

# HuffPost: Starbucks controversy

April 19 - 20, 2018 - 1000 US Adults



## 1. Perceived wrong doing

When you are in a store or restaurant, do you often worry that you'll be perceived by others as doing something wrong?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	14%	14%	14%	29%	12%	9%	8%	11%	18%	18%	22%
No, I don't	76%	78%	75%	61%	70%	81%	91%	82%	58%	67%	69%
Not sure	10%	9%	12%	10%	18%	10%	1%	7%	23%	15%	9%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	993	422	571	149	280	363	201	726	106	104	57

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I do	14%	17%	15%	8%	14%	7%	13%	15%	9%	13%	14%	13%	16%
No, I don't	76%	71%	72%	88%	79%	88%	74%	80%	86%	70%	75%	79%	76%
Not sure	10%	12%	13%	4%	7%	5%	13%	5%	5%	16%	11%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	993	330	393	270	350	352	421	293	136	176	262	361	194

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## 2. Restroom use without a purchase

Would you generally feel comfortable asking to use the restroom in a store or restaurant at which you hadn't yet purchased anything?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I would	55%	57%	53%	59%	48%	55%	58%	60%	42%	42%	48%
No, I would not	30%	28%	31%	26%	32%	30%	31%	27%	31%	38%	40%
Not sure	15%	14%	16%	15%	21%	15%	11%	13%	27%	20%	12%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	996	424	572	148	283	364	201	728	107	104	57

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I would	55%	55%	55%	54%	61%	59%	53%	62%	59%	51%	55%	57%	55%
No, I would not	30%	29%	27%	35%	29%	33%	28%	29%	30%	30%	31%	29%	29%
Not sure	15%	15%	18%	11%	10%	8%	19%	10%	11%	19%	14%	14%	16%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	996	332	394	270	352	351	422	293	137	179	262	361	194

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## 3. Waiting without a purchase

Would you generally feel comfortable waiting for a friend at a store or restaurant at which you hadn't yet purchased anything?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I would	59%	59%	59%	64%	50%	60%	63%	66%	40%	42%	60%
No, I would not	26%	29%	22%	23%	26%	25%	29%	23%	24%	41%	28%
Not sure	15%	12%	18%	13%	24%	15%	8%	11%	36%	17%	12%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	994	423	571	147	284	362	201	728	107	103	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I would	59%	57%	58%	63%	67%	64%	60%	66%	62%	53%	59%	58%	66%
No, I would not	26%	27%	23%	28%	22%	30%	22%	29%	27%	25%	28%	27%	22%
Not sure	15%	16%	19%	9%	10%	6%	19%	6%	11%	22%	13%	16%	12%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	994	333	392	269	352	350	420	294	136	176	262	361	195

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## 4. Asked to leave for not purchasing

Have you ever been asked to leave a store or restaurant because you had not purchased anything?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	10%	15%	6%	14%	14%	9%	4%	9%	10%	20%	11%
No, I haven't	82%	77%	86%	76%	70%	85%	94%	86%	72%	67%	82%
Not sure	8%	8%	9%	10%	16%	5%	2%	6%	17%	13%	6%
Totals	100%	100%	101%	100%	100%	99%	100%	101%	99%	100%	99%
Unweighted N	990	424	566	146	280	364	200	724	107	104	55

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	10%	7%	14%	7%	7%	9%	9%	9%	17%	13%	11%	10%	10%
No, I haven't	82%	86%	74%	90%	89%	88%	81%	87%	78%	78%	81%	85%	80%
Not sure	8%	7%	12%	3%	4%	3%	11%	3%	4%	10%	8%	6%	10%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	99%	101%	100%	101%	100%
Unweighted N	990	331	389	270	352	350	418	292	137	175	261	360	194

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## 5. Treated unfairly due to race or ethnicity

Can you think of any occasion in the last year when you felt you were treated unfairly in a store or restaurant because of your racial or ethnic background?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	15%	11%	25%	13%	10%	5%	6%	25%	22%	43%
No	77%	76%	78%	64%	70%	79%	94%	88%	40%	65%	51%
Not sure	10%	9%	12%	11%	17%	11%	1%	6%	34%	13%	6%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	994	424	570	147	282	364	201	728	107	104	55

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	12%	14%	11%	12%	7%	12%	16%	10%	6%	7%	14%	23%
No	77%	76%	72%	86%	80%	90%	77%	77%	85%	77%	83%	78%	68%
Not sure	10%	11%	14%	3%	8%	3%	11%	7%	5%	17%	10%	8%	9%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	994	333	391	270	353	351	420	294	137	177	262	361	194

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## 6. Heard about Starbucks

How much have you heard in the news about the controversy over the arrests of two black men at a Starbucks in Philadelphia?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard a lot	44%	45%	42%	37%	37%	46%	55%	40%	61%	46%	43%
Heard a little	37%	36%	39%	39%	33%	41%	36%	40%	26%	29%	42%
Heard nothing at all	19%	19%	19%	25%	31%	13%	9%	20%	12%	25%	15%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	988	423	565	145	281	361	201	724	106	103	55

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard a lot	44%	56%	39%	37%	61%	42%	42%	43%	47%	47%	44%	46%	38%
Heard a little	37%	34%	34%	47%	34%	48%	36%	46%	39%	28%	37%	43%	35%
Heard nothing at all	19%	10%	26%	16%	5%	11%	22%	11%	14%	25%	19%	11%	27%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	988	330	389	269	351	350	417	293	136	175	262	357	194

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## 7. Starbucks response approval

Do you approve or disapprove of the way Starbucks has responded to the controversy?

*Asked of those who've heard at least a little about the Starbucks controversy*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	14%	16%	13%	11%	11%	16%	18%	16%	17%	6%	7%
Somewhat approve	39%	38%	40%	49%	39%	39%	31%	38%	37%	49%	39%
Somewhat disapprove	27%	28%	26%	24%	26%	25%	32%	29%	15%	21%	37%
Strongly disapprove	20%	18%	22%	16%	24%	20%	19%	18%	31%	24%	16%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	838	375	463	113	222	317	186	612	97	83	46

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	14%	22%	13%	8%	22%	9%	13%	13%	15%	16%	17%	14%	11%
Somewhat approve	39%	37%	41%	38%	41%	28%	41%	38%	40%	36%	28%	44%	44%
Somewhat disapprove	27%	21%	29%	31%	18%	35%	24%	30%	30%	28%	29%	25%	26%
Strongly disapprove	20%	20%	18%	23%	19%	28%	21%	18%	14%	20%	26%	17%	18%
Totals	100%	100%	101%	100%	100%	100%	99%	99%	99%	100%	100%	100%	99%
Unweighted N	838	300	312	226	327	304	346	260	116	142	224	311	161

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## 8. Starbucks doing enough

Do you think Starbucks is doing:

*Asked of those who've heard at least a little about the Starbucks controversy*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too much to respond to the controversy	26%	34%	18%	27%	26%	22%	31%	30%	4%	25%	29%
Too little to respond to the controversy	18%	12%	24%	16%	21%	20%	15%	14%	31%	21%	27%
About the right amount	40%	41%	38%	45%	36%	38%	40%	38%	48%	42%	32%
Not sure	16%	13%	19%	12%	17%	19%	14%	17%	17%	11%	11%
Totals	100%	100%	99%	100%	100%	99%	100%	99%	100%	99%	99%
Unweighted N	840	378	462	113	222	319	186	613	99	81	47

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too much to respond to the controversy	26%	11%	26%	44%	10%	52%	20%	28%	36%	23%	27%	26%	27%
Too little to respond to the controversy	18%	27%	14%	14%	25%	11%	23%	17%	7%	18%	21%	17%	17%
About the right amount	40%	47%	40%	29%	52%	21%	39%	39%	50%	44%	38%	39%	39%
Not sure	16%	15%	19%	12%	13%	15%	18%	17%	7%	15%	14%	18%	17%
Totals	100%	100%	99%	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	840	302	312	226	328	307	346	259	116	143	225	312	160



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## 9. Description of arrests

What do you think best describes the arrests?

*Asked of those who've heard at least a little about the Starbucks controversy*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
An isolated incident	40%	50%	31%	32%	36%	37%	56%	48%	10%	30%	43%
Part of a broader pattern in the way Starbucks treats black people	11%	11%	11%	17%	16%	6%	8%	6%	19%	29%	18%
Part of a broader pattern society as a whole treats black people	36%	30%	42%	35%	37%	42%	26%	33%	57%	30%	28%
Not sure	13%	9%	17%	15%	11%	15%	11%	13%	14%	12%	11%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	841	378	463	113	224	317	187	611	100	83	47

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
An isolated incident	40%	22%	39%	66%	19%	71%	39%	37%	52%	32%	44%	39%	46%
Part of a broader pattern in the way Starbucks treats black people	11%	10%	14%	7%	7%	6%	14%	10%	6%	12%	10%	11%	9%
Part of a broader pattern society as a whole treats black people	36%	59%	35%	9%	69%	9%	34%	39%	35%	39%	37%	33%	37%
Not sure	13%	9%	13%	17%	6%	14%	13%	13%	7%	17%	9%	17%	7%
Totals	100%	100%	101%	99%	101%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	841	303	313	225	330	307	346	261	116	143	223	314	161

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## 10. Effectiveness of closing stores for training

Starbucks has announced that it will close its stores for a day in May to offer anti-bias training to its employees. How effective do you think this will be?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very effective	7%	7%	7%	8%	6%	7%	8%	6%	11%	13%	2%
Somewhat effective	33%	32%	34%	34%	28%	35%	34%	33%	34%	30%	33%
Not very effective	23%	21%	24%	22%	24%	21%	25%	24%	18%	16%	28%
Not at all effective	19%	22%	16%	13%	18%	20%	24%	20%	10%	19%	17%
Not sure	19%	18%	19%	23%	25%	17%	9%	17%	27%	21%	20%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	992	423	569	148	281	362	201	727	105	103	57

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very effective	7%	12%	5%	5%	13%	3%	7%	9%	10%	8%	6%	7%	8%
Somewhat effective	33%	43%	29%	28%	45%	23%	33%	30%	45%	31%	32%	32%	37%
Not very effective	23%	25%	20%	26%	24%	20%	21%	29%	17%	19%	26%	22%	23%
Not at all effective	19%	10%	19%	27%	10%	40%	18%	19%	20%	20%	19%	21%	14%
Not sure	19%	11%	26%	14%	9%	14%	21%	12%	8%	22%	17%	18%	18%
Totals	101%	101%	99%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	992	331	392	269	351	350	420	293	137	176	261	360	195

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<b>Interviewing Dates</b>	April 19 - 20, 2018
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, 2012 and 2016 Presidential votes. The weights range from 0.237 to 6.511, with a mean of one and a standard deviation of 0.824.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	47 questions not reported.