

GALLUP NEWS SERVICE

VIEWS OF BIG BUSINESSES

Results are based on telephone interviews with 1,005-- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted April 30-May 1, 2014. For results based on the total sample of National Adults, the margin of error is ± 4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Q.1 (VIEWS OF U.S. BUSINESSES) CONTINUED

F. Creating better lives for people in communities outside the U.S. where U.S. companies do business

	<u>Very good</u>	<u>Good</u>	<u>Bad</u>	<u>Very bad</u>	<u>No opinion</u>
2014 Apr 30-May 1	8	48	27	7	10

G. Promoting U.S. values and ideals around the world

	<u>Very good</u>	<u>Good</u>	<u>Bad</u>	<u>Very bad</u>	<u>No opinion</u>
2014 Apr 30-May 1	6	43	37	9	5

H. Balancing the best interests of the U.S. and Americans with the best interests of the company

	<u>Very good</u>	<u>Good</u>	<u>Bad</u>	<u>Very bad</u>	<u>No opinion</u>
2014 Apr 30-May 1	5	38	42	12	5

2. As far as you know, which do you think makes greater contributions to developing new products and technologies in the U.S. -- [ROTATED: big businesses (or) small businesses]?

	<u>Big businesses</u>	<u>Small businesses</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
2014 Apr 30-May 1	35	60	2	2