Gender

Male ............................................................................................................. 49%
Female .......................................................... 51%

2. In which state do you live?

[See region recode on last page]

3. What is your age?

18-24 ................................................................. 12%
25-34 ............................................................. 22%
35-44 ............................................................. 16%
45-54 ............................................................. 11%
55-64 ............................................................. 13%
65+ ........................................................................ 26%

4. Which of the following best describes your race and ethnicity?

White, Non-Hispanic ......................................................... 64%
Hispanic ................................................................... 15%
Black, Non-Hispanic ..................................................... 12%
Asian ........................................................................ 5%
Other, Non-Hispanic ...................................................... 1%
Two or more races, Non-Hispanic .............................. 1%
Two or more races, Hispanic ........................................ 1%
Refused ........................................................................*

[IF AGE 18-24, ASK]

5. With regard to school, are you currently enrolled at any of the following? (n=222)

High school ................................................................. 10%
Trade/Vocational school ................................................. 3%
2-year or junior college or community college ........ 18%
4-year college or university ......................................... 39%
Graduate school .......................................................... 8%
Business school or professional school .................... 4%
Not enrolled in college/university,
but taking at least one course .................................. 2%
Not currently enrolled in any of these ..................... 24%
6. What is the highest level of education you've completed? (n=2,226)

   Net: College ................................................. 38%
   Net: Less than College ................................. 62%

   Some high school or less ........................................... 2%
   High school or equivalent ...................................... 19%
   Some college, but no degree .................................... 21%
   Associate's degree / Trade school degree ................. 20%
   Bachelor's degree ................................................. 23%
   Graduate degree .................................................. 12%
   Doctorate degree .................................................. 3%

7. Which of the following best describes your current employment status?

   Employed full-time ................................................. 39%
   Employed part-time ................................................ 10%
   Self-employed ........................................................ 7%
   Not employed ....................................................... 30%
   Not employed / Homemaker ....................................... 10%
   Student ............................................................... 4%

8. We understand that plenty of people are not registered to vote, but we are wondering if you are registered to vote?

   Yes ........................................................................ 100%

9. When it comes to politics, with which party do you consider yourself to be affiliated?

   Democratic ............................................................... 42%
   Republican ............................................................. 31%
   Independent/Unaffiliated ........................................... 27%

10. When it comes to most political issues, do you think of yourself as a...?

    Net: Liberal .......................................................... 35%
    Net: Moderate ......................................................... 32%
    Net: Conservative .................................................. 34%

    Liberal ................................................................. 21%
    Moderate, leaning liberal ......................................... 13%
    Moderate ................................................................. 32%
    Moderate, leaning conservative ................................ 10%
    Conservative .......................................................... 23%

11. How likely is it that you will vote in the general election for president in 2020?

    Definitely will be voting ........................................... 82%

    Net: All others ........................................................ 18%
    Probably will be voting ............................................ 10%
    50-50 ................................................................. 7%
    Probably won't be voting ......................................... 1%
    Definitely won't be voting ........................................ 1%
12. How likely is it that you will vote in your state’s primary or caucus for president in 2020?

Definitely will be voting .......................... 69%

Net: All others ........................................ 31%
Probably will be voting ........................ 13%
50-50 .................................................. 10%
Probably won’t be voting ......................... 4%
Definitely won’t be voting ....................... 3%

13. Do you consider yourself to be politically engaged or politically active?

Yes ....................................................... 63%
No ........................................................... 37%

14. All in all, do you think that things in the nation are ...

Generally headed in the right direction .......... 40%
Off on the wrong track .............................. 49%
Not sure what direction the country is headed in ...... 11%

15. Which of the following comes closer to your view:

Statement A: The single purpose of a corporation is to maximize financial returns for its shareholders.

Statement B: The purpose of a corporation is to maximize financial returns for its shareholders, but also to deliver value to customers, invest in employees, deal ethically with suppliers, and support the communities where they work.

Statement A ............................................. 15%
Statement B ........................................... 77%
Don’t know ............................................. 8%

16. In general, do you believe that American businesses have a responsibility to take positions on political or social issues facing the country, or not?

Yes ....................................................... 33%
No ........................................................... 26%
Depends ............................................... 33%
Not sure ................................................ 9%

[IF DEPENDS, ASK]

17. What does it depend on? (n=894)

Open-ended question. Results pending coding.

18. In general, do you believe that American businesses have a responsibility to take action on political or social issues facing the country, or not?

Yes ....................................................... 36%
No ........................................................... 31%
Depends ............................................... 21%
Not sure ................................................ 12%
[IF YES, ASK]

19. When is this most appropriate? (n=1,112)

Open-ended question. Results pending coding.

20. Have the political positions of a business or company ever affected your purchasing habits?

Yes, I buy more from business that share my views........................................27%
Yes, I buy less from businesses that have different views than mine......................21%
No, this has never affected my purchasing habits.....52%

[IF YES, ASK]

21. Can you please tell us a recent example? (n=1,442)

Open-ended question. Results pending coding.

22. Have the political positions of an actor or actress ever affected what you watch on TV or see in the movies?

Yes, I'm more likely to support actors and actresses who share my views...............26%
Yes, I'm less likely to support actors and actresses who share my views...............8%
No, this has never affected my viewing habits..........66%

[IF YES, ASK]

23. Can you please provide an example of this? (n=1,029)

Open-ended question. Results pending coding.

24. Have the political positions of a musical artist ever affected the music you listen to, or concerts you attend?

Yes, I'm more likely to support artists who share my views.................................23%
Yes, I'm less likely to support artists who share my views.................................6%
No, this has never affected my viewing habits..........71%

[IF YES, ASK]

25. Can you please provide an example of this? (n=877)

Open-ended question. Results pending coding.
26. Which of the following is closest to your own view:

I am more likely to buy from companies that make progressive social change a priority. ......................... 38%
I am less likely to buy from companies that make progressive social change a priority. ......................... 11%
This makes no difference to me. .......................... 51%

27. Which of the following is closest to your own view:

I am more likely to buy from companies that make conservative values a priority. ............................... 28%
I am less likely to buy from companies that make conservative values a priority. ............................... 19%
This makes no difference to me. .......................... 52%

28. If the CEO of a business or brand that you are currently loyal to endorsed the Republican ticket of Donald Trump and Mike Pence for re-election, would you be:

More likely to support that business .......................... 25%
Less likely to support that business ........................... 38%
It would make no difference. ................................. 37%

29. If the CEO of a business or brand that you are currently loyal to endorsed the Democratic candidate for president, whoever he or she is, would you be:

More likely to support that business .......................... 32%
Less likely to support that business ........................... 19%
It would make no difference. ................................. 49%

In September 2019, Nike released an ad featuring Colin Kaepernick telling customers to “believe in something, even if it means sacrificing everything,” a show of support for the former NFL quarterback who, after kneeling during the national anthem to draw attention to racial injustice, was not signed to a team.

On the following screen, you are going to see part of this ad, and will be asked to rate it on a scale of 0 to 100 as it plays. A slider will appear underneath the ad that uses a 0 to 100 scale. As the ad plays, please use the scale to rate how appealing you find what you are seeing at that moment in the ad.

30. Click the “play” button on the ad. Please rate the ad on a scale of 0 to 100 where 0 means very unappealing and 100 means very appealing.

Average ................................................................. 67.0

31. Do you think that Nike created this ad for:

Mostly the right reasons ......................................... 65%
Mostly the wrong reasons ....................................... 20%
Don’t know ........................................................... 15%
32. How credible did you find this ad?

Net: Credible .................................................. 74%
Net: Not Credible ............................................. 26%

Very credible ............................................. 41%
Somewhat credible .................................... 32%
Not very credible ....................................... 13%
Not at all credible ........................................ 14%

Based only on this ad:

33. Is your view of Nike more favorable or more unfavorable after seeing this ad?

Favorable .................................................. 48%
Unfavorable ............................................... 23%
No effect ..................................................... 30%

34. Are you likely to buy more or buy less Nike products in the future?

Buy more ..................................................... 27%
Buy less ....................................................... 14%
No effect – I don’t buy Nike ............................ 24%
No effect – I will buy about the same amount of Nike ..................................................... 34%

35. Do you think Walmart and Dick’s made these changes for:

Mostly the right reasons ................................. 68%
Mostly the wrong reasons .............................. 20%
Don’t know ................................................... 12%

36. How credible did you find these changes to gun policy?

Net: Credible .................................................. 72%
Net: Not Credible ............................................. 28%

Very credible ............................................. 41%
Somewhat credible .................................... 32%
Not very credible ....................................... 18%
Not at all credible ........................................ 10%

37. Are your views of companies that change policy and restrict gun sales more favorable or more unfavorable?

Favorable ..................................................... 57%
Unfavorable ............................................... 21%
No effect ..................................................... 22%
38. Are you likely to buy more or buy less from stores that restrict gun sales in the future?

Buy more ......................................................... 29%
Buy less......................................................... 13%
No effect – I don’t go to those stores now ............. 16%
No effect – I will buy about the same amount as I
do now from stores like this .......................... 42%

39. The founder of Chick-fil-A decided to close all locations on Sundays because of his Christian
faith. Does Chick-fil-A’s decision to not open on Sundays make you:

More favorable towards Chick-fil-A .................. 41%
Less favorable towards Chick-fil-A ................. 11%
Does not change my opinion ........................... 48%

40. Which of the following groups, if any, would you like to hear political views from?

Small businesspeople in your local community....... 44%
Retired elected officials ................................. 38%
CEOs of large American businesses ............... 32%
Local teachers ................................................. 30%
Church or other spiritual advisors .................... 27%
College professors ......................................... 25%
Professional athletes ................................... 20%
Actors and actresses from TV or the movies .......... 20%

41. Is there at least one national brand – that even if their CEO held completely different political
views than you – you could never give up?

Yes – Please specify ........................................... 17%
No ................................................................. 83%

42. Which one of these best describes your religious preference or spiritual outlook?

Catholic ......................................................... 24%
Protestant ...................................................... 22%
Fundamentalist/Evangelical Christian ............... 12%
Agnostic.......................................................... 5%
Atheist .......................................................... 4%
Jewish ........................................................... 2%
Muslim ......................................................... 1%
LDS/Mormon ................................................ 1%
Secular humanist ......................................... 1%
Another religion ........................................... 9%
No religious preference ................................. 19%

43. Aside from weddings and funerals, how often do you attend religious services?

More than once a week .................................... 9%
Once a week ................................................. 19%
Once or twice a month ................................. 10%
A few times a year ........................................ 15%
Seldom ......................................................... 23%
Never .......................................................... 24%
44. Which of the following best describes the area in which you live?

- Suburban ......................................................... 46%
- Urban .............................................................. 30%
- Rural .............................................................. 15%
- Small town ....................................................... 9%

[IF EMPLOYED FULL-TIME, PART-TIME, OR SELF-EMPLOYED, ASK]

45. What kind of work do you do? (n=1,599)

- **Professional:** Examples would be lawyer, doctor, teacher, nurse, accountant .................. 21%
- **Manager, executive, or official:** Examples would be store manager, business exec. ............. 20%
- ** Clerical/Office/Sales:** Examples would be secretary, receptionist, sales clerk .................... 13%
- **Service work:** Examples would be waiter/waitress, hairstylist, police or fireman Janitor, nurses’ aid .................. 9%
- **Business owner .................................................. 9%
- **Skilled trades:** Examples would be: electrician, plumber, carpenter ................................. 8%
- **Semi-skilled:** Examples would be assembly line worker, truck driver, bus driver ............... 6%
- **Other .............................................................. 13%

46. The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at home).

- Less than $25,000 .................................................. 18%
- $25,000-$49,999 ................................................... 29%
- $50,000-$74,999 ................................................... 19%
- $75,000-$99,999 ................................................... 13%
- $100,000-$124,999 ............................................... 9%
- $125,000-$149,999 ............................................... 4%
- $150,000-$174,999 ............................................... 2%
- $175,000-$199,999 ............................................... 1%
- $200,000 or more ................................................ 2%
- Don’t know .......................................................... 2%

47. Which of the following best describes your marital status?

- Married ............................................................ 45%
- Living with partner/significant other ....................... 9%
- Single, never married ........................................... 28%
- Separated or divorced .......................................... 12%
- Widowed ............................................................ 6%
48. How many children, if any, do you have under the age of 18 living at home?

0 ............................................................. 66%
1 ............................................................. 17%
2 ............................................................. 11%
3 ............................................................. 4%
4 or more ....................................................... 2%

49. Region

Northeast ...................................................... 17%
Midwest ...................................................... 25%
South .......................................................... 37%
West ............................................................ 21%

*Post-stratification weights calculated for this survey. Weights were calculated based on the 2019 Current Population Survey. The survey was fielded to N=2,511 adults from an online sample, of whom reported that they were registered to vote. Gender, age, race and ethnicity, educational attainment, and census division were used for weighting. Additionally, to correct for non-coverage bias factors associated with online behaviors were used to adjust the sample. Among registered voters, respondents had a mean weight of, a median weight of 1.00 and a standard deviation of 0.74.