

# DATA FOR **PROGRESS**

From July 10 to 11, 2024, Data for Progress conducted a survey of 1,220 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote. The survey was conducted in English. The margin of error associated with the sample size is  $\pm 3$  percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit [dataforprogress.org/our-methodology](https://dataforprogress.org/our-methodology).

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,220 unless otherwise specified.

## **[1]** How familiar or unfamiliar are you with the "franchise model" of business?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very familiar	10	13	7	10	8	13	15	8	7	15	13	10	9
Somewhat familiar	35	36	41	30	32	39	35	36	32	41	36	35	31
Somewhat unfamiliar	16	15	16	17	18	13	17	15	17	14	15	15	29
Very unfamiliar	23	23	20	26	27	20	19	26	26	18	22	23	19
Don't know	16	13	17	17	16	15	14	16	18	11	15	17	12
Weighted N	1,220	473	322	425	651	569	395	825	788	432	132	872	157

[2] The "franchise model" is a common model of business.

In this model, a large brand called a "**franchisor**" — such as McDonald's, 7-Eleven, or Subway — will grant permission to a small individual business owner called a "**franchisee**" to operate one or more locations.

For example, a small business owner in Toledo, Ohio (the franchisee) might want to open up a McDonald's location. They would pay a fee to McDonald's (the franchisor), and then would partner with them to open up the location.

When thinking about **workers at franchises** — such as cooks, cashiers, and other workers — which of the following comes closest to your view, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Workers at franchises should be considered employees of the franchisor and entitled to collective bargaining rights. These workers' livelihoods are directly controlled by the big franchisors, so they deserve to be considered employees and to collectively bargain for better wages and working conditions.	54	64	52	45	56	52	56	53	53	57	54	53	56
Workers at franchises should not be considered employees of the franchisor and entitled to collective bargaining rights. These workers are part of a franchise model in which their livelihoods are directly controlled by the franchisee — not the big franchisor. They should not be able to bargain with a company that doesn't directly control most of their work.	30	24	32	37	29	32	27	32	28	35	25	31	27
Don't know	15	12	16	19	15	16	17	15	19	8	20	16	17
Weighted N	1,220	473	322	425	651	569	395	825	788	432	132	872	157