

1. Ever boycotted

Have you ever personally boycotted a business because you disagreed with its stance on a political issue?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	31%	35%	26%	21%	24%	39%	35%	29%	29%	36%
No	62%	58%	65%	69%	67%	56%	58%	67%	60%	59%
Not sure	7%	7%	8%	10%	9%	5%	8%	4%	11%	5%
Totals (Unweighted N)	100% (999)	100% (465)	100% (534)	100% (172)	100% (278)	100% (387)	100% (162)	100% (351)	100% (400)	100% (248)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	31%	35%	18%	19%	19%	39%	46%	19%	37%	33%	30%
No	62%	59%	70%	71%	69%	57%	51%	72%	57%	61%	60%
Not sure	7%	6%	12%	10%	12%	3%	3%	9%	6%	6%	10%
Totals (Unweighted N)	100% (999)	100% (752)	100% (121)	100% (126)	100% (359)	100% (286)	100% (221)	100% (165)	100% (238)	100% (375)	100% (221)

2. Deliberate patronage

Have you ever personally gone out of your way to spend money at a business because you agreed with its stance on a political issue?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	32%	41%	24%	22%	25%	39%	39%	24%	30%	46%
No	60%	52%	68%	66%	65%	56%	56%	68%	60%	51%
Not sure	8%	7%	8%	11%	10%	5%	6%	8%	9%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(465)	(531)	(171)	(278)	(385)	(162)	(351)	(398)	(247)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	32%	36%	19%	19%	22%	37%	50%	17%	37%	33%	36%
No	60%	57%	66%	73%	70%	59%	43%	73%	54%	60%	57%
Not sure	8%	7%	15%	8%	9%	4%	7%	10%	9%	7%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(750)	(121)	(125)	(356)	(285)	(221)	(164)	(238)	(374)	(220)

3. Boycott effectiveness

How effective a form of protest do you think boycotts against businesses are?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very effective	15%	19%	11%	16%	11%	16%	16%	17%	13%	15%
Somewhat effective	41%	38%	43%	40%	35%	45%	43%	41%	39%	44%
Not very effective	23%	22%	23%	17%	23%	25%	25%	19%	22%	30%
Not effective at all	8%	8%	8%	11%	7%	7%	8%	8%	10%	6%
Not sure	13%	12%	14%	16%	23%	7%	8%	14%	17%	5%
Totals (Unweighted N)	100% (1,000)	100% (466)	100% (534)	100% (172)	100% (278)	100% (388)	100% (162)	100% (352)	100% (400)	100% (248)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very effective	15%	11%	29%	20%	15%	14%	12%	13%	14%	16%	15%
Somewhat effective	41%	43%	40%	31%	30%	45%	60%	41%	46%	41%	36%
Not very effective	23%	27%	5%	18%	25%	25%	20%	21%	23%	21%	28%
Not effective at all	8%	8%	5%	10%	9%	9%	4%	7%	7%	11%	7%
Not sure	13%	11%	21%	21%	21%	7%	3%	19%	10%	12%	15%
Totals (Unweighted N)	100% (1,000)	100% (753)	100% (121)	100% (126)	100% (359)	100% (286)	100% (221)	100% (165)	100% (238)	100% (376)	100% (221)

4. Business owner opinions

When it comes to controversial topics like same-sex marriage or abortion, do you think business owners should:

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Publicly express their values and beliefs	23%	25%	20%	21%	18%	26%	25%	13%	24%	32%
Avoid publicly stating any political opinions	58%	57%	58%	56%	57%	58%	61%	65%	52%	60%
Not sure	20%	17%	22%	23%	25%	17%	15%	22%	24%	9%
Totals (Unweighted N)	100% (997)	100% (464)	100% (533)	100% (170)	100% (277)	100% (388)	100% (162)	100% (352)	100% (397)	100% (248)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Publicly express their values and beliefs	23%	23%	23%	19%	19%	26%	25%	17%	25%	25%	19%
Avoid publicly stating any political opinions	58%	59%	53%	56%	59%	55%	63%	52%	61%	57%	60%
Not sure	20%	18%	24%	25%	22%	19%	12%	30%	14%	18%	21%
Totals (Unweighted N)	100% (997)	100% (750)	100% (121)	100% (126)	100% (357)	100% (286)	100% (220)	100% (164)	100% (238)	100% (374)	100% (221)

5. DG Boycott

The fashion company Dolce and Gabbana came under fire recently after its founders said they opposed adoptions and surrogacy by gay couples. Some people have called for a boycott of the company. Do you favor or oppose such a boycott?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Strongly favor	16%	14%	17%	19%	16%	15%	14%	22%	17%	4%
Somewhat favor	14%	10%	17%	16%	14%	12%	14%	18%	13%	10%
Somewhat oppose	17%	17%	18%	13%	18%	18%	20%	18%	16%	18%
Strongly oppose	30%	37%	24%	21%	28%	36%	33%	15%	30%	53%
Not sure	23%	22%	24%	31%	24%	19%	19%	27%	25%	14%
Totals (Unweighted N)	100% (998)	100% (465)	100% (533)	100% (171)	100% (278)	100% (387)	100% (162)	100% (351)	100% (399)	100% (248)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Strongly favor	16%	16%	12%	18%	15%	18%	16%	11%	21%	17%	13%
Somewhat favor	14%	13%	15%	15%	12%	15%	20%	22%	18%	9%	11%
Somewhat oppose	17%	17%	15%	18%	16%	22%	12%	19%	16%	17%	18%
Strongly oppose	30%	32%	24%	27%	24%	27%	44%	23%	27%	33%	35%
Not sure	23%	21%	34%	23%	32%	18%	8%	25%	18%	24%	24%
Totals (Unweighted N)	100% (998)	100% (752)	100% (121)	100% (125)	100% (359)	100% (286)	100% (221)	100% (165)	100% (238)	100% (374)	100% (221)