

National Tracking Poll

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Project: 161102

N Size: 2000 Respondents

Margin of Error: $\pm 2\%$

November 02-03, 2016

Topline Report

Question	Response	Frequency	Percentage
P1	<i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i>		
	Right Direction	599	30%
	Wrong Track	1401	70%
P2NET	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Approve	1035	52%
	Disapprove	874	44%
	Don't Know / No Opinion	91	5%
P2	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Strongly Approve	517	26%
	Somewhat Approve	518	26%
	Somewhat Disapprove	280	14%
	Strongly Disapprove	594	30%
	Don't Know / No Opinion	91	5%
P3	<i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i>		
	Economic Issues	658	33%
	Security Issues	372	19%
	Health Care Issues	279	14%
	Senior's Issues	217	11%
	Women's Issues	143	7%
	Education Issues	134	7%
	Energy Issues	89	4%
	Other	109	5%
BRD1_1	<i>How familiar are you with each of the following? Black Friday</i>		
	Very familiar	1557	78%
	Somewhat familiar	324	16%
	Not too familiar	67	3%
	Not familiar at all	23	1%
	Don't Know / No Opinion	28	1%

Question	Response	Frequency	Percentage
BRD1_2	<i>How familiar are you with each of the following? Small Business Saturday</i>		
	Very familiar	583	29%
	Somewhat familiar	447	22%
	Not too familiar	309	15%
	Not familiar at all	470	23%
	Don't Know / No Opinion	191	10%
BRD1_3	<i>How familiar are you with each of the following? Cyber Monday</i>		
	Very familiar	1233	62%
	Somewhat familiar	450	23%
	Not too familiar	148	7%
	Not familiar at all	89	4%
	Don't Know / No Opinion	79	4%
BRD2	<i>Do you plan on shopping the weekend after Thanksgiving, for Black Friday and other sales?</i>		
	Yes, definitely will	475	24%
	Yes, probably will	532	27%
	No, probably not	458	23%
	No, definitely not	388	19%
	Don't Know / No Opinion	147	7%
BRD3_1	<i>Which of the following do you plan on shopping during? Thursday morning or afternoon on Thanksgiving Day</i>		
	Yes, definitely will	239	12%
	Yes, probably will	206	10%
	No, probably not	373	19%
	No, definitely not	1012	51%
	Don't Know / No Opinion	169	8%
BRD3_2	<i>Which of the following do you plan on shopping during? Thursday evening on Thanksgiving Day</i>		
	Yes, definitely will	193	10%
	Yes, probably will	288	14%
	No, probably not	393	20%
	No, definitely not	983	49%
	Don't Know / No Opinion	144	7%
BRD3_3	<i>Which of the following do you plan on shopping during? Black Friday, around midnight to the morning</i>		
	Yes, definitely will	309	15%
	Yes, probably will	308	15%
	No, probably not	401	20%
	No, definitely not	833	42%
	Don't Know / No Opinion	149	7%

Question	Response	Frequency	Percentage
BRD3_4	<i>Which of the following do you plan on shopping during? Black Friday Day</i>		
	Yes, definitely will	375	19%
	Yes, probably will	524	26%
	No, probably not	367	18%
	No, definitely not	574	29%
	Don't Know / No Opinion	160	8%
BRD3_5	<i>Which of the following do you plan on shopping during? Small Business Saturday</i>		
	Yes, definitely will	252	13%
	Yes, probably will	500	25%
	No, probably not	442	22%
	No, definitely not	389	19%
	Don't Know / No Opinion	418	21%
BRD3_6	<i>Which of the following do you plan on shopping during? The Sunday after Thanksgiving</i>		
	Yes, definitely will	186	9%
	Yes, probably will	502	25%
	No, probably not	507	25%
	No, definitely not	498	25%
	Don't Know / No Opinion	308	15%
BRD3_7	<i>Which of the following do you plan on shopping during? Cyber Monday, the Monday after Thanksgiving</i>		
	Yes, definitely will	499	25%
	Yes, probably will	699	35%
	No, probably not	267	13%
	No, definitely not	306	15%
	Don't Know / No Opinion	230	11%
BRD4	<i>And, how much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?</i>		
	\$0 to \$100	699	35%
	\$100 to \$200	332	17%
	\$200 to \$300	293	15%
	\$300 to \$400	178	9%
	\$400 to \$500	156	8%
	\$500 to \$600	124	6%
	\$600 to \$700	46	2%
	\$700 to \$800	24	1%
	\$800 to \$900	15	1%
	\$900 to \$1,000	50	3%
	\$1,000 to \$1,500	40	2%
	\$1,500 or more	42	2%

Question	Response	Frequency	Percentage
BRD5	<i>And, how much do you plan on spending in person at “brick and mortar” stores the weekend after Thanksgiving, for Black Friday and other sales?</i>		
	\$0 to \$100	1105	55%
	\$100 to \$200	351	18%
	\$200 to \$300	184	9%
	\$300 to \$400	104	5%
	\$400 to \$500	81	4%
	\$500 to \$600	72	4%
	\$600 to \$700	21	1%
	\$700 to \$800	23	1%
	\$800 to \$900	5	0%
	\$900 to \$1,000	19	1%
BRD6	<i>And, how much do you plan on spending at online websites and retailers the weekend after Thanksgiving, for Black Friday and other sales?</i>		
	\$0 to \$100	915	46%
	\$100 to \$200	428	21%
	\$200 to \$300	259	13%
	\$300 to \$400	114	6%
	\$400 to \$500	73	4%
	\$500 to \$600	79	4%
	\$600 to \$700	25	1%
	\$700 to \$800	22	1%
	\$800 to \$900	20	1%
	\$900 to \$1,000	24	1%
BRD7	<i>Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?</i>		
	Strongly support	274	14%
	Somewhat support	358	18%
	Somewhat oppose	441	22%
	Strongly oppose	734	37%
	Don't Know / No Opinion	193	10%

Question	Response	Frequency	Percentage
BRD8	<i>If a store pushed back their opening hours on Black Friday, and did not open on Thanksgiving Day for early shopping, would that make you more or less likely to visit that store or retailer on Black Friday weekend, or would it make no difference either way?</i>		
	Much more likely to visit the store	471	24%
	Somewhat more likely to visit the store	475	24%
	Somewhat less likely to visit the store	113	6%
	Much less likely to visit the store	41	2%
	Makes no difference either way	740	37%
	Don't Know / No Opinion	161	8%
BRD9_1	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better More entertaining</i>		
	Best describes Black Friday	826	41%
	Best describes Cyber Monday	426	21%
	Don't Know / No Opinion	749	37%
BRD9_2	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better Has the best deals</i>		
	Best describes Black Friday	814	41%
	Best describes Cyber Monday	622	31%
	Don't Know / No Opinion	563	28%
BRD9_3	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better Easier to get what I want</i>		
	Best describes Black Friday	369	18%
	Best describes Cyber Monday	1111	56%
	Don't Know / No Opinion	520	26%
BRD9_4	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better Fastest way to get a lot of holiday shopping done</i>		
	Best describes Black Friday	471	24%
	Best describes Cyber Monday	1060	53%
	Don't Know / No Opinion	469	23%
BRD9_5	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better More enjoyable</i>		
	Best describes Black Friday	473	24%
	Best describes Cyber Monday	953	48%
	Don't Know / No Opinion	574	29%

Question	Response	Frequency	Percentage
BRD9_6	<i>For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better Interferes with my holiday routine</i>		
	Best describes Black Friday	911	46%
	Best describes Cyber Monday	183	9%
	Don't Know / No Opinion	906	45%
BRD10_1	<i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Laptops</i>		
	Yes, definitely will	197	10%
	Yes, probably will	292	15%
	No, probably not	467	23%
	No, definitely not	847	42%
	Don't Know / No Opinion	197	10%
BRD10_2	<i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Tablet</i>		
	Yes, definitely will	174	9%
	Yes, probably will	297	15%
	No, probably not	470	24%
	No, definitely not	852	43%
	Don't Know / No Opinion	206	10%
BRD10_3	<i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Smartphone</i>		
	Yes, definitely will	183	9%
	Yes, probably will	252	13%
	No, probably not	448	22%
	No, definitely not	923	46%
	Don't Know / No Opinion	195	10%
BRD10_4	<i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Television</i>		
	Yes, definitely will	200	10%
	Yes, probably will	305	15%
	No, probably not	443	22%
	No, definitely not	852	43%
	Don't Know / No Opinion	200	10%
BRD10_5	<i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Clothes</i>		
	Yes, definitely will	440	22%
	Yes, probably will	740	37%
	No, probably not	246	12%
	No, definitely not	380	19%
	Don't Know / No Opinion	194	10%

Question	Response	Frequency	Percentage
BRD10_6 <i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Jewelry</i>	Yes, definitely will	168	8%
	Yes, probably will	369	18%
	No, probably not	459	23%
	No, definitely not	799	40%
	Don't Know / No Opinion	206	10%
	BRD10_7 <i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Gaming system, such as an X-Box One or PlayStation 4</i>	Yes, definitely will	212
Yes, probably will	267	13%	
No, probably not	383	19%	
No, definitely not	927	46%	
Don't Know / No Opinion	211	11%	
BRD10_8 <i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Appliances</i>	Yes, definitely will	154	8%
	Yes, probably will	269	13%
	No, probably not	497	25%
	No, definitely not	875	44%
	Don't Know / No Opinion	204	10%
	BRD10_9 <i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Furniture</i>	Yes, definitely will	132
Yes, probably will		202	10%
No, probably not		529	26%
No, definitely not		919	46%
Don't Know / No Opinion		217	11%
BRD10_10 <i>Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Tools</i>		Yes, definitely will	155
	Yes, probably will	357	18%
	No, probably not	471	24%
	No, definitely not	790	40%
	Don't Know / No Opinion	227	11%

Question	Response	Frequency	Percentage
BRD11_1 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Husband</i>	Very difficult	213	11%
	Somewhat difficult	295	15%
	Not too difficult	277	14%
	Not difficult at all	318	16%
	Don't Know / No Opinion	896	45%
	BRD11_2 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Wife</i>	Very difficult	208
Somewhat difficult		244	12%
Not too difficult		232	12%
Not difficult at all		273	14%
Don't Know / No Opinion		1042	52%
BRD11_3 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? In laws</i>		Very difficult	301
	Somewhat difficult	343	17%
	Not too difficult	325	16%
	Not difficult at all	276	14%
	Don't Know / No Opinion	755	38%
	BRD11_4 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Son</i>	Very difficult	158
Somewhat difficult		248	12%
Not too difficult		407	20%
Not difficult at all		469	23%
Don't Know / No Opinion		719	36%
BRD11_5 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Daughter</i>		Very difficult	166
	Somewhat difficult	257	13%
	Not too difficult	355	18%
	Not difficult at all	490	24%
	Don't Know / No Opinion	733	37%

Question	Response	Frequency	Percentage
BRD11_6 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Friends</i>	Very difficult	171	9%
	Somewhat difficult	403	20%
	Not too difficult	599	30%
	Not difficult at all	453	23%
	Don't Know / No Opinion	375	19%
BRD11_7 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Mom</i>	Very difficult	270	13%
	Somewhat difficult	380	19%
	Not too difficult	383	19%
	Not difficult at all	445	22%
	Don't Know / No Opinion	522	26%
BRD11_8 <i>When it comes to holiday shopping, how difficult is it to shop for each of the following? Dad</i>	Very difficult	259	13%
	Somewhat difficult	321	16%
	Not too difficult	320	16%
	Not difficult at all	373	19%
	Don't Know / No Opinion	726	36%
BRD12 <i>When it comes to holiday shopping, who is it most difficult to shop for?</i>	Husband	222	11%
	Wife	271	14%
	In laws	252	13%
	Son	119	6%
	Daughter	97	5%
	Friends	202	10%
	Mom	234	12%
	Dad	198	10%
	Don't Know / No Opinion	406	20%
BRD13 <i>Are you planning on traveling outside of your current state of residence for Thanksgiving?</i>	Yes	301	15%
	No	1530	76%
	Not sure yet	169	8%

Question	Response	Frequency	Percentage
BRD14	<i>And, how do you plan on traveling? (N=470)</i>		
	Driving less than 5 hours	158	34%
	Driving more than 5 hours	131	28%
	Fling domestically	65	14%
	Flying international	24	5%
	Going on a cruise	15	3%
	Other	10	2%
	Don't Know / No Opinion	68	14%
BRD15_1	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? A stores location</i>		
	Very Important	894	45%
	Somewhat Important	602	30%
	Not Very Important	172	9%
	Not Important At All	137	7%
	Don't Know / No Opinion	196	10%
BRD15_2	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? How long the lines are</i>		
	Very Important	1001	50%
	Somewhat Important	525	26%
	Not Very Important	154	8%
	Not Important At All	123	6%
	Don't Know / No Opinion	198	10%
BRD15_3	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Sales and clearances</i>		
	Very Important	1197	60%
	Somewhat Important	404	20%
	Not Very Important	99	5%
	Not Important At All	107	5%
	Don't Know / No Opinion	193	10%
BRD15_4	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? How early the store opens</i>		
	Very Important	416	21%
	Somewhat Important	473	24%
	Not Very Important	482	24%
	Not Important At All	398	20%
	Don't Know / No Opinion	231	12%

Question	Response	Frequency	Percentage
BRD15_5	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Wide selection of merchandise or goods</i>		
	Very Important	1075	54%
	Somewhat Important	510	25%
	Not Very Important	92	5%
	Not Important At All	124	6%
	Don't Know / No Opinion	200	10%
BRD15_6	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Loyalty programs at the store or retailer</i>		
	Very Important	522	26%
	Somewhat Important	584	29%
	Not Very Important	394	20%
	Not Important At All	268	13%
	Don't Know / No Opinion	231	12%
BRD15_7	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Speed of shipping or checkout</i>		
	Very Important	963	48%
	Somewhat Important	574	29%
	Not Very Important	134	7%
	Not Important At All	132	7%
	Don't Know / No Opinion	198	10%
BRD15_8	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Ease of returns process</i>		
	Very Important	858	43%
	Somewhat Important	582	29%
	Not Very Important	203	10%
	Not Important At All	147	7%
	Don't Know / No Opinion	210	11%
BRD15_9	<i>How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales? Customer service</i>		
	Very Important	963	48%
	Somewhat Important	559	28%
	Not Very Important	144	7%
	Not Important At All	131	7%
	Don't Know / No Opinion	203	10%

Question	Response	Frequency	Percentage
BRD16	<i>And, what is the most important when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?</i>		
	A stores location	88	4%
	How long the lines are	276	14%
	Sales and clearances	681	34%
	How early the store opens	33	2%
	Wide selection of merchandise or goods	264	13%
	Loyalty programs at the store or retailer	31	2%
	Speed of shipping or checkout	130	6%
	Ease of returns process	63	3%
	Customer service	124	6%
	Don't Know / No Opinion	309	15%
BRD17	<i>This year do you think sales, clearances, and specials will be better, worse or about the same as last year?</i>		
	Sales, clearances, and specials will be better this year	493	25%
	Sales, clearances, and specials will be worse this year	189	9%
	Sales, clearances, and specials will be about the same as last year	889	44%
	Don't Know / No Opinion	429	21%

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	Total Respondents	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	418	21%
	Age: 30-44	523	26%
	Age: 45-54	409	20%
	Age: 55-64	289	14%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	724	36%
	PID: Ind (no lean)	669	33%
	PID: Rep (no lean)	607	30%
	N	2000	
xpidGender	PID/Gender: Dem Men	351	18%
	PID/Gender: Dem Women	374	19%
	PID/Gender: Ind Men	324	16%
	PID/Gender: Ind Women	345	17%
	PID/Gender: Rep Men	288	14%
	PID/Gender: Rep Women	319	16%
	N	2000	
xdemTea	Tea Party: Supporter	564	28%
	Tea Party: Not Supporter	1422	71%
	N	1986	
xdemIdeo3	Ideo: Liberal (1-3)	703	35%
	Ideo: Moderate (4)	410	20%
	Ideo: Conservative (5-7)	681	34%
	N	1793	
xeduc3	Educ: < College	1307	65%
	Educ: Bachelors degree	369	18%
	Educ: Post-grad	324	16%
	N	2000	
xdemInc3	Income: Under 50k	1088	54%
	Income: 50k-100k	647	32%
	Income: 100k+	265	13%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	500	25%
	Relig: Roman Catholic	426	21%
	Relig: Ath./Agn./None	516	26%
	Relig: Something Else	315	16%
	N	1757	
xreligion1	Relig: Jewish	51	3%
xreligion2	Relig: Evangelical	626	31%
	Relig: Non-Evang. Catholics	537	27%
	N	1163	
xreligion3	Relig: All Christian	1163	58%
	Relig: All Non-Christian	831	42%
	N	1994	
xdemUsr	Community: Urban	555	28%
	Community: Suburban	898	45%
	Community: Rural	547	27%
	N	2000	
xdemEmploy	Employ: Private Sector	645	32%
	Employ: Government	150	8%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	178	9%
	Employ: Student	106	5%
	Employ: Retired	399	20%
	Employ: Unemployed	161	8%
	Employ: Other	191	10%
	N	2000	
xdemJobStatus	Job Type: White-collar	734	37%
	Job Type: Blue-collar	857	43%
	Job Type: Don't Know	409	20%
	N	2000	
xdemMilHH1	Military HH: Yes	384	19%
	Military HH: No	1616	81%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	599	30%
	RD/WT: Wrong Track	1401	70%
	N	2000	
xnr2Bin	Obama Job: Approve	1035	52%
	Obama Job: Disapprove	874	44%
	N	1909	
xnr3	#1 Issue: Economy	658	33%
	#1 Issue: Security	372	19%
	#1 Issue: Health Care	279	14%
	#1 Issue: Medicare / Social Security	217	11%
	#1 Issue: Women's Issues	143	7%
	#1 Issue: Education	134	7%
	#1 Issue: Energy	89	4%
	#1 Issue: Other	109	5%
	N	2000	
xsubVote14O	2014 Vote: Democrat	727	36%
	2014 Vote: Republican	532	27%
	2014 Vote: Other	61	3%
	2014 Vote: Didn't Vote	676	34%
	N	1996	
xsubVote12O	2012 Vote: Barack Obama	822	41%
	2012 Vote: Mitt Romney	564	28%
	2012 Vote: Other	72	4%
	2012 Vote: Didn't Vote	538	27%
	N	1996	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

