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WPA ID: 19-114-14M

NC_NATIONAL_OMNI_SURVEY_VF_190617
NATIONAL
ADULTS
JUNE 17-19, 2019

SAMPLE:
n=1,005 Adults
MoE=±3.1%

INTRODUCTION: Good evening. May I please speak with NAME FROM FILE? My name is _____ and I'm calling from WPA Intelligence, a national public opinion firm. This evening we're conducting a short scientific survey and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

1. Levi Strauss & Company was established in 1853 and first manufactured "waist overalls" - known today as blue jeans - in 1873. Although it is best known for its Levi brand jeans, it also produces clothing under the Dockers and Denizen brand names. Given what you know about the company, would you say your opinion of Levi Strauss & Company is ROTATE favorable, or unfavorable END ROTATION?

    IF FAVORABLE/UNFAVORABLE:
    And, would you say your opinion is VERY (favorable/unfavorable) or just SOMEWHAT?

	TOTAL FAVORABLE	89%
	TOTAL UNFAVORABLE	8%
1.	Very favorable	53%
2.	Somewhat favorable	35%
3.	Never heard of/No Opinion	4%
4.	Somewhat unfavorable	3%
5.	Very unfavorable	5%

2.   Levi Strauss & Company is spending one million dollars to support nonprofits and student activists who advocate greater restrictions on gun owners' rights. It will partner with former New York Mayor Michael Bloomberg's Everytown for Gun Safety, which not only lobbies for bans on the sale of certain weapons, but also supports credit card company surveillance of gun purchases, which has drawn criticism from some civil libertarians. The group also supports denying 2nd Amendment rights entirely to millions of American adults based on their age, including military veterans.

After learning of this initiative, would you say your opinion of Levi Strauss & Company is ROTATE favorable, or unfavorable END ROTATION?

IF FAVORABLE/UNFAVORABLE:
And, would you say your opinion is VERY (favorable/unfavorable) or just SOMEWHAT?

	TOTAL FAVORABLE	63%
	TOTAL UNFAVORABLE	30%
1.	Very favorable	37%
2.	Somewhat favorable	25%
3.	Never heard of/No Opinion	8%
4.	Somewhat unfavorable	15%
5.	Very unfavorable	15%

IF Q2:5-6, SHOW:
n=297

3.   Does this information make you ROTATE more or less END ROTATE likely to purchase Levi Strauss and Company products or does it make no difference to you?

IF MORE/LESS LIKELY:
And, would you say you are MUCH (more likely/less likely) or just SOMEWHAT?

	TOTAL MORE LIKELY	3%
	TOTAL LESS LIKELY	63%
1.	Much More likely	1%
2.	Somewhat More likely	2%
3.	No Difference	34%
4.	Somewhat Less likely	25%
5.	Much Less likely	37%

Now, I have just a few more questions for demographic purposes only….

4.   In politics today, do you usually think of yourself as a ROTATE Republican, Independent, or Democrat?

IF REPUBLICAN/DEMOCRAT, ASK:
Do you think of yourself as a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)?

TOTAL REPUBLICAN		**31%**
TOTAL DEMOCRAT		**34%**
1.	Strong Republican	17%
2.	Not-So-Strong Republican	14%
3.	Independent/Something Else	35%
4.	Not-So-Strong Democrat	12%
5.	Strong Democrat	22%

5.   Are you registered to vote?

1.	Yes	79%
2.	No	21%

6.   In what year were you born?   RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES

1.	18-34	30%
2.	35-44	16%
3.	45-54	17%
4.	55-64	17%
5.	65 or over	21%

7.   What is your gender?

1.	Male	48%
2.	Female	52%

8.   Region: PRE-CODE

1.	Northeast	18%
2.	Midwest	21%
3.	South	38%
4.	West	24%

9.   What is your marital status?

1.	Married	46%
2.	Living with a partner	12%
3.	Single and never been married	25%
4.	Separated	2%
5.	Divorced	11%
6.	Widowed	4%

10.   Do you own or rent the dwelling in which you live?

1.	Own	56%
2.	Rent	44%

11.   Including yourself, how many adults 18 years of age and older are currently living in your household?

1.	One	23%
2.	Two	52%
3.	Three	16%
4.	Four	6%
5.	Five or more	4%

12.   Do you have any children under the age of 18 living at home?

1.	Yes	33%
2.	No	67%

n=327

13.   Total children in the household?

1.	1	42%
2.	2	37%
3.	3	13%
4.	4 or more	7%

14.   Household Size

1.	1	19%
2.	2	34%
3.	3	18%
4.	4	15%
5.	5+	14%

15.   What is the highest level of formal education you have completed?

      1.   High school graduate or less   40%
      2.   Some college   26%
      3.   College graduate   33%

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

      TOTAL EMPLOYED   **50%**

      1.   Work full-time   36%
      2.   Work part-time   8%
      3.   Self-employed   6%
      4.   Student   4%
      5.   Homemaker   11%
      6.   Retired   23%
      7.   Not employed currently/unable to work   13%

17.   And, which of the following categories best describes your annual household income?

      1.   Less than $35,000   34%
      2. $35,000 to less than $50,000   17%
      3. $50,000 to less than $75,000   17%
      4. $75,000 to less than $100,000   10%
      5. $100,000 or more   22%

18.   Do you consider yourself to be of Hispanic/Spanish/Latino descent?

      1.   Yes   16%
      2.   No   84%

19.   What race do you consider yourself?

      1.   White   74%
      2.   Black or African-American   13%
      3.   Native American or Alaska Native   2%
      4.   Asian   6%
      5.   Other   7%

WPA intelligence

Question B1

Levi Strauss & Company was established in 1853 and first manufactured 'waist overalls' - known today as blue jeans - in 1873.
Although it is best known for its Levi brand jeans, it also produces clothing under the Dockers and Denizen brand names.
Given what you know about the company, would you say your opinion of Levi Strauss & Company is favorable or unfavorable?

	Total (A)	Male (B)	Fe-male (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	Mil-len-nials (21-38) (I)	Gen X (39-54) (J)	Baby Boomers (55-73) (K)	North -east (L)	Mid-west (M)	South (N)	West (O)	White Only (Non-Hisp) (P)	Black Only (Non-Hisp) (Q)	His-panic (Any Race) (R)
Unweighted Total	1005	503	502	318	246	105	191	145	369	255	301	186	202	376	241	699	103	110
Weighted Total	1005	485	520	298	164	168*	169	207	314	265	324	179	209	378	239	638	119*	163*
Ever heard of (Net)	969	473	496	279	157	163	164	204	295	257	318	170	204	361	234	623	112	153
	96%	97%	95%	94%	96%	97%	97%	99%D	94%	97%	98%I	95%	97%	95%	98%	98%Q	93%	94%
Favorable (Subnet)	892	436	457	258	148	147	147	193	274	232	289	158	187	331	216	570	104	143
	89%	90%	88%	87%	91%	88%	87%	93%D	87%	88%	89%	88%	90%	87%	91%	89%	87%	88%
Very favorable	537	262	274	121	88	100	98	130	142	153	195	85	116	209	127	348	65	84
	53%	54%	53%	41%	54%D	59%D	58%D	63%D	45%	58%I	60%I	48%	55%	55%	53%	55%	55%	51%
Somewhat favorable	356	173	182	137	60	47	49	63	132	80	95	73	72	122	90	222	39	60
	35%	36%	35%	46%EF GH	37%	28%	29%	30%	42%JK	30%	29%	41%	34%	32%	38%	35%	32%	36%
Unfavorable (Subnet)	76	37	39	21	9	16	18	12	21	24	28	12	16	30	17	53	8	10
	8%	8%	8%	7%	5%	10%	11%	6%	7%	9%	9%	7%	8%	8%	7%	8%	6%	6%
Somewhat unfavorable	27	12	15	7	4	7	5	4	8	10	9	7	5	12	3	22	4	0
	3%	2%	3%	2%	2%	4%	3%	2%	3%	4%	3%	4%	2%	3%	1%	3%	3%	0
Very unfavorable	49	25	24	14	5	9	13	8	13	14	20	5	11	18	14	30	4	10
	5%	5%	5%	5%	3%	5%	8%	4%	4%	5%	6%	3%	5%	5%	6%	5%	3%	6%
Never heard of	36	12	24	19	7	5	4	2	19	8	7	9	5	18	5	15	8	10
	4%	3%	5%	6%H	4%	3%	3%	1%	6%K	3%	2%	5%	3%	5%	2%	2%	7%P	6%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R
Overlap formulae used. * small base

Question B1

Levi Strauss & Company was established in 1853 and first manufactured 'waist overalls' - known today as blue jeans - in 1873.
Although it is best known for its Levi brand jeans, it also produces clothing under the Dockers and Denizen brand names.
Given what you know about the company, would you say your opinion of Levi Strauss & Company is favorable or unfavorable?

	Total (A)	Household Income LT $50K (B)	Household Income $50K-LT $100K (C)	Household Income $100K Or More (D)	Children In H.H. No (E)	Children In H.H. Yes (F)	Children In H.H. Under 13 (G)	Children In H.H. 13-17 (H)	Education HS Grad or less (I)	Education Coll Incomplete (J)	Education Coll Grad (K)
Unweighted Total	1005	472	283	250	649	356	287	141	321	270	414
Weighted Total	1005	512	268	225	678	327	255	137	406	266	333
Ever heard of (Net)	969	486	260	222	656	313	242	131	378	260	330
	96%	95%	97%	99%B	97%	96%	95%	96%	93%	98%I	99%I
Favorable (Subnet)	892	441	248	203	609	283	217	116	345	239	308
	89%	86%	93%B	90%	90%	87%	85%	84%	85%	90%	93%I
Very favorable	537	274	145	117	368	169	126	70	223	135	178
	53%	54%	54%	52%	54%	52%	49%	51%	55%	51%	53%
Somewhat favorable	356	167	103	85	241	114	91	46	122	103	130
	35%	33%	39%	38%	36%	35%	36%	34%	30%	39%I	39%I
Unfavorable (Subnet)	76	45	12	19	47	29	25	15	33	22	22
	8%	9%C	4%	8%	7%	9%	10%	11%	8%	8%	7%
Somewhat unfavorable	27	17	7	4	18	10	8	4	11	8	8
	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%
Very unfavorable	49	28	5	15	29	20	17	11	22	14	14
	5%	6%C	2%	7%C	4%	6%	7%	8%	5%	5%	4%
Never heard of	36	26	7	3	22	15	13	6	28	5	3
	4%	5%D	3%	1%	3%	4%	5%	4%	7%JK	2%	1%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F - I/J/K
Overlap formulae used.

Question B1

Levi Strauss & Company was established in 1853 and first manufactured 'waist overalls' - known today as blue jeans - in 1873.
Although it is best known for its Levi brand jeans, it also produces clothing under the Dockers and Denizen brand names.
Given what you know about the company, would you say your opinion of Levi Strauss & Company is favorable or unfavorable?

	Total (A)	Strong Repub- lican (B)	Not So Strong Repub- lican (C)	Repub- lican (Net) (D)	Indep- endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Registered Voter Yes (I)	No (J)
Unweighted Total	1005	179	141	320	355	127	203	330	819	186
Weighted Total	1005	173	139	312	350	125	219	343	798	207
Ever heard of (Net)	969	172	133	305	335	121	208	329	775	194
	96%	99%	96%	98%	96%	97%	95%	96%	97%	94%
Favorable (Subnet)	892	155	124	279	311	109	193	302	715	178
	89%	89%	89%	89%	89%	88%	88%	88%	90%	86%
Very favorable	537	120	60	181	171	58	127	185	437	100
	53%	69%CDE FGH	44%	58%CEF	49%	47%	58%C	54%	55%	48%
Somewhat favorable	356	35	64	98	140	51	66	117	278	78
	35%	20%	46%BDG H	31%B	40%BDG	41%B	30%B	34%B	35%	38%
Unfavorable (Subnet)	76	17	9	26	24	12	15	27	60	16
	8%	10%	7%	8%	7%	10%	7%	8%	8%	8%
Somewhat unfavorable	27	7	3	10	10	2	5	7	20	7
	3%	4%	2%	3%	3%	2%	2%	2%	2%	4%
Very unfavorable	49	9	6	16	13	10	10	20	40	9
	5%	5%	5%	5%	4%	8%	5%	6%	5%	4%
Never heard of	36	2	5	7	15	3	11	14	24	13
	4%	1%	4%	2%	4%	3%	5%	4%	3%	6%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used.

NC NATIONAL OMNI SURVEY
N=1,005 ADULTS
CONDUCTED: JUNE 17-19, 2019

WPA

Question B2

Levi Strauss & Company is spending one million dollars to support nonprofits and student activists who advocate greater restrictions on gun owners' rights. It will partner with former New York Mayor Michael Bloomberg's Everytown for Gun Safety, which not only lobbies for bans on the sale of certain weapons, but also supports credit card company surveillance of gun purchases, which has drawn criticism from some civil libertarians. The group also supports denying 2nd Amendment rights entirely to millions of American adults based on their age, including military veterans. After learning of this initiative, would you say your opinion of Levi Strauss & Company is favorable or unfavorable?

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	Millennials (21-38) (I)	Gen X (39-54) (J)	Baby Boomers (55-73) (K)	North-east (L)	Mid-west (M)	South (N)	West (O)	White Only (Non-Hisp) (P)	Black Only (Non-Hisp) (Q)	His-panic (Any Race) (R)
Unweighted Total	1005	503	502	318	246	105	191	145	369	255	301	186	202	376	241	699	103	110
Weighted Total	1005	485	520	298	164	168*	169	207	314	265	324	179	209	378	239	638	119*	163*
Ever heard of (Net)	929	455	474	273	146	164	149	197	286	251	298	163	192	348	225	595	108	149
	92%	94%	91%	91%	89%	98%DEG	88%	95%EG	91%	95%	92%	91%	92%	92%	94%	93%	91%	91%
Favorable (Subnet)	632	292	340	195	107	116	98	116	206	178	180	123	131	220	159	373	85	113
	63%	60%	65%	65%	65%	69%H	58%	56%	66%K	67%K	56%	69%N	62%	58%	67%	59%	71%P	69%
Very favorable	376	173	202	98	62	87	55	75	105	125	106	68	77	134	98	221	54	62
	37%	36%	39%	33%	38%	52%DEGH	32%	36%	33%	47%IK	33%	38%	37%	35%	41%	35%	45%	38%
Somewhat favorable	256	118	138	97	45	29	44	41	101	53	74	55	54	86	61	153	31	50
	25%	24%	27%	32%FH	28%	17%	26%	20%	32%JK	20%	23%	31%	26%	23%	26%	24%	26%	31%
Unfavorable (Subnet)	297	163	134	78	39	48	51	81	80	74	118	41	61	128	67	221	23	37
	30%	34%C	26%	26%	24%	29%	30%	39%DE	25%	28%	36%I	23%	29%	34%L	28%	35%QR	19%	22%
Somewhat unfavorable	147	74	74	51	14	25	20	37	48	34	49	22	27	68	30	100	12	24
	15%	15%	14%	17%E	9%	15%	12%	18%E	15%	13%	15%	12%	13%	18%	13%	16%	10%	15%
Very unfavorable	150	90	60	27	25	23	31	44	31	40	69	19	34	61	37	122	11	12
	15%	19%C	12%	9%	15%D	14%	18%D	21%D	10%	15%	21%I	10%	16%	16%	15%	19%QR	9%	8%
Never heard of	76	30	46	26	17	4	20	10	28	13	26	16	17	30	13	43	11	14
	8%	6%	9%	9%F	11%FH	2%	12%FH	5%	9%	5%	8%	9%	8%	8%	6%	7%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R
Overlap formulae used. * small base

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Question B2

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| | Total (A) | Household Income | | | Children In H.H. | | | | Education | | |
		LT $50K (B)	$50K- LT $100K (C)	$100K Or More (D)	No (E)	Yes (F)	Under 13 (G)	13- 17 (H)	HS Grad or less (I)	Coll Incom- plete (J)	Coll Grad (K)
Unweighted Total	1005	472	283	250	649	356	287	141	321	270	414
Weighted Total	1005	512	268	225	678	327	255	137	406	266	333
Ever heard of (Net)	929	465	246	218	628	301	234	125	363	249	317
	92%	91%	92%	97%BC	93%	92%	92%	91%	89%	94%	95%I
Favorable (Subnet)	632	317	158	157	419	213	174	75	262	139	230
	63%	62%	59%	70%BC	62%	65%	68%	55%	65%J	52%	69%J
Very favorable	376	181	88	107	249	127	104	41	154	85	137
	37%	35%	33%	47%BC	37%	39%	41%	30%	38%	32%	41%J
Somewhat favorable	256	136	70	51	170	86	70	34	109	54	93
	25%	26%	26%	22%	25%	26%	27%	25%	27%	20%	28%J
Unfavorable (Subnet)	297	149	88	61	209	88	60	49	100	110	87
	30%	29%	33%	27%	31%	27%	24%	36%	25%	41%IK	26%
Somewhat unfavorable	147	87	38	21	104	43	31	24	59	56	32
	15%	17%D	14%	9%	15%	13%	12%	17%	15%	21%K	10%
Very unfavorable	150	61	49	39	105	45	29	25	41	53	55
	15%	12%	18%B	17%	15%	14%	11%	18%	10%	20%I	17%I
Never heard of	76	47	22	7	50	26	21	13	43	17	16
	8%	9%D	8%D	3%	7%	8%	8%	9%	11%K	6%	5%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F - I/J/K
Overlap formulae used.

Question B2

Levi Strauss & Company is spending one million dollars to support nonprofits and student activists who advocate greater restrictions on gun owners' rights. It will partner with former New York Mayor Michael Bloomberg's Everytown for Gun Safety, which not only lobbies for bans on the sale of certain weapons, but also supports credit card company surveillance of gun purchases, which has drawn criticism from some civil libertarians. The group also supports denying 2nd Amendment rights entirely to millions of American adults based on their age, including military veterans. After learning of this initiative, would you say your opinion of Levi Strauss & Company is favorable or unfavorable?

				Political Affiliation						
	Total (A)	Strong Repub-lican (B)	Not So Strong Repub-lican (C)	Repub-lican (Net) (D)	Indep-endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Registered Voter Yes (I)	No (J)
Unweighted Total	1005	179	141	320	355	127	203	330	819	186
Weighted Total	1005	173	139	312	350	125	219	343	798	207
Ever heard of (Net)	929	166	127	294	315	115	205	321	746	183
	92%	96%E	92%	94%	90%	93%	94%	93%	93%J	89%
Favorable (Subnet)	632	78	71	150	208	91	183	274	492	140
	63%	45%	51%	48%	59%BD	73%BCDE	84%BCDEF	80%BC DEF	62%	68%
Very favorable	376	53	34	87	93	55	141	196	303	73
	37%	30%	25%	28%	27%	44%BCDE	65%BCDEF H	57%BC DEF	38%	35%
Somewhat favorable	256	26	37	63	115	36	42	78	189	67
	25%	15%	27%BD	20%B	33%BDGH	29%B	19%	23%B	24%	32%I
Unfavorable (Subnet)	297	88	56	144	107	24	22	47	254	43
	30%	51%EFG H	40%FGH	46%EFGH	30%FGH	19%GH	10%	14%G	32%J	21%
Somewhat unfavorable	147	25	29	54	58	21	14	35	115	32
	15%	15%G	21%GH	17%GH	17%GH	17%GH	7%	10%G	14%	16%
Very unfavorable	150	63	27	90	49	3	8	11	140	10
	15%	36%CDE FGH	20%FGH	29%CEFGH	14%FGH	3%	4%	3%	17%J	5%
Never heard of	76	7	11	19	35	9	13	22	52	24
	8%	4%	8%	6%	10%B	7%	6%	7%	7%	11%I

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used.

Question B3

Does this information make you more or less likely to purchase Levi Strauss and Company products or does it make no difference to you?

Base = Opinion is somewhat or very unfavorable of Levi Strauss after learning of initiative

		Sex		Age					Generation			Region				Race		
									Mil-len-nials	Gen X	Baby Boomers	North	Mid-			White Only (Non-	Black Only (Non-	His-panic (Any
	Total	Male	Fe-male	18-34	35-44	45-54	55-64	65+	(21-38)	(39-54)	(55-73)	-east	west	South	West	Hisp)	Hisp)	Race)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	295	163	132	85	64	31	61	54	98	72	106	44	56	127	68	238	18	24
Weighted Total	297	163	134	78*	39*	48**	51*	81*	80*	74*	118*	41*	61*	128	67*	221	23**	37**
Makes a difference (Net)	195	112	82	41	29	36	32	57	48	53	82	21	48	79	46	158	9	21
	66%	69%	62%	53%	72%D	74%	64%	71%	61%	72%	70%	53%	78%LN	62%	69%	71%	39%	58%
More likely (Subnet)	9	5	4	4	1	0	3	1	4	1	3	0	2	3	4	5	1	2
	3%	3%	3%	5%	1%	0	7%	2%	5%	1%	3%	0	3%	2%	6%	2%	6%	6%
Much more likely	4	1	2	1	1	0	2	0	1	1	2	0	1	2	1	1	1	0
	1%	1%	2%	1%	1%	0	4%	0	1%	1%	2%	0	1%	2%	1%	1%	6%	0
Somewhat more likely	6	4	2	3	0	0	1	1	3	0	1	0	1	1	3	3	0	2
	2%	2%	1%	4%	0	0	2%	2%	4%	0	1%	0	2%	1%	5%	2%	0	6%
Less likely (Subnet)	186	107	78	38	28	36	29	56	45	52	79	21	46	76	42	153	8	19
	63%	66%	59%	48%	71%D	74%	57%	69%D	56%	71%	67%	53%	75%L	59%	63%	69%	34%	52%
Somewhat less likely	75	39	35	22	12	18	10	14	24	24	22	14	19	27	15	57	5	10
	25%	24%	26%	28%	30%	37%	19%	17%	30%	33%	19%	35%	31%	21%	22%	26%	21%	26%
Much less likely	111	68	43	16	16	18	19	42	20	28	57	7	27	49	27	96	3	10
	37%	42%	32%	20%	41%D	37%	38%D	52%D	26%	38%	48%I	18%	44%L	38%L	41%L	43%	13%	26%
No difference	102	51	51	36	11	13	18	24	31	21	35	19	13	49	21	64	14	15
	34%	31%	38%	47%E	28%	26%	36%	29%	39%	28%	30%	47%M	22%	38%M	31%	29%	61%	42%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question B3

Does this information make you more or less likely to purchase Levi Strauss and Company products or does it make no difference to you?

Base = Opinion is somewhat or very unfavorable of Levi Strauss after learning of initiative

| | Total (A) | Household Income | | | Children In H.H. | | | | Education | | |
		LT $50K (B)	$50K- LT $100K (C)	$100K Or More (D)	No (E)	Yes (F)	Under 13 (G)	13- 17 (H)	HS Grad or less (I)	Coll Incomplete (J)	Coll Grad (K)
Unweighted Total	295	140	89	66	197	98	73	47	82	105	108
Weighted Total	297	149	88*	61*	209	88*	60*	49*	100*	110*	87*
Makes a difference (Net)	195	83	60	52	137	58	39	32	59	72	64
	66%	56%	68%	85%BC	66%	65%	64%	66%	59%	66%	73%
More likely (Subnet)	9	4	3	2	9	0	0	0	2	3	4
	3%	3%	3%	3%	4%	0	0	0	2%	3%	5%
Much more likely	4	2	1	1	4	0	0	0	1	2	1
	1%	2%	1%	1%	2%	0	0	0	1%	2%	1%
Somewhat more likely	6	2	2	1	6	0	0	0	1	1	4
	2%	1%	3%	2%	3%	0	0	0	1%	1%	4%
Less likely (Subnet)	186	79	57	50	128	58	39	32	57	69	60
	63%	53%	65%	82%BC	61%	65%	64%	66%	57%	63%	68%
Somewhat less likely	75	33	21	21	49	25	17	17	25	31	19
	25%	22%	24%	34%	24%	29%	28%	34%	25%	28%	22%
Much less likely	111	46	36	29	79	32	22	16	32	38	40
	37%	31%	41%	48%B	38%	36%	36%	32%	32%	35%	46%
No difference	102	65	28	9	71	31	22	17	41	38	24
	34%	44%D	32%D	15%	34%	35%	36%	34%	41%	34%	27%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F - I/J/K
Overlap formulae used. * small base

Question B3

Does this information make you more or less likely to purchase Levi Strauss and Company products or does it make no difference to you?

Base = Opinion is somewhat or very unfavorable of Levi Strauss after learning of initiative

	Total (A)	Strong Repub- lican (B)	Not So Strong Repub- lican (C)	Repub- lican (Net) (D)	Indep- endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Registered Voter Yes (I)	Registered Voter No (J)
Unweighted Total	295	86	61	147	110	20	18	38	254	41
Weighted Total	297	88*	56*	144	107*	24**	22**	47*	254	43*
Makes a difference (Net)	195	70	37	107	66	11	11	22	176	19
	66%	80%EH	66%	75%H	62%	45%	48%	47%	69%J	44%
More likely (Subnet)	9	3	1	4	2	1	2	3	7	2
	3%	3%	2%	3%	2%	4%	9%	6%	3%	4%
Much more likely	4	1	0	1	1	0	1	1	3	1
	1%	1%	0	1%	1%	0	6%	3%	1%	2%
Somewhat more likely	6	2	1	3	1	1	1	2	5	1
	2%	2%	2%	2%	1%	4%	3%	3%	2%	2%
Less likely (Subnet)	186	67	36	103	64	10	9	19	168	17
	63%	77%EH	64%H	72%H	60%	41%	39%	40%	66%J	40%
Somewhat less likely	75	19	19	38	24	7	5	12	64	11
	25%	22%	34%	26%	23%	29%	24%	27%	25%	25%
Much less likely	111	48	17	65	39	3	3	6	104	7
	37%	55%CDE H	30%	45%CH	37%H	12%	15%	14%	41%J	15%
No difference	102	18	19	37	41	13	12	25	78	24
	34%	20%	34%	25%	38%B	55%	52%	53%BD	31%	56%I

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question B4

In politics today, do you usually think of yourself as a...?

	Total (A)	Sex		Age					Generation			Region				Race		
		Male (B)	Fe-male (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	Mil-len-nials (21-38) (I)	Gen X (39-54) (J)	Baby Boomers (55-73) (K)	North-east (L)	Mid-west (M)	South (N)	West (O)	White Only (Non-Hisp) (P)	Black Only (Non-Hisp) (Q)	His-panic (Any Race) (R)
Unweighted Total	1005	503	502	318	246	105	191	145	369	255	301	186	202	376	241	699	103	110
Weighted Total	1005	485	520	298	164	168*	169	207	314	265	324	179	209	378	239	638	119*	163*
Independent/Something Else	350	172	178	121	62	48	57	61	125	81	106	69	70	120	90	227	30	57
	35%	35%	34%	41%FH	38%	29%	34%	30%	40%J	31%	33%	39%	33%	32%	38%	36%	25%	35%
Democrat (Net)	343	142	201	104	52	62	59	67	110	93	113	62	66	124	91	161	86	68
	34%	29%	39%B	35%	32%	37%	35%	32%	35%	35%	35%	35%	32%	33%	38%	25%	72%PR	42%P
Strong Democrat	219	94	125	58	29	45	37	49	65	64	77	41	33	87	57	91	65	47
	22%	19%	24%	20%	18%	27%	22%	23%	21%	24%	24%	23%	16%	23%	24%	14%	54%PR	29%P
Not-So-Strong Democrat	125	48	76	45	22	17	21	18	45	29	36	21	33	37	34	69	21	21
	12%	10%	15%B	15%	14%	10%	13%	9%	14%	11%	11%	12%	16%	10%	14%	11%	18%	13%
Republican (Net)	312	171	141	73	50	57	53	79	79	90	105	47	73	134	57	250	3	38
	31%	35%C	27%	25%	30%	34%	32%	38%D	25%	34%I	32%	26%	35%O	35%O	24%	39%QR	3%	23%Q
Strong Republican	173	96	77	34	28	36	29	46	40	54	59	26	39	74	35	144	3	17
	17%	20%	15%	11%	17%	22%D	17%	22%D	13%	21%I	18%	14%	19%	20%	14%	23%QR	2%	11%Q
Not-So-Strong Republican	139	75	64	39	22	21	25	32	38	36	45	22	35	60	23	106	1	21
	14%	15%	12%	13%	13%	13%	15%	16%	12%	14%	14%	12%	17%	16%O	10%	17%Q	*	13%Q

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R
Overlap formulae used. * small base

Question B4

In politics today, do you usually think of yourself as a...?

	Total (A)	Household Income LT $50K (B)	Household Income $50K-LT $100K (C)	Household Income $100K Or More (D)	Children In H.H. No (E)	Children In H.H. Yes (F)	Children In H.H. Under 13 (G)	Children In H.H. 13-17 (H)	Education HS Grad or less (I)	Education Coll Incomplete (J)	Education Coll Grad (K)
Unweighted Total	1005	472	283	250	649	356	287	141	321	270	414
Weighted Total	1005	512	268	225	678	327	255	137	406	266	333
Independent/Something Else	350	205	84	61	236	114	92	46	169	88	93
	35%	40%CD	31%	27%	35%	35%	36%	33%	42%K	33%	28%
Democrat (Net)	343	176	92	75	238	105	93	37	133	87	123
	34%	34%	35%	33%	35%	32%	36%	27%	33%	33%	37%
Strong Democrat	219	116	54	48	154	64	60	19	82	55	82
	22%	23%	20%	21%	23%	20%	24%	14%	20%	21%	24%
Not-So-Strong Democrat	125	59	38	27	84	40	33	18	51	32	42
	12%	12%	14%	12%	12%	12%	13%	13%	13%	12%	12%
Republican (Net)	312	132	91	89	204	108	71	55	104	90	117
	31%	26%	34%B	40%B	30%	33%	28%	40%	26%	34%I	35%I
Strong Republican	173	68	54	52	109	64	41	33	53	45	76
	17%	13%	20%B	23%B	16%	20%	16%	24%	13%	17%	23%I
Not-So-Strong Republican	139	64	38	37	94	44	30	22	52	46	42
	14%	12%	14%	17%	14%	13%	12%	16%	13%	17%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F - I/J/K
Overlap formulae used.

Question B4

In politics today, do you usually think of yourself as a...?

	Total (A)	Strong Repub- lican (B)	Not So Strong Repub- lican (C)	Repub- lican (Net) (D)	Indep- endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Registered Voter Yes (I)	No (J)
Unweighted Total	1005	179	141	320	355	127	203	330	819	186
Weighted Total	1005	173	139	312	350	125	219	343	798	207
Independent/Something Else	350	0	0	0	350	0	0	0	216	133
	35%	0	0	0	100%BCDFGH	0	0	0	27%	64%I
Democrat (Net)	343	0	0	0	0	125	219	343	312	32
	34%	0	0	0	0	100%BCDE	100%BCDE	100%BC DE	39%J	15%
Strong Democrat	219	0	0	0	0	0	219	219	206	13
	22%	0	0	0	0	0	100%BCDEF H	64%BC DEF	26%J	6%
Not-So-Strong Democrat	125	0	0	0	0	125	0	125	106	19
	12%	0	0	0	0	100%BCDEGH	0	36%BC DEG	13%	9%
Republican (Net)	312	173	139	312	0	0	0	0	270	42
	31%	100%EF GH	100%EF GH	100%EFGH	0	0	0	0	34%J	20%
Strong Republican	173	173	0	173	0	0	0	0	159	14
	17%	100%CDEF GH	0	56%CEFGH	0	0	0	0	20%J	7%
Not-So-Strong Republican	139	0	139	139	0	0	0	0	111	27
	14%	0	100%BDE FGH	44%BEFGH	0	0	0	0	14%	13%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used.

Question B4

In politics today, do you usually think of yourself as a...?

Political Affiliation

	Total (A)	Strong Repub-lican (B)	Not So Strong Repub-lican (C)	Repub-lican (Net) (D)	Indep-endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Registered Voter Yes (I)	Registered Voter No (J)
Unweighted Total	1005	179	141	320	355	127	203	330	819	186
Weighted Total	1005	173	139	312	350	125	219	343	798	207
Independent/Something Else	350	0	0	0	350	0	0	0	216	133
	35%	0	0	0	100%BCDFGH	0	0	0	27%	64%I
Democrat (Net)	343	0	0	0	0	125	219	343	312	32
	34%	0	0	0	0	100%BCDE	100%BCDE	100%BCDE	39%J	15%
Strong Democrat	219	0	0	0	0	0	219	219	206	13
	22%	0	0	0	0	0	100%BCDEFH	64%BCDEF	26%J	6%
Not-So-Strong Democrat	125	0	0	0	0	125	0	125	106	19
	12%	0	0	0	0	100%BCDEGH	0	36%BCDEG	13%	9%
Republican (Net)	312	173	139	312	0	0	0	0	270	42
	31%	100%EFGH	100%EFGH	100%EFGH	0	0	0	0	34%J	20%
Strong Republican	173	173	0	173	0	0	0	0	159	14
	17%	100%CDEFGH	0	56%CEFGH	0	0	0	0	20%J	7%
Not-So-Strong Republican	139	0	139	139	0	0	0	0	111	27
	14%	0	100%BDEFGH	44%BEFGH	0	0	0	0	14%	13%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used.

Question B5

Are you registered to vote?

	Total (A)	Sex Male (B)	Sex Fe-male (C)	Age 18-34 (D)	Age 35-44 (E)	Age 45-54 (F)	Age 55-64 (G)	Age 65+ (H)	Generation Mil-len-nials (21-38) (I)	Generation Gen X (39-54) (J)	Generation Baby Boomers (55-73) (K)	Region North -east (L)	Region Mid-west (M)	Region South (N)	Region West (O)	Race White Only (Non-Hisp) (P)	Race Black Only (Non-Hisp) (Q)	His-panic (Any Race) (R)
Unweighted Total	1005	503	502	318	246	105	191	145	369	255	301	186	202	376	241	699	103	110
Weighted Total	1005	485	520	298	164	168*	169	207	314	265	324	179	209	378	239	638	119*	163*
Yes	798	389	409	208	125	126	142	197	226	204	288	136	169	294	199	521	104	114
	79%	80%	79%	70%	76%	75%	84%DE	95%DEFG	72%	77%	89%IJ	76%	81%	78%	83%	82%R	87%R	70%
No	207	96	111	91	39	42	26	9	88	60	36	43	40	84	40	117	16	50
	21%	20%	21%	30%GH	24%GH	25%H	16%H	5%	28%K	23%K	11%	24%	19%	22%	17%	18%	13%	30%PQ

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Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R
Overlap formulae used.   * small base

Question B5

Are you registered to vote?

| | Total (A) | Household Income | | | Children In H.H. | | | | Education | | |
		LT $50K (B)	$50K-LT $100K (C)	$100K Or More (D)	No (E)	Yes (F)	Under 13 (G)	13-17 (H)	HS Grad or less (I)	Coll Incom-plete (J)	Coll Grad (K)
Unweighted Total	1005	472	283	250	649	356	287	141	321	270	414
Weighted Total	1005	512	268	225	678	327	255	137	406	266	333
Yes	798	374	218	207	553	246	188	106	261	229	308
	79%	73%	81%B	92%BC	82%F	75%	73%	77%	64%	86%I	93%IJ
No	207	138	50	18	125	81	68	32	145	37	25
	21%	27%CD	19%D	8%	18%	25%E	27%	23%	36%JK	14%K	7%

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Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F - I/J/K
Overlap formulae used.

Question B5

Are you registered to vote?

| | | Political Affiliation | | | | | | | Registered Voter | |
	Total (A)	Strong Repub-lican (B)	Not So Strong Repub-lican (C)	Repub-lican (Net) (D)	Indep-endent/ Something Else (E)	Not So Strong Democrat (F)	Strong Democrat (G)	Democrat (Net) (H)	Yes (I)	No (J)
Unweighted Total	1005	179	141	320	355	127	203	330	819	186
Weighted Total	1005	173	139	312	350	125	219	343	798	207
Yes	798	159	111	270	216	106	206	312	798	0
	79%	92%CDE	80%E	87%CE	62%	85%E	94%CDEFH	91%C EF	100%J	0
No	207	14	27	42	133	19	13	32	0	207
	21%	8%	20%BDG H	13%BG	38%BCDFG H	15%GH	6%	9%G	0	100%I

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H - I/J
Overlap formulae used.