493	22%
PAC10_11	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? 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 executives actions.</i>		
	Very likely	395	18%
	Somewhat likely	745	34%
	Somewhat unlikely	347	16%
	Very unlikely	229	10%
	Dont know / No opinion	485	22%
PAC10_12	<i>And, for each of the following, how likely would you be to remain a customer of 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.</i>		
	Very likely	257	12%
	Somewhat likely	592	27%
	Somewhat unlikely	494	22%
	Very unlikely	366	17%
	Dont know / No opinion	492	22%
PAC11_1	<i>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.</i>		
	Very likely	199	9%
	Somewhat likely	368	17%
	Somewhat unlikely	509	23%
	Very unlikely	566	26%
	Dont know / No opinion	558	25%

Question	Response	Frequency	Percentage
PAC11_4	<i>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.</i>		
	Very likely	237	11%
	Somewhat likely	397	18%
	Somewhat unlikely	601	27%
	Very unlikely	412	19%
	Dont know / No opinion	553	25%
PAC11_5	<i>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 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.</i>		
	Very likely	305	14%
	Somewhat likely	530	24%
	Somewhat unlikely	494	22%
	Very unlikely	344	16%
	Dont know / No opinion	528	24%
PAC11_6	<i>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 companys factory experiences an accident, which results in pollution leaking into a river NEAR your neighborhood. The company pays for the cleanup.</i>		
	Very likely	361	16%
	Somewhat likely	533	24%
	Somewhat unlikely	454	21%
	Very unlikely	325	15%
	Dont know / No opinion	527	24%
PAC11_7	<i>For each of the following, how likely would you be to make negative comments to friends or family about a company that did this? Data in the companys computers is hacked, which results in personal information of thousands of customers being stolen including yours.</i>		
	Very likely	546	25%
	Somewhat likely	556	25%
	Somewhat unlikely	328	15%
	Very unlikely	290	13%
	Dont know / No opinion	480	22%

Question	Response	Frequency	Percentage
PAC11_8	<i>For each of the following, how likely would you be to make negative comments to friends or family about 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.</i>		
	Very likely	372	17%
	Somewhat likely	589	27%
	Somewhat unlikely	437	20%
	Very unlikely	295	13%
	Dont know / No opinion	507	23%
PAC11_9	<i>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 has a very successful year and the CEO gets a raise that makes them one of the highest paid executives in their industry.</i>		
	Very likely	309	14%
	Somewhat likely	436	20%
	Somewhat unlikely	475	22%
	Very unlikely	434	20%
	Dont know / No opinion	548	25%
PAC11_10	<i>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 loses money this year and the CEO gets a raise that makes them one of the highest paid executives in their industry.</i>		
	Very likely	520	24%
	Somewhat likely	540	25%
	Somewhat unlikely	324	15%
	Very unlikely	327	15%
	Dont know / No opinion	490	22%
PAC11_11	<i>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 apologizes to its customers and promises to provide an update once it has resolved any problems resulting from the executives actions.</i>		
	Very likely	284	13%
	Somewhat likely	509	23%
	Somewhat unlikely	508	23%
	Very unlikely	393	18%
	Dont know / No opinion	506	23%

Question	Response	Frequency	Percentage
PAC11_12	<i>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.</i>		
	Very likely	333	15%
	Somewhat likely	559	25%
	Somewhat unlikely	442	20%
	Very unlikely	340	15%
	Dont know / No opinion	527	24%
PAC12_1	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company announces major layoffs and that remaining employees will not have their salaries reduced.</i>		
	Much more favorable	208	9%
	Somewhat more favorable	509	23%
	Somewhat less favorable	520	24%
	Much less favorable	327	15%
	Dont know / No opinion	637	29%
PAC12_4	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company announces major layoffs and that remaining employees will not have their salaries reduced. It also explains that it needs to reduce head count and expenses in order to preserve other jobs and remain competitive.</i>		
	Much more favorable	212	10%
	Somewhat more favorable	566	26%
	Somewhat less favorable	509	23%
	Much less favorable	290	13%
	Dont know / No opinion	625	28%
PAC12_5	<i>For each of the following, would you feel more or less favorable towards 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.</i>		
	Much more favorable	457	21%
	Somewhat more favorable	781	35%
	Somewhat less favorable	272	12%
	Much less favorable	214	10%
	Dont know / No opinion	477	22%

Question	Response	Frequency	Percentage
PAC12_6	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company violates environmental laws.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards 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.</i>		
	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	<i>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.</i>		
	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	<i>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 hoping that they can be persuaded to agree with the company's public policy goals.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company makes illegal campaign contributions.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company is accused of ignoring a sexual harassment problem in its offices.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company is accused of ignoring a racial discrimination problem in its offices.</i>		
	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	<i>For each of the following, would you feel more or less favorable towards a company that did this? The company is accused of ignoring discrimination against women in its offices.</i>		
	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	<i>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 and that remaining employees will not have their salaries reduced.</i>		
	Very likely	257	12%
	Somewhat likely	680	31%
	Somewhat unlikely	412	19%
	Very unlikely	266	12%
	Dont know / No opinion	586	27%
PAC13_4	<i>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 and that remaining employees will not have their salaries reduced. It also explains that it needs to reduce head count and expenses in order to preserve other jobs and remain competitive.</i>		
	Very likely	296	13%
	Somewhat likely	691	31%
	Somewhat unlikely	387	18%
	Very unlikely	258	12%
	Dont know / No opinion	569	26%

Question	Response	Frequency	Percentage
PAC13_5	<i>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.</i>		
	Very likely	493	22%
	Somewhat likely	743	34%
	Somewhat unlikely	271	12%
	Very unlikely	205	9%
	Dont know / No opinion	489	22%
PAC13_6	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? The company violates environmental laws.</i>		
	Very likely	139	6%
	Somewhat likely	203	9%
	Somewhat unlikely	433	20%
	Very unlikely	961	44%
	Dont know / No opinion	464	21%
PAC13_7	<i>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.</i>		
	Very likely	315	14%
	Somewhat likely	703	32%
	Somewhat unlikely	397	18%
	Very unlikely	204	9%
	Dont know / No opinion	582	26%
PAC13_8	<i>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.</i>		
	Very likely	277	13%
	Somewhat likely	631	29%
	Somewhat unlikely	382	17%
	Very unlikely	293	13%
	Dont know / No opinion	619	28%
PAC13_9	<i>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 hoping that they can be persuaded to agree with the company's public policy goals.</i>		
	Very likely	223	10%
	Somewhat likely	509	23%
	Somewhat unlikely	434	20%
	Very unlikely	418	19%
	Dont know / No opinion	616	28%

Question	Response	Frequency	Percentage
PAC13_10	<i>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.</i>		
	Very likely	143	6%
	Somewhat likely	178	8%
	Somewhat unlikely	374	17%
	Very unlikely	1058	48%
	Dont know / No opinion	448	20%
PAC13_11	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? The company is accused of ignoring a sexual harassment problem in its offices.</i>		
	Very likely	137	6%
	Somewhat likely	223	10%
	Somewhat unlikely	397	18%
	Very unlikely	954	43%
	Dont know / No opinion	490	22%
PAC13_12	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? The company is accused of ignoring a racial discrimination problem in its offices.</i>		
	Very likely	163	7%
	Somewhat likely	222	10%
	Somewhat unlikely	386	18%
	Very unlikely	943	43%
	Dont know / No opinion	487	22%
PAC13_13	<i>And, for each of the following, how likely would you be to remain a customer of a company that did this? The company is accused of ignoring discrimination against women in its offices.</i>		
	Very likely	140	6%
	Somewhat likely	228	10%
	Somewhat unlikely	408	19%
	Very unlikely	931	42%
	Dont know / No opinion	493	22%
PAC14_1	<i>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 announces major layoffs and that remaining employees will not have their salaries reduced.</i>		
	Very likely	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	<i>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 announces major layoffs and that remaining employees will not have their salaries reduced. It also explains that it needs to reduce head count and expenses in order to preserve other jobs and remain competitive.</i>		
	Very likely	246	11%
	Somewhat likely	416	19%
	Somewhat unlikely	527	24%
	Very unlikely	418	19%
	Dont know / No opinion	593	27%
PAC14_5	<i>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 announces major layoffs. It also announces that the CEO and other senior executives will reduce their own salaries by 20% until business conditions improve.</i>		
	Very likely	243	11%
	Somewhat likely	336	15%
	Somewhat unlikely	504	23%
	Very unlikely	573	26%
	Dont know / No opinion	545	25%
PAC14_6	<i>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 violates environmental laws.</i>		
	Very likely	604	27%
	Somewhat likely	446	20%
	Somewhat unlikely	302	14%
	Very unlikely	332	15%
	Dont know / No opinion	516	23%
PAC14_7	<i>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 complies with all environmental laws, but is criticized for not doing more than the laws require to protect the environment.</i>		
	Very likely	222	10%
	Somewhat likely	372	17%
	Somewhat unlikely	569	26%
	Very unlikely	472	21%
	Dont know / No opinion	566	26%

Question	Response	Frequency	Percentage
PAC14_8	<i>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 makes legal campaign contributions to political candidates that share the same public policy goals as the company.</i>		
	Very likely	245	11%
	Somewhat likely	392	18%
	Somewhat unlikely	522	24%
	Very unlikely	429	19%
	Dont know / No opinion	614	28%
PAC14_9	<i>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 makes legal campaign contributions to political candidates hoping that they can be persuaded to agree with the company's public policy goals.</i>		
	Very likely	301	14%
	Somewhat likely	470	21%
	Somewhat unlikely	461	21%
	Very unlikely	361	16%
	Dont know / No opinion	608	28%
PAC14_10	<i>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 makes illegal campaign contributions.</i>		
	Very likely	663	30%
	Somewhat likely	417	19%
	Somewhat unlikely	253	12%
	Very unlikely	373	17%
	Dont know / No opinion	494	22%
PAC14_11	<i>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 is accused of ignoring a sexual harassment problem in its offices.</i>		
	Very likely	623	28%
	Somewhat likely	441	20%
	Somewhat unlikely	294	13%
	Very unlikely	337	15%
	Dont know / No opinion	506	23%

Question	Response	Frequency	Percentage
PAC14_12	<i>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 is accused of ignoring a racial discrimination problem in its offices.</i>		
	Very likely	606	28%
	Somewhat likely	436	20%
	Somewhat unlikely	276	13%
	Very unlikely	360	16%
	Dont know / No opinion	523	24%
PAC14_13	<i>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 is accused of ignoring discrimination against women in its offices.</i>		
	Very likely	606	28%
	Somewhat likely	447	20%
	Somewhat unlikely	300	14%
	Very unlikely	326	15%
	Dont know / No opinion	522	24%
PAC15_1NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company temporarily shuts down its factories or stores because of a hurricane, flood or other natural disaster.</i>		
	Selected	68	3%
	Not Selected	2133	97%
PAC15_4NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - 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.</i>		
	Selected	78	4%
	Not Selected	2123	96%
PAC15_5NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company's 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.</i>		
	Selected	104	5%
	Not Selected	2097	95%
PAC15_6NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company's factory experiences an accident, which results in pollution leaking into a river NEAR your neighborhood. The company pays for the cleanup.</i>		
	Selected	180	8%
	Not Selected	2021	92%

Question	Response	Frequency	Percentage
PAC15_7NET	<i>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.</i>		
	Selected	549	25%
	Not Selected	1652	75%
PAC15_8NET	<i>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.</i>		
	Selected	241	11%
	Not Selected	1960	89%
PAC15_9NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - 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.</i>		
	Selected	119	5%
	Not Selected	2082	95%
PAC15_10NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company loses money this year and the CEO gets a raise that makes them one of the highest paid executives in their industry.</i>		
	Selected	430	20%
	Not Selected	1771	80%
PAC15_11NET	<i>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 apologizes to its customers and promises to provide an update once it has resolved any problems resulting from the executive's actions.</i>		
	Selected	109	5%
	Not Selected	2092	95%
PAC15_12NET	<i>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.</i>		
	Selected	137	6%
	Not Selected	2064	94%
PAC15_13NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company announces major layoffs and that remaining employees will not have their salaries reduced.</i>		
	Selected	103	5%
	Not Selected	2098	95%

Question	Response	Frequency	Percentage
PAC15_14NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company announces major layoffs and that remaining employees will not have their salaries reduced. It also explains that it needs to reduce head count and expenses in order to preserve other jobs and remain competitive.</i>		
	Selected	100	5%
	Not Selected	2101	95%
PAC15_15NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - 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.</i>		
	Selected	96	4%
	Not Selected	2105	96%
PAC15_16NET	<i>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.</i>		
	Selected	456	21%
	Not Selected	1745	79%
PAC15_17NET	<i>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.</i>		
	Selected	60	3%
	Not Selected	2141	97%
PAC15_18NET	<i>For each of the following, which situations do you see as the MOST 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.</i>		
	Selected	67	3%
	Not Selected	2134	97%
PAC15_19NET	<i>For each of the following, which situations do you see as the MOST 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.</i>		
	Selected	103	5%
	Not Selected	2098	95%
PAC15_20NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company makes illegal campaign contributions.</i>		
	Selected	586	27%
	Not Selected	1615	73%

Question	Response	Frequency	Percentage
PAC15_21NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company is accused of ignoring a sexual harassment problem in its offices.</i>		
	Selected	577	26%
	Not Selected	1624	74%
PAC15_22NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company is accused of ignoring a racial discrimination problem in its offices.</i>		
	Selected	491	22%
	Not Selected	1710	78%
PAC15_23NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - The company is accused of ignoring discrimination against women in its offices.</i>		
	Selected	438	20%
	Not Selected	1763	80%
PAC15_24NET	<i>For each of the following, which situations do you see as the MOST SERIOUS for a company to be in? - Don't know / No opinion</i>		
	Selected	235	11%
	Not Selected	1966	89%
PAC16_1NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company temporarily shuts down its factories or stores because of a hurricane, flood or other natural disaster.</i>		
	Selected	691	31%
	Not Selected	1510	69%
PAC16_4NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - 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.</i>		
	Selected	428	19%
	Not Selected	1773	81%
PAC16_5NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company's 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.</i>		
	Selected	154	7%
	Not Selected	2047	93%

Question	Response	Frequency	Percentage
PAC16_6NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company's factory experiences an accident, which results in pollution leaking into a river NEAR your neighborhood. The company pays for the cleanup.</i>		
	Selected	150	7%
	Not Selected	2051	93%
PAC16_7NET	<i>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 – including yours.</i>		
	Selected	66	3%
	Not Selected	2135	97%
PAC16_8NET	<i>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.</i>		
	Selected	102	5%
	Not Selected	2099	95%
PAC16_9NET	<i>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 CEO gets a raise that makes them one of the highest paid executives in their industry.</i>		
	Selected	364	17%
	Not Selected	1837	83%
PAC16_10NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company loses money this year and the CEO gets a raise that makes them one of the highest paid executives in their industry.</i>		
	Selected	110	5%
	Not Selected	2091	95%
PAC16_11NET	<i>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.</i>		
	Selected	243	11%
	Not Selected	1958	89%
PAC16_12NET	<i>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 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.</i>		
	Selected	181	8%
	Not Selected	2020	92%

Question	Response	Frequency	Percentage
PAC16_13NET	<i>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.</i>		
		Selected	202
		Not Selected	1999
			9%
			91%
PAC16_14NET	<i>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. It also explains that it needs to reduce head count and expenses in order to preserve other jobs and remain competitive.</i>		
		Selected	189
		Not Selected	2012
			9%
			91%
PAC16_15NET	<i>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. It also announces that the CEO and other senior executives will reduce their own salaries by 20% until business conditions improve.</i>		
		Selected	322
		Not Selected	1879
			15%
			85%
PAC16_16NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company violates environmental laws.</i>		
		Selected	85
		Not Selected	2116
			4%
			96%
PAC16_17NET	<i>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 environmental laws, but is criticized for not doing more than the laws require to protect the environment.</i>		
		Selected	500
		Not Selected	1701
			23%
			77%
PAC16_18NET	<i>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.</i>		
		Selected	471
		Not Selected	1730
			21%
			79%
PAC16_19NET	<i>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.</i>		
		Selected	288
		Not Selected	1913
			13%
			87%



Question	Response	Frequency	Percentage
PAC16_20NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company makes illegal campaign contributions.</i>		
	Selected	89	4%
	Not Selected	2112	96%
PAC16_21NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company is accused of ignoring a sexual harassment problem in its offices.</i>		
	Selected	74	3%
	Not Selected	2127	97%
PAC16_22NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company is accused of ignoring a racial discrimination problem in its offices.</i>		
	Selected	84	4%
	Not Selected	2117	96%
PAC16_23NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - The company is accused of ignoring discrimination against women in its offices.</i>		
	Selected	99	5%
	Not Selected	2102	95%
PAC16_24NET	<i>And, which of the following situations do you consider to be the LEAST SERIOUS for a company to be in? - Don't know / No opinion</i>		
	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

### Summary Statistics of Survey Respondent Demographics

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

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

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

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**Summary Statistics of Survey Respondent Demographics**

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

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



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