

National Tracking Poll

Project: 170205

N Size: 1971 Registered Voters

Margin of Error: $\pm 2\%$

February 16-19, 2017

Topline Report

Question	Response	Frequency	Percentage
FB1_1	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Agriculture and farming</i>		
	Very favorable	694	35%
	Somewhat favorable	838	43%
	Somewhat unfavorable	174	9%
	Very unfavorable	50	3%
	Heard of, No Opinion	178	9%
	Never Heard Of	37	2%
FB1_2	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Airline industry</i>		
	Very favorable	250	13%
	Somewhat favorable	808	41%
	Somewhat unfavorable	476	24%
	Very unfavorable	139	7%
	Heard of, No Opinion	251	13%
	Never Heard Of	47	2%
FB1_3	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Hospitality industry, such as hotels</i>		
	Very favorable	408	21%
	Somewhat favorable	1032	52%
	Somewhat unfavorable	225	11%
	Very unfavorable	58	3%
	Heard of, No Opinion	209	11%
	Never Heard Of	38	2%
FB1_4	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Energy industry</i>		
	Very favorable	368	19%
	Somewhat favorable	801	41%
	Somewhat unfavorable	417	21%
	Very unfavorable	135	7%
	Heard of, No Opinion	208	11%
	Never Heard Of	41	2%

Question	Response	Frequency	Percentage
FB1_5	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Manufacturing industry</i>		
	Very favorable	382	19%
	Somewhat favorable	947	48%
	Somewhat unfavorable	316	16%
	Very unfavorable	68	3%
	Heard of, No Opinion	213	11%
	Never Heard Of	45	2%
FB1_6	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Technology industry</i>		
	Very favorable	531	27%
	Somewhat favorable	966	49%
	Somewhat unfavorable	213	11%
	Very unfavorable	49	2%
	Heard of, No Opinion	178	9%
	Never Heard Of	34	2%
FB1_7	<i>Please indicate if you have a favorable or unfavorable view of each of the following industries or sectors... Pharmaceutical industry</i>		
	Very favorable	277	14%
	Somewhat favorable	571	29%
	Somewhat unfavorable	510	26%
	Very unfavorable	411	21%
	Heard of, No Opinion	158	8%
	Never Heard Of	44	2%
FB2_1	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Agriculture and farming</i>		
	More good than bad	1103	56%
	More bad than good	264	13%
	About equal amounts of bad and good	378	19%
	Don't Know / No Opinion	226	11%
FB2_2	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Airline industry</i>		
	More good than bad	577	29%
	More bad than good	538	27%
	About equal amounts of bad and good	564	29%
	Don't Know / No Opinion	292	15%

Question	Response	Frequency	Percentage
FB2_3	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Hospitality industry, such as hotels</i>		
	More good than bad	827	42%
	More bad than good	287	15%
	About equal amounts of bad and good	593	30%
	Don't Know / No Opinion	264	13%
FB2_4	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Energy industry</i>		
	More good than bad	725	37%
	More bad than good	560	28%
	About equal amounts of bad and good	458	23%
	Don't Know / No Opinion	228	12%
FB2_5	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Manufacturing industry</i>		
	More good than bad	690	35%
	More bad than good	516	26%
	About equal amounts of bad and good	512	26%
	Don't Know / No Opinion	254	13%
FB2_6	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Technology industry</i>		
	More good than bad	928	47%
	More bad than good	304	15%
	About equal amounts of bad and good	484	25%
	Don't Know / No Opinion	254	13%
FB2_7	<i>Do you think each of the following industries or sectors is more good than bad, more bad than good, or equal amounts of good and bad when it comes to environmental sustainability? Pharmaceutical industry</i>		
	More good than bad	563	29%
	More bad than good	682	35%
	About equal amounts of bad and good	456	23%
	Don't Know / No Opinion	271	14%

Question	Response	Frequency	Percentage
FB3_1	<i>How would you rate the sustainability practices of each of the following industries or sectors? Agriculture and farming</i>		
	Excellent	437	22%
	Good	843	43%
	Only fair	304	15%
	Poor	83	4%
	Don't Know / No Opinion	304	15%
FB3_2	<i>How would you rate the sustainability practices of each of the following industries or sectors? Airline industry</i>		
	Excellent	200	10%
	Good	612	31%
	Only fair	567	29%
	Poor	202	10%
	Don't Know / No Opinion	390	20%
FB3_3	<i>How would you rate the sustainability practices of each of the following industries or sectors? Hospitality industry, such as hotels</i>		
	Excellent	285	14%
	Good	782	40%
	Only fair	442	22%
	Poor	87	4%
	Don't Know / No Opinion	374	19%
FB3_4	<i>How would you rate the sustainability practices of each of the following industries or sectors? Energy industry</i>		
	Excellent	283	14%
	Good	720	37%
	Only fair	424	22%
	Poor	230	12%
	Don't Know / No Opinion	314	16%
FB3_5	<i>How would you rate the sustainability practices of each of the following industries or sectors? Manufacturing industry</i>		
	Excellent	230	12%
	Good	681	35%
	Only fair	539	27%
	Poor	180	9%
	Don't Know / No Opinion	341	17%

Question	Response	Frequency	Percentage
FB3_6	<i>How would you rate the sustainability practices of each of the following industries or sectors? Technology industry</i>		
	Excellent	375	19%
	Good	785	40%
	Only fair	364	18%
	Poor	82	4%
	Don't Know / No Opinion	366	19%
FB3_7	<i>How would you rate the sustainability practices of each of the following industries or sectors? Pharmaceutical industry</i>		
	Excellent	253	13%
	Good	575	29%
	Only fair	489	25%
	Poor	271	14%
	Don't Know / No Opinion	382	19%
FB4	<i>Sustainable agriculture, as defined by law, generally means a system of agriculture that will satisfy human food and fiber needs, enhance environmental quality, use resources efficiently, sustain the economic viability of farmers and benefit society as a whole. Do you agree or disagree with the following statement: Modern agriculture is sustainable. (N=982)</i>		
	Strongly agree	213	22%
	Somewhat agree	492	50%
	Somewhat disagree	121	12%
	Strongly disagree	34	3%
	Don't Know / No Opinion	122	12%
FB5	<i>Which of the following statements comes closest to your view, even if neither is exactly right?</i>		
	It is in farmers and agricultural producers best interests to operate as sustainably as possible. When they focus on producing food more efficiently using fewer resources, its good for the environment and their businesses. We should trust them to make the right decisions.	1159	59%
	It is often not in farmers best economic interests to operate as sustainably as possible. Government needs to step in and take action to make sure they will use farming methods that are good for the environment.	468	24%
	Don't Know / No Opinion	344	17%

Question	Response	Frequency	Percentage
FB6	<i>Now, having thought about it more, do you agree or disagree with the following statement: Modern agriculture is sustainable (N=982)</i>		
	Strongly agree	237	24%
	Somewhat agree	498	51%
	Somewhat disagree	105	11%
	Strongly disagree	29	3%
	Don't Know / No Opinion	112	11%
FB7	<i>Do you think environmental sustainability in agriculture would benefit most from cooperative incentive programs, where government and farmers work together on issues, or through additional government regulations on farmers and farming?</i>		
	Incentive programs	1229	62%
	Government regulation	266	13%
	Don't Know / No Opinion	477	24%
FB8	<i>If government were to place additional regulations with economic costs on farmers and agricultural producers in order to improve their environmental sustainability, do you think it would...</i>		
	Improve sustainability on American farms	504	26%
	Hurt sustainability on American farms	902	46%
	Have no impact on sustainability on American farms	148	7%
	Don't Know / No Opinion	418	21%
FB9	<i>Please indicate whether you agree or disagree with the following statement: The true success of an environmentally sustainable farming practice depends on whether that practice also leads to economic opportunity for the farmer.</i>		
	Strongly Agree	733	37%
	Somewhat Agree	856	43%
	Somewhat Disagree	131	7%
	Strongly Disagree	39	2%
	Don't Know / No Opinion	211	11%
FB10	<i>A common goal of many farmers and ranchers is to leave the land in better shape than when they acquired it to pass on to the next generation. Knowing this, are you more or less likely to say modern agriculture is sustainable?</i>		
	Much more likely	579	29%
	Somewhat more likely	909	46%
	Somewhat less likely	125	6%
	Much less likely	43	2%
	Don't Know / No Opinion	315	16%

Question	Response	Frequency	Percentage
FB11	<i>Many farms and ranches in the United States have been operated for generations, some for more than a century. Knowing this, are you more or less likely to say modern agriculture is sustainable?</i>		
	Much more likely	541	27%
	Somewhat more likely	884	45%
	Somewhat less likely	176	9%
	Much less likely	34	2%
	Don't Know / No Opinion	335	17%

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	Registered Voters	1971	100%
xdemGender	Gender: Male	919	47%
	Gender: Female	1052	53%
	N	1971	
age5	Age: 18-29	340	17%
	Age: 30-44	467	24%
	Age: 45-54	374	19%
	Age: 55-64	370	19%
	Age: 65+	421	21%
	N	1971	
xpid3	PID: Dem (no lean)	693	35%
	PID: Ind (no lean)	596	30%
	PID: Rep (no lean)	682	35%
	N	1971	
xpidGender	PID/Gender: Dem Men	285	14%
	PID/Gender: Dem Women	408	21%
	PID/Gender: Ind Men	284	14%
	PID/Gender: Ind Women	312	16%
	PID/Gender: Rep Men	350	18%
	PID/Gender: Rep Women	332	17%
	N	1971	
xdemTea	Tea Party: Supporter	540	27%
	Tea Party: Not Supporter	1425	72%
	N	1965	
xdemIdeo3	Ideo: Liberal (1-3)	634	32%
	Ideo: Moderate (4)	436	22%
	Ideo: Conservative (5-7)	717	36%
	N	1787	
xeduc3	Educ: < College	1296	66%
	Educ: Bachelors degree	438	22%
	Educ: Post-grad	238	12%
	N	1971	
xdemInc3	Income: Under 50k	1060	54%
	Income: 50k-100k	643	33%
	Income: 100k+	268	14%
	N	1971	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1605	81%
xdemHispBin	Ethnicity: Hispanic	176	9%
demBlackBin	Ethnicity: Afr. Am.	253	13%
demRaceOther	Ethnicity: Other	112	6%
xrelNet	Relig: Protestant	544	28%
	Relig: Roman Catholic	413	21%
	Relig: Ath./Agn./None	495	25%
	Relig: Something Else	313	16%
	N	1766	
xreligion1	Relig: Jewish	52	3%
xreligion2	Relig: Evangelical	583	30%
	Relig: Non-Evang. Catholics	577	29%
	N	1160	
xreligion3	Relig: All Christian	1160	59%
	Relig: All Non-Christian	808	41%
	N	1968	
xdemUsr	Community: Urban	511	26%
	Community: Suburban	843	43%
	Community: Rural	618	31%
	N	1971	
xdemEmploy	Employ: Private Sector	675	34%
	Employ: Government	123	6%
	Employ: Self-Employed	176	9%
	Employ: Homemaker	147	7%
	Employ: Student	73	4%
	Employ: Retired	455	23%
	Employ: Unemployed	171	9%
	Employ: Other	151	8%
	N	1971	
xdemJobStatus	Job Type: White-collar	773	39%
	Job Type: Blue-collar	838	43%
	Job Type: Don't Know	360	18%
	N	1971	
xdemMilHH1	Military HH: Yes	415	21%
	Military HH: No	1556	79%
	N	1971	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	858	44%
	RD/WT: Wrong Track	1113	56%
	N	1971	
Q172	Strongly Approve	506	26%
	Somewhat Approve	477	24%
	Somewhat Disapprove	222	11%
	Strongly Disapprove	655	33%
	Dont Know / No Opinion	110	6%
	N	1971	
xnr3	#1 Issue: Economy	585	30%
	#1 Issue: Security	403	20%
	#1 Issue: Health Care	293	15%
	#1 Issue: Medicare / Social Security	282	14%
	#1 Issue: Women's Issues	114	6%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	86	4%
	N	1971	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	744	38%
	2016 Vote: Republican Donald Trump	774	39%
	2016 Vote: Someone else	202	10%
	N	1721	
xsubVote12O	2012 Vote: Barack Obama	835	42%
	2012 Vote: Mitt Romney	607	31%
	2012 Vote: Other	92	5%
	2012 Vote: Didn't Vote	431	22%
	N	1966	
xreg4	4-Region: Northeast	360	18%
	4-Region: Midwest	465	24%
	4-Region: South	732	37%
	4-Region: West	414	21%
	N	1971	

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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