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IRAN**  
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**National Survey of Voters**  
**September 2016**

# Methodology

- Mercury Public Affairs conducted a nationwide telephone survey of 1000 registered voters.
- Interviews were stratified into proportionate geographic units based on the U.S. Census Consumer Population Survey (2014). Results were weighted by Gender, Age, Race, and Education, using both the CPS and 2012 exit polls as weighting targets.
- 52% of voters surveyed via a cell phone.
- The survey was in the field from August 28 – September 1, 2016.
- Margin of error at the 95% confidence level for 1000 registered voters is  $\pm 3.1\%$ .

# Public Case: Iran Is Bad for Business

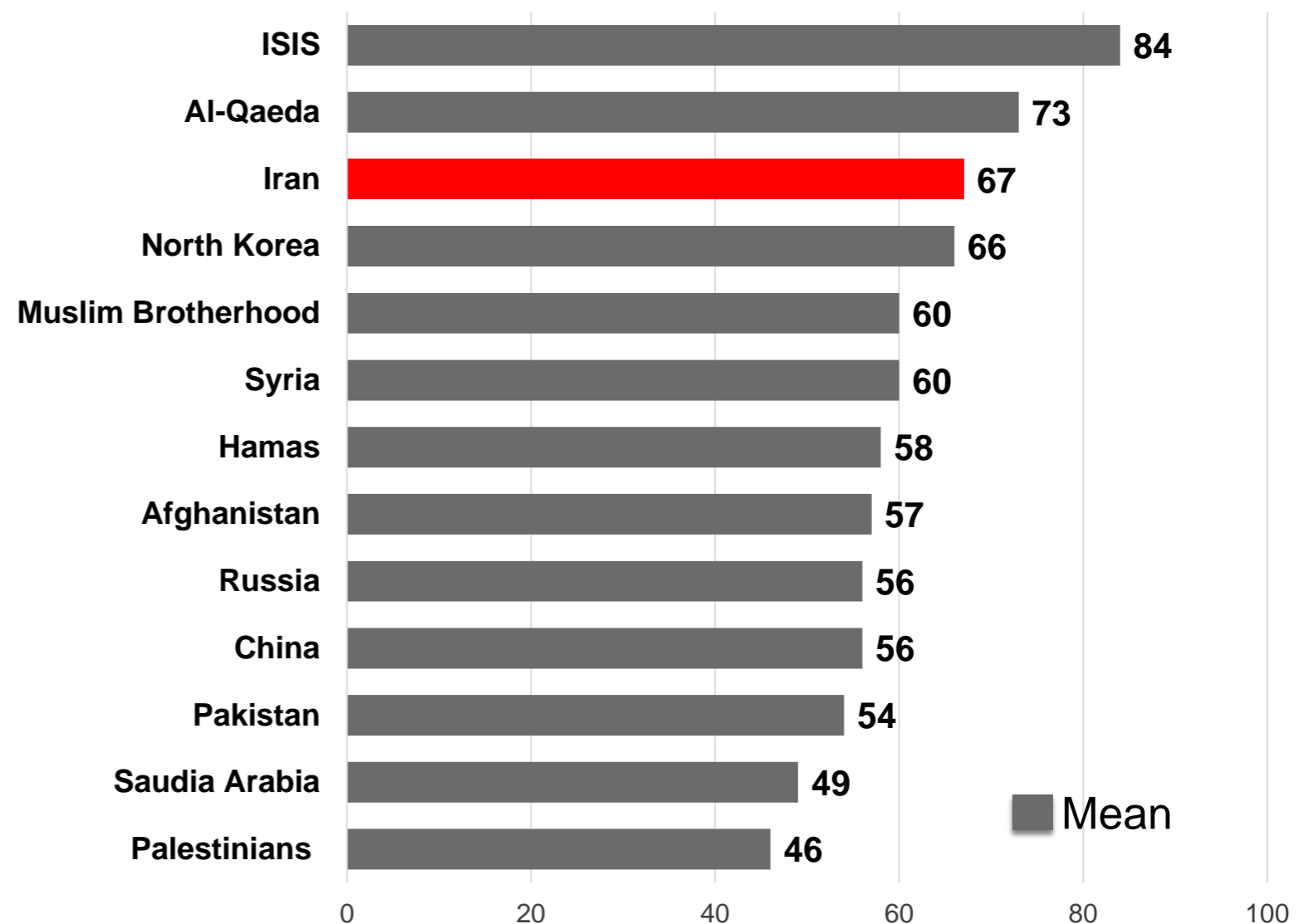
- Voters see Iran as the great state threat the U.S. faces – ahead of North Korea, Russia and China. Iran only trails ISIS and Al Qaeda. The main issue voters fear about Iran is its nuclear ambitions.
- As a result, voters view Iranian commercial ties to the U.S. with hostility.
- Seven-in-ten voters say it is very important that U.S. companies disclose any business they do in Iran.
- Six-in-ten voters said they would stop buying products from companies that did business with Iran, which would result in significant loss of market share.
- A majority (56%) of investors said doing business with Iran would be a trigger for them to sell stocks in the company or sell mutual funds where the company was a significant asset.
- In light of these findings, it should come as no surprise that support for a campaign to educate companies and boards on the risks of doing business in Iran is both wide (80%) and deep (56% strongly support).
- Wide majorities of voters agree that there are many specific convincing reasons not to do business in Iran, ranging from arbitrary arrests, to hackings, and economic uncertainty due to new sanctions.

# Iran viewed as greatest state threat to the U.S.

- Only the terrorist organizations ISIS and Al Qaeda are seen as greater threats to the U.S. than Iran.
- Iran is seen as a greater threat than North Korea, Afghanistan and China.

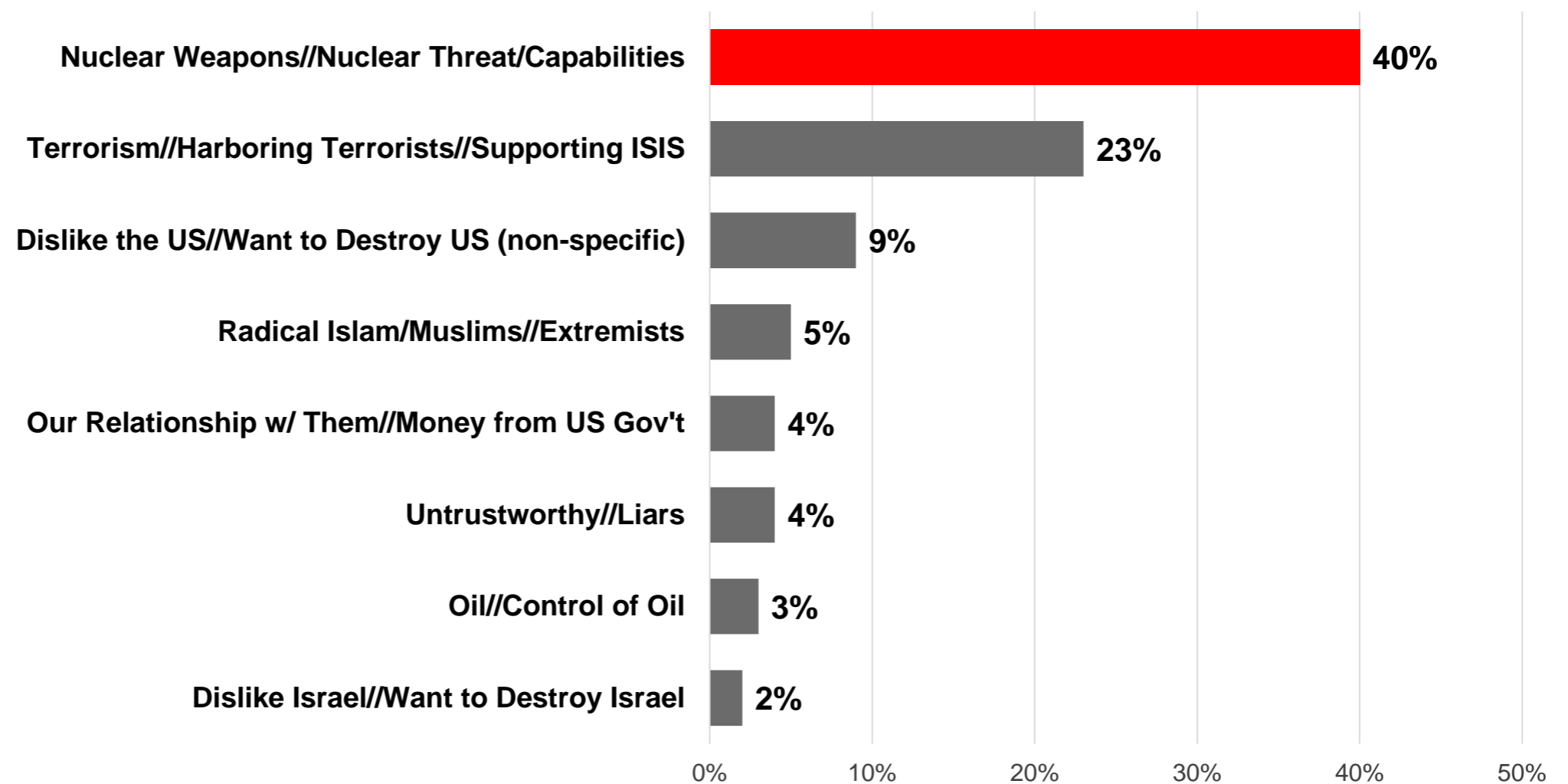
“On a scale of zero to 100, please rate the following countries or groups on how serious a threat you think each is to the American way of life. The 100 end means they are an extremely dangerous threat and should be dealt with now using all means necessary, and the Zero end means they are not a threat to us at all. You can use any number from zero to 100. The first/next one is...”  
(Randomize)

**Greatest Country or Group Threat to the United States**



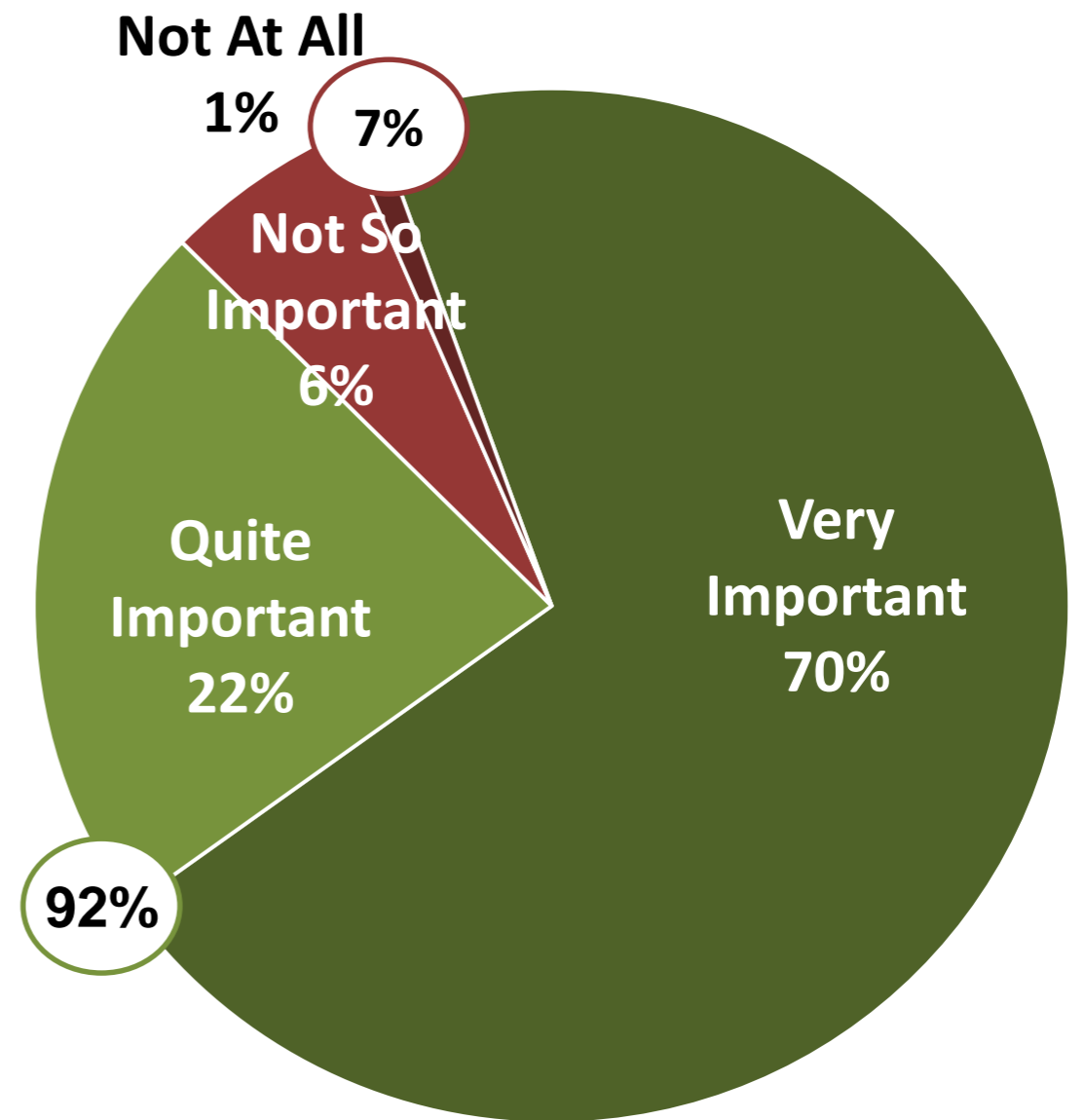
# Voters cite Iran's nuclear ambitions as greatest threat, followed by terror support

“In your own words, what do you see as the biggest threat Iran poses to the United States?”



# Voters Demand Transparency on Iranian Business Dealings

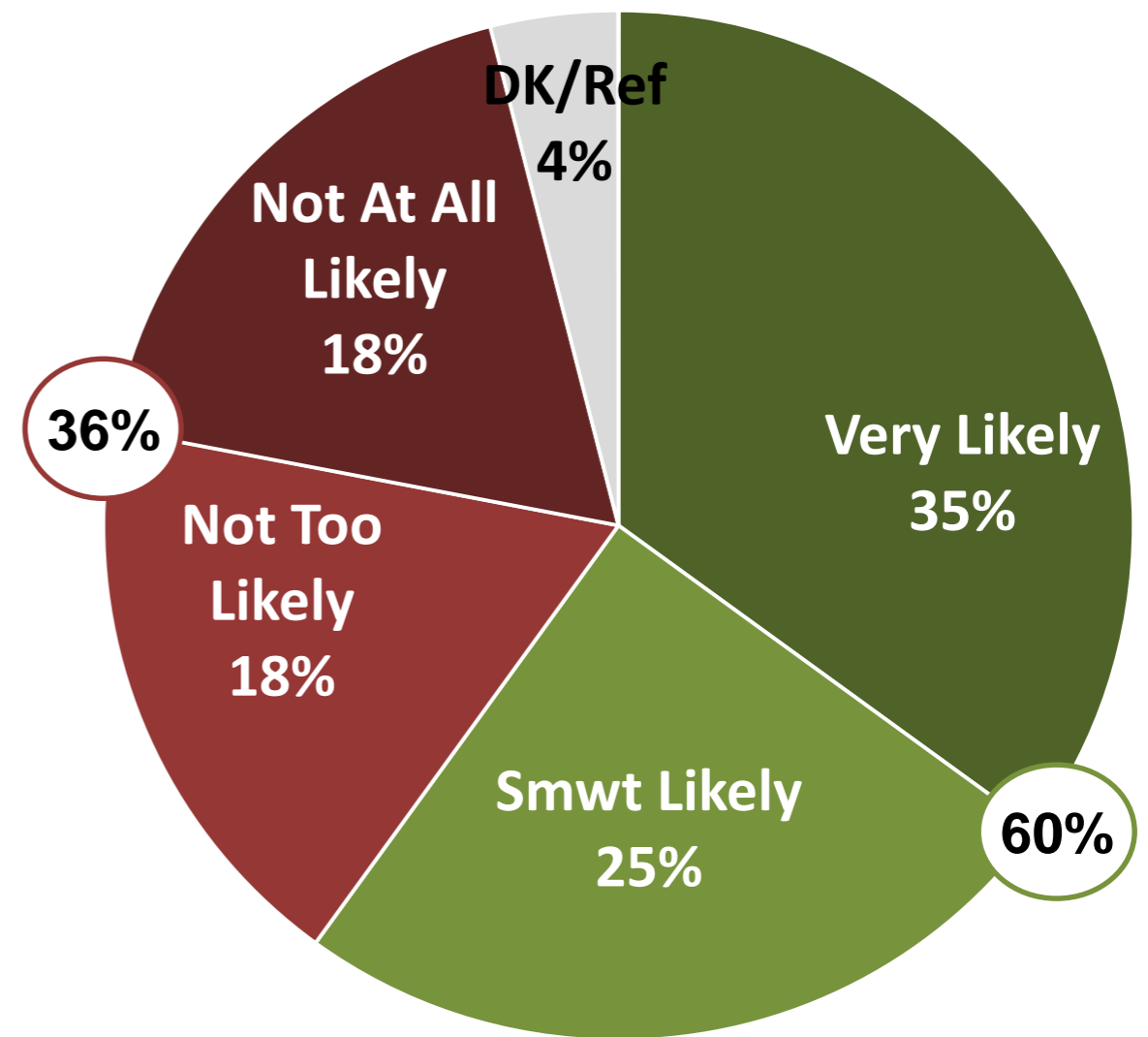
“How important do you think it is for U.S. companies and their foreign subsidiaries to be completely open and honest about any business they do with or in Iran?”



# Businesses Face Market Share Loss from Iranian Business Dealings

“If a company whose products you regularly purchased did business with Iran, how likely would you be to stop buying their products?”

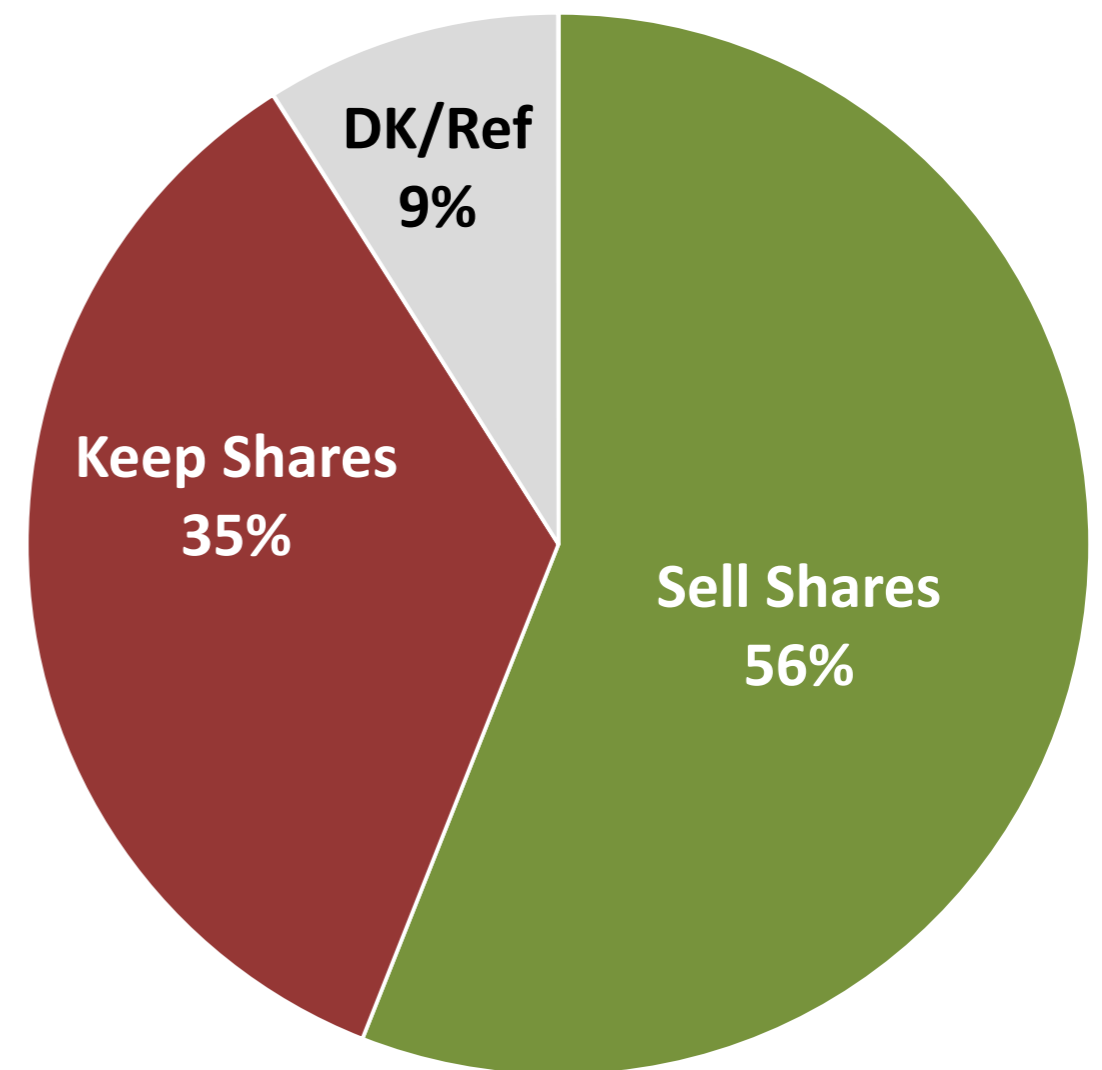
- One-out-of-three voters say they are very likely to stop buying products from a company doing business with Iran.



# Iranian Business Deals Would Shake Investor Confidence, Cause Sell-Off

“All other things being equal, if you learned a company that you owned shares in, or was a significant part of a mutual fund you owned shares in, was conducting business in Iran, which would you be most likely to do?”

*Asked among n=487 who said they owned shares of stocks or mutual funds*

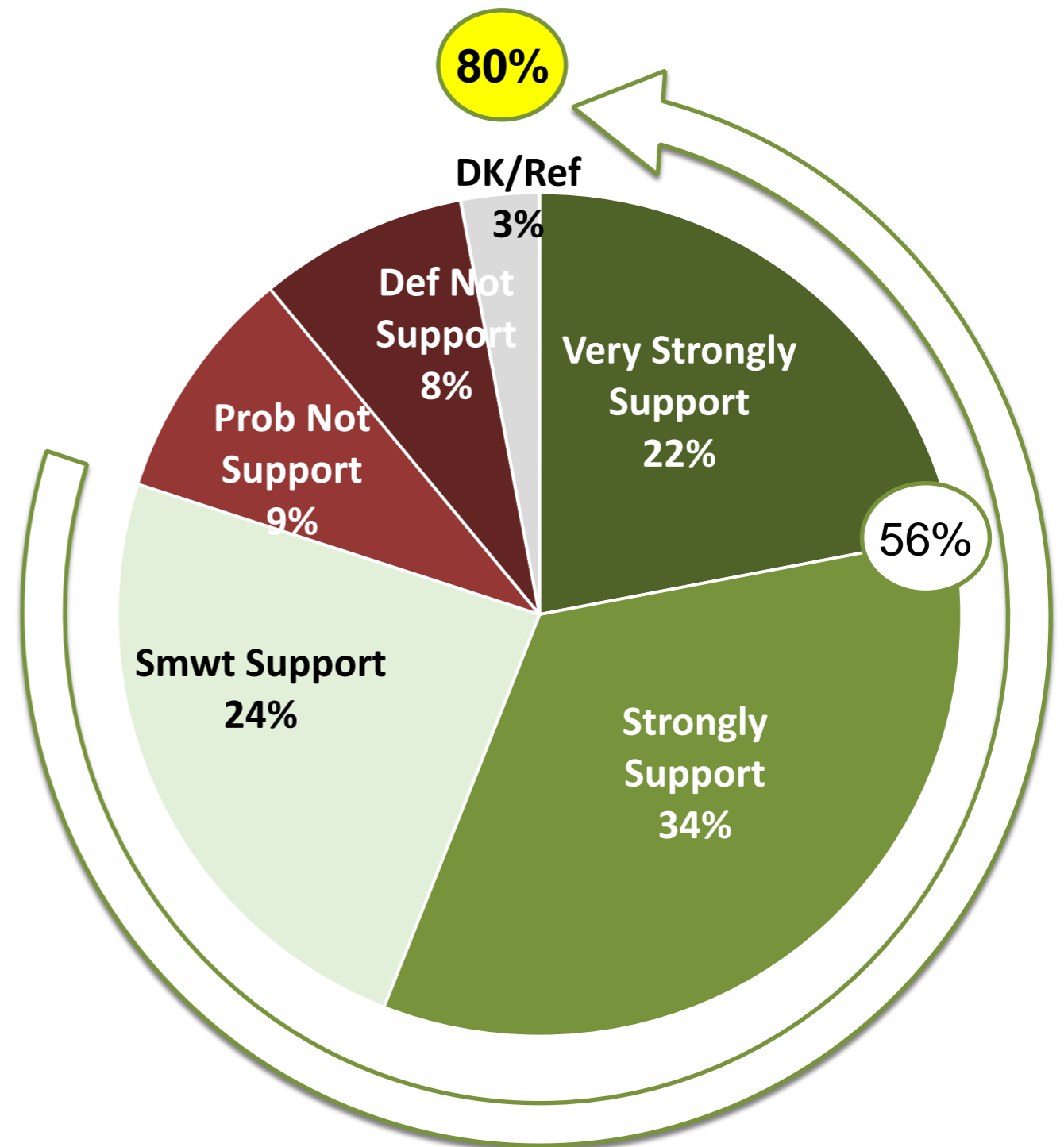




# Broad & Deep Support for Educating Companies about Iran Threat

“Educate companies, boards and shareholders that doing business with Iran has risks and downsides that outweigh any rewards. Please tell me whether it is something you would support. The choices are: you would very strongly support it, strongly support it, somewhat support it, probably not support it, or definitely not support it”

- Support for educating companies is bi-partisan, although most intense among Republicans

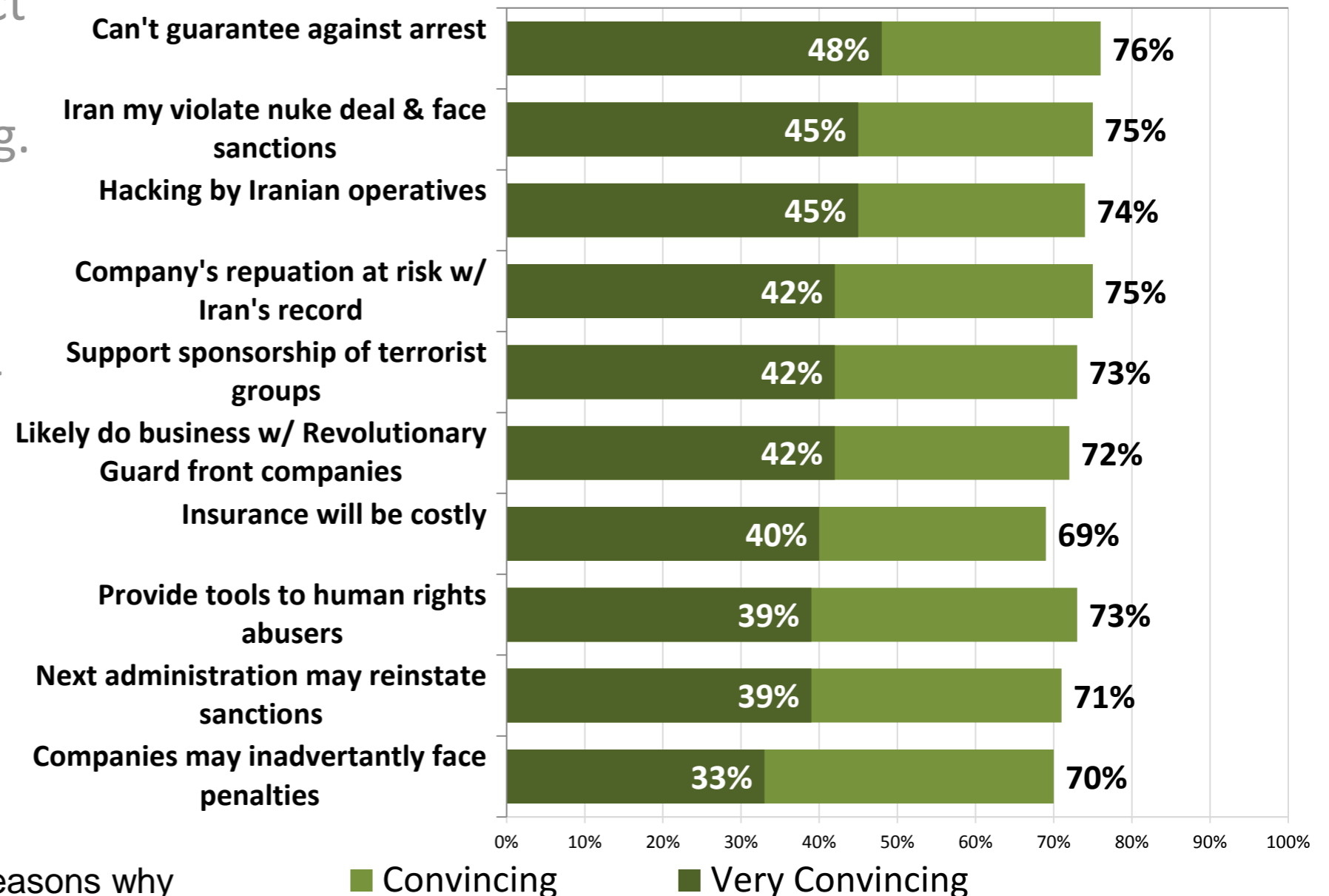


	Support	Strongly Support	Not Support
Republicans	87	67	10
Independents	81	55	16
Democrats	72	45	24

# 7 out of 10 Voters Say These Are Convincing Reasons Not to Do Business in Iran

- Not being able to protect own employees from arrest is most convincing.
- The re-imposition of sanctions, risking your company's reputation & threat of hacking from Iranian operatives are also seen as major risks.

## Reasons Not To Do Business in Iran



“Next I am going to read you several reasons why companies considering doing business in Iran could decide not to. For each, tell me how convincing you think it is. The choices are very convincing, somewhat convincing, not very convincing or not convincing at all. The first/next one is...”

# Reasons Not to Do Business in Iran

Abbreviation	Full
Likely Do Business w/ Revolutionary Guard Front Cos.	Firms that go into Iran will likely do business with front companies of the brutal Islamic Revolutionary Guard Corps, the elite military group that runs much of Iran's economy.
Can't Guarantee Against Arrest	U.S. and foreign firms cannot guarantee that their employees will not be subject to arbitrary arrest and detention.
Provide Tools to Human Rights Abusers	Firms run the high risk of inadvertently providing tools to Iran's human rights abusers.
Support Sponsorship of Terror Groups	Firms will be inadvertently supporting Iran's sponsorship of terrorist groups like Hamas and Hezbollah.
Iran May Violate Nuke Deal & Face Sanctions	Iran may violate the nuclear deal, causing the recent nuclear deal to fall apart and lead to the reinstatement of sanctions.
Next Administration May Reinstate Sanctions	The next U.S. administration may pursue a different policy with Iran, scrapping the recent nuclear deal and reinstating sanctions.
Hacking by Iranian Operatives	Businesses face the threat of hacking by Iranian operatives including the disclosure of trade secrets and confidential employee and corporate information, personal information, and client information.
Company's Reputation at Risk w/ Iran's Record	Doing business in Iran puts a company's reputation at risk given the egregious record of human rights violations and international sponsorship of terrorism by the Iranian regime.
Insurance will be costly	Because of the high risk of doing business in Iran, insurance will be costly if a firm can get coverage at all.
Companies may inadvertently face penalties	With so many countries suspicious of Iran and imposing different restrictions, companies may inadvertently violate laws and face costly penalties.