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Morning Consult
National Tracking Poll #161201
December 01-02, 2016

Crosstabulation Results

Methodology:

This poll was conducted from December 01-02, 2016, among a national sample of 1605 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, region, annual household income, home ownership status and marital status. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1_NET: How much have you seen, read or heard recently about the Starbucks "Holiday cup" controversy?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(237)	32%	(519)	23%	(361)	30%	(488)	1605
Gender: Male	15%	(115)	30%	(231)	23%	(177)	32%	(249)	773
Gender: Female	15%	(122)	35%	(288)	22%	(185)	29%	(238)	832
Age: 18-29	22%	(88)	35%	(142)	20%	(79)	23%	(91)	400
Age: 30-44	20%	(92)	29%	(134)	20%	(93)	30%	(139)	458
Age: 45-54	10%	(28)	33%	(91)	25%	(69)	32%	(90)	279
Age: 55-64	7%	(19)	32%	(83)	23%	(58)	38%	(98)	259
Age: 65+	5%	(10)	33%	(69)	29%	(62)	33%	(69)	210
PID: Dem (no lean)	15%	(85)	31%	(177)	22%	(125)	31%	(176)	564
PID: Ind (no lean)	14%	(77)	31%	(168)	23%	(123)	33%	(177)	545
PID: Rep (no lean)	15%	(75)	35%	(175)	23%	(113)	27%	(134)	497
PID/Gender: Dem Men	15%	(42)	30%	(80)	19%	(52)	36%	(98)	271
PID/Gender: Dem Women	15%	(44)	33%	(97)	25%	(73)	27%	(79)	292
PID/Gender: Ind Men	12%	(30)	28%	(71)	23%	(59)	37%	(94)	254
PID/Gender: Ind Women	16%	(47)	33%	(96)	22%	(64)	29%	(83)	291
PID/Gender: Rep Men	18%	(44)	32%	(80)	27%	(66)	23%	(58)	247
PID/Gender: Rep Women	13%	(31)	38%	(95)	19%	(47)	31%	(76)	250
Tea Party: Supporter	23%	(90)	38%	(149)	18%	(73)	21%	(84)	396
Tea Party: Not Supporter	12%	(147)	31%	(368)	24%	(288)	33%	(396)	1199
Ideo: Liberal (1-3)	22%	(117)	35%	(191)	19%	(104)	24%	(132)	545
Ideo: Moderate (4)	11%	(35)	35%	(118)	23%	(78)	31%	(105)	336
Ideo: Conservative (5-7)	11%	(55)	34%	(175)	26%	(135)	28%	(145)	511
Educ: < College	13%	(149)	29%	(331)	24%	(272)	34%	(390)	1142
Educ: Bachelors degree	17%	(52)	44%	(135)	17%	(52)	21%	(65)	303
Educ: Post-grad	23%	(36)	33%	(53)	24%	(38)	20%	(32)	159
Income: Under 50k	14%	(133)	30%	(292)	23%	(224)	33%	(325)	975
Income: 50k-100k	17%	(79)	36%	(169)	20%	(94)	28%	(133)	475
Income: 100k+	16%	(25)	37%	(58)	28%	(43)	19%	(29)	155
Ethnicity: White	14%	(183)	35%	(442)	22%	(282)	29%	(369)	1276

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Table BRD1_NET: How much have you seen, read or heard recently about the Starbucks "Holiday cup" controversy?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(237)	32%	(519)	23%	(361)	30%	(488)	1605
Ethnicity: Hispanic	26%	(62)	27%	(64)	19%	(45)	29%	(69)	240
Ethnicity: Afr. Am.	14%	(27)	21%	(42)	23%	(46)	42%	(82)	196
Ethnicity: Other	20%	(27)	27%	(36)	25%	(33)	28%	(37)	133
Relig: Protestant	13%	(46)	38%	(135)	24%	(84)	25%	(89)	354
Relig: Roman Catholic	16%	(50)	36%	(113)	20%	(62)	29%	(91)	317
Relig: Ath./Agn./None	16%	(79)	29%	(144)	19%	(94)	35%	(170)	488
Relig: Something Else	16%	(42)	30%	(79)	28%	(73)	27%	(72)	266
Relig: Evangelical	15%	(68)	35%	(158)	22%	(98)	28%	(125)	449
Relig: Non-Evang. Catholics	12%	(48)	35%	(138)	23%	(94)	30%	(120)	400
Relig: All Christian	14%	(116)	35%	(296)	23%	(192)	29%	(245)	849
Relig: All Non-Christian	16%	(121)	30%	(223)	22%	(168)	32%	(242)	754
Community: Urban	21%	(96)	31%	(140)	20%	(92)	28%	(126)	454
Community: Suburban	12%	(83)	34%	(237)	23%	(161)	31%	(217)	697
Community: Rural	13%	(58)	31%	(143)	24%	(108)	32%	(145)	453
Employ: Private Sector	20%	(100)	34%	(173)	22%	(113)	23%	(117)	504
Employ: Government	12%	(14)	39%	(46)	20%	(23)	29%	(34)	117
Employ: Self-Employed	17%	(25)	34%	(50)	21%	(31)	27%	(39)	145
Employ: Homemaker	14%	(19)	30%	(42)	16%	(23)	41%	(57)	141
Employ: Student	22%	(21)	29%	(28)	30%	(28)	20%	(19)	95
Employ: Retired	7%	(21)	30%	(83)	27%	(75)	37%	(103)	281
Employ: Unemployed	9%	(14)	29%	(45)	23%	(36)	39%	(60)	155
Employ: Other	14%	(23)	32%	(53)	20%	(32)	35%	(58)	166
Job Type: White-collar	20%	(100)	38%	(184)	22%	(108)	20%	(96)	487
Job Type: Blue-collar	14%	(98)	35%	(246)	22%	(152)	30%	(209)	706
Job Type: Don't Know	10%	(39)	22%	(89)	24%	(101)	44%	(182)	411
Military HH: Yes	17%	(51)	33%	(101)	20%	(62)	31%	(96)	311
Military HH: No	14%	(186)	32%	(418)	23%	(299)	30%	(392)	1294
RD/WT: Right Direction	19%	(108)	33%	(188)	21%	(117)	27%	(152)	565
RD/WT: Wrong Track	12%	(129)	32%	(331)	24%	(244)	32%	(335)	1040
Obama Job: Approve	18%	(160)	34%	(292)	21%	(181)	27%	(231)	864
Obama Job: Disapprove	11%	(71)	32%	(208)	26%	(167)	32%	(205)	650

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Table BRD1_NET: How much have you seen, read or heard recently about the Starbucks "Holiday cup" controversy?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(237)	32%	(519)	23%	(361)	30%	(488)	1605
#1 Issue: Economy	14%	(75)	32%	(171)	22%	(119)	31%	(165)	531
#1 Issue: Security	10%	(31)	34%	(101)	22%	(66)	34%	(102)	300
#1 Issue: Health Care	12%	(29)	34%	(86)	23%	(57)	31%	(78)	250
#1 Issue: Medicare / Social Security	14%	(25)	31%	(54)	23%	(39)	32%	(56)	175
#1 Issue: Women's Issues	30%	(31)	37%	(38)	19%	(19)	14%	(14)	102
#1 Issue: Education	21%	(24)	26%	(29)	21%	(24)	32%	(35)	112
#1 Issue: Energy	22%	(17)	28%	(21)	23%	(18)	27%	(20)	76
#1 Issue: Other	9%	(5)	29%	(17)	35%	(21)	27%	(16)	59
2012 Vote: Barack Obama	18%	(107)	35%	(212)	19%	(117)	27%	(165)	602
2012 Vote: Mitt Romney	13%	(48)	35%	(129)	24%	(89)	28%	(104)	369
2012 Vote: Other	12%	(8)	37%	(25)	15%	(10)	36%	(24)	68
2012 Vote: Didn't Vote	13%	(72)	27%	(152)	26%	(143)	34%	(192)	561
4-Region: Northeast	14%	(40)	36%	(106)	21%	(62)	29%	(85)	293
4-Region: Midwest	11%	(39)	31%	(106)	25%	(85)	33%	(115)	345
4-Region: South	16%	(96)	31%	(186)	20%	(121)	32%	(191)	594
4-Region: West	17%	(62)	32%	(121)	25%	(93)	26%	(97)	373

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2_NET: Do you think it is appropriate or inappropriate for store employees to say "Merry Christmas" to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	66%	(530)	8%	(64)	26%	(204)	798
Gender: Male	65%	(259)	10%	(40)	25%	(99)	398
Gender: Female	68%	(272)	6%	(24)	26%	(105)	401
Age: 18-29	54%	(102)	18%	(34)	27%	(51)	188
Age: 30-44	66%	(160)	6%	(16)	27%	(66)	242
Age: 45-54	71%	(93)	3%	(5)	26%	(34)	131
Age: 55-64	72%	(98)	4%	(5)	24%	(32)	135
Age: 65+	75%	(77)	4%	(4)	20%	(21)	102
PID: Dem (no lean)	60%	(160)	11%	(30)	29%	(77)	266
PID: Ind (no lean)	60%	(174)	6%	(18)	34%	(97)	289
PID: Rep (no lean)	81%	(196)	7%	(16)	13%	(30)	243
PID/Gender: Dem Men	58%	(74)	14%	(18)	28%	(35)	127
PID/Gender: Dem Women	61%	(86)	9%	(12)	30%	(42)	140
PID/Gender: Ind Men	59%	(87)	8%	(12)	33%	(49)	148
PID/Gender: Ind Women	61%	(87)	4%	(6)	34%	(48)	142
PID/Gender: Rep Men	79%	(98)	9%	(11)	12%	(15)	123
PID/Gender: Rep Women	83%	(99)	4%	(5)	13%	(16)	119
Tea Party: Supporter	76%	(160)	13%	(28)	11%	(22)	211
Tea Party: Not Supporter	63%	(367)	6%	(36)	31%	(178)	581
Ideo: Liberal (1-3)	52%	(136)	17%	(46)	30%	(79)	261
Ideo: Moderate (4)	77%	(134)	5%	(9)	18%	(30)	173
Ideo: Conservative (5-7)	83%	(220)	2%	(6)	15%	(39)	265
Educ: < College	64%	(358)	7%	(41)	28%	(157)	557
Educ: Bachelors degree	72%	(114)	9%	(15)	19%	(30)	159
Educ: Post-grad	70%	(58)	10%	(8)	20%	(17)	83
Income: Under 50k	65%	(315)	8%	(40)	27%	(133)	489
Income: 50k-100k	70%	(158)	7%	(15)	23%	(52)	225
Income: 100k+	68%	(57)	10%	(9)	22%	(19)	84

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Table BRD2_NET: Do you think it is appropriate or inappropriate for store employees to say "Merry Christmas" to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	66%	(530)	8%	(64)	26%	(204)	798
Ethnicity: White	72%	(456)	6%	(40)	22%	(138)	635
Ethnicity: Hispanic	58%	(73)	14%	(18)	28%	(35)	126
Ethnicity: Afr. Am.	43%	(38)	13%	(12)	44%	(39)	88
Ethnicity: Other	48%	(36)	16%	(12)	36%	(27)	75
Relig: Protestant	81%	(133)	5%	(8)	14%	(24)	165
Relig: Roman Catholic	69%	(101)	12%	(18)	18%	(27)	146
Relig: Ath./Agn./None	58%	(164)	6%	(17)	36%	(103)	283
Relig: Something Else	68%	(78)	10%	(12)	22%	(26)	116
Relig: Evangelical	74%	(162)	10%	(22)	16%	(36)	220
Relig: Non-Evang. Catholics	70%	(126)	8%	(14)	22%	(40)	180
Relig: All Christian	72%	(288)	9%	(36)	19%	(76)	399
Relig: All Non-Christian	61%	(242)	7%	(28)	32%	(128)	399
Community: Urban	57%	(130)	11%	(26)	32%	(73)	230
Community: Suburban	70%	(248)	6%	(22)	24%	(84)	354
Community: Rural	71%	(152)	7%	(16)	22%	(47)	215
Employ: Private Sector	68%	(184)	9%	(25)	22%	(60)	270
Employ: Government	62%	(33)	11%	(6)	26%	(14)	53
Employ: Self-Employed	65%	(45)	6%	(4)	29%	(20)	69
Employ: Homemaker	68%	(52)	7%	(6)	25%	(20)	78
Employ: Student	54%	(30)	16%	(9)	30%	(17)	56
Employ: Retired	71%	(102)	3%	(5)	25%	(36)	142
Employ: Unemployed	69%	(46)	10%	(7)	21%	(14)	67
Employ: Other	59%	(38)	4%	(2)	37%	(24)	64
Job Type: White-collar	63%	(160)	13%	(33)	24%	(60)	254
Job Type: Blue-collar	75%	(251)	5%	(15)	20%	(67)	333
Job Type: Don't Know	56%	(119)	7%	(15)	36%	(77)	212
Military HH: Yes	67%	(109)	10%	(16)	23%	(37)	162
Military HH: No	66%	(421)	8%	(48)	26%	(167)	636
RD/WT: Right Direction	63%	(174)	15%	(40)	22%	(62)	276
RD/WT: Wrong Track	68%	(356)	4%	(23)	27%	(143)	522

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Table BRD2_NET: Do you think it is appropriate or inappropriate for store employees to say "Merry Christmas" to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	66%	(530)	8%	(64)	26%	(204)	798
Obama Job: Approve	60%	(252)	12%	(50)	29%	(121)	422
Obama Job: Disapprove	77%	(255)	4%	(13)	18%	(61)	330
#1 Issue: Economy	69%	(195)	8%	(22)	23%	(66)	283
#1 Issue: Security	79%	(112)	8%	(11)	13%	(19)	143
#1 Issue: Health Care	60%	(75)	13%	(16)	27%	(34)	125
#1 Issue: Medicare / Social Security	67%	(56)	3%	(2)	30%	(25)	83
#1 Issue: Education	62%	(34)	8%	(5)	30%	(17)	55
2012 Vote: Barack Obama	59%	(176)	10%	(28)	31%	(93)	298
2012 Vote: Mitt Romney	81%	(142)	4%	(7)	15%	(26)	175
2012 Vote: Didn't Vote	62%	(174)	10%	(27)	28%	(78)	279
4-Region: Northeast	65%	(86)	9%	(12)	26%	(34)	132
4-Region: Midwest	62%	(110)	8%	(14)	31%	(54)	178
4-Region: South	69%	(195)	9%	(26)	22%	(64)	285
4-Region: West	68%	(138)	6%	(12)	26%	(52)	203

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_NET: Do you think it is appropriate or inappropriate for store employees to say "Happy Holidays" to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	61%	(492)	13%	(103)	26%	(211)	807
Gender: Male	61%	(228)	15%	(57)	24%	(90)	375
Gender: Female	61%	(265)	11%	(46)	28%	(121)	432
Age: 18-29	66%	(141)	8%	(17)	26%	(54)	212
Age: 30-44	58%	(125)	11%	(23)	31%	(68)	216
Age: 45-54	59%	(87)	19%	(27)	23%	(33)	148
Age: 55-64	67%	(83)	10%	(12)	23%	(29)	123
Age: 65+	54%	(58)	22%	(23)	25%	(27)	108
PID: Dem (no lean)	68%	(203)	10%	(29)	22%	(66)	297
PID: Ind (no lean)	55%	(139)	10%	(26)	35%	(91)	255
PID: Rep (no lean)	59%	(150)	19%	(49)	22%	(55)	254
PID/Gender: Dem Men	69%	(100)	12%	(17)	19%	(28)	145
PID/Gender: Dem Women	68%	(103)	8%	(12)	25%	(38)	152
PID/Gender: Ind Men	53%	(56)	14%	(15)	33%	(35)	107
PID/Gender: Ind Women	56%	(83)	7%	(10)	37%	(55)	149
PID/Gender: Rep Men	58%	(72)	20%	(25)	22%	(27)	124
PID/Gender: Rep Women	60%	(78)	18%	(24)	21%	(28)	130
Tea Party: Supporter	65%	(121)	18%	(33)	17%	(31)	185
Tea Party: Not Supporter	60%	(371)	11%	(70)	29%	(178)	618
Ideo: Liberal (1-3)	65%	(186)	10%	(30)	24%	(68)	284
Ideo: Moderate (4)	60%	(97)	12%	(20)	28%	(46)	163
Ideo: Conservative (5-7)	59%	(144)	18%	(43)	24%	(58)	246
Educ: < College	60%	(352)	13%	(76)	27%	(158)	586
Educ: Bachelors degree	65%	(93)	12%	(17)	23%	(34)	144
Educ: Post-grad	62%	(48)	12%	(9)	25%	(20)	77
Income: Under 50k	60%	(291)	13%	(65)	27%	(130)	486
Income: 50k-100k	62%	(156)	12%	(31)	25%	(63)	250
Income: 100k+	65%	(46)	9%	(7)	26%	(18)	71

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Table BRD3_NET: Do you think it is appropriate or inappropriate for store employees to say "Happy Holidays" to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	61% (492)	13% (103)	26% (211)	807
Ethnicity: White	61% (390)	13% (83)	26% (169)	642
Ethnicity: Hispanic	60% (69)	18% (21)	22% (25)	114
Ethnicity: Afr. Am.	64% (69)	9% (10)	27% (29)	108
Ethnicity: Other	60% (34)	16% (9)	24% (14)	58
Relig: Protestant	61% (114)	19% (35)	21% (39)	189
Relig: Roman Catholic	64% (109)	14% (24)	22% (37)	171
Relig: Ath./Agn./None	59% (121)	8% (16)	33% (68)	205
Relig: Something Else	62% (93)	9% (13)	30% (45)	151
Relig: Evangelical	60% (136)	19% (44)	21% (49)	229
Relig: Non-Evang. Catholics	64% (141)	13% (30)	23% (50)	221
Relig: All Christian	62% (277)	16% (74)	22% (99)	450
Relig: All Non-Christian	60% (214)	8% (29)	32% (112)	355
Community: Urban	65% (146)	11% (24)	24% (55)	224
Community: Suburban	60% (205)	12% (40)	29% (99)	343
Community: Rural	59% (142)	17% (40)	24% (58)	239
Employ: Private Sector	61% (143)	11% (25)	29% (67)	234
Employ: Government	64% (41)	21% (13)	15% (10)	64
Employ: Self-Employed	74% (56)	15% (11)	11% (8)	76
Employ: Homemaker	60% (38)	4% (3)	36% (23)	63
Employ: Retired	54% (76)	20% (28)	25% (35)	139
Employ: Unemployed	51% (46)	7% (6)	42% (37)	89
Employ: Other	64% (65)	15% (15)	21% (21)	102
Job Type: White-collar	63% (148)	15% (34)	22% (52)	234
Job Type: Blue-collar	65% (243)	13% (49)	22% (82)	373
Job Type: Don't Know	51% (102)	10% (20)	39% (78)	200
Military HH: Yes	57% (86)	17% (25)	26% (38)	149
Military HH: No	62% (407)	12% (78)	26% (173)	658
RD/WT: Right Direction	64% (185)	14% (40)	22% (63)	289
RD/WT: Wrong Track	59% (307)	12% (63)	29% (148)	518

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Table BRD3_NET: Do you think it is appropriate or inappropriate for store employees to say "Happy Holidays" to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	61% (492)	13% (103)	26% (211)	807
Obama Job: Approve	66% (293)	9% (39)	25% (109)	442
Obama Job: Disapprove	56% (181)	19% (62)	24% (78)	321
#1 Issue: Economy	64% (159)	9% (23)	27% (66)	248
#1 Issue: Security	57% (90)	20% (32)	23% (36)	158
#1 Issue: Health Care	65% (81)	14% (18)	21% (27)	125
#1 Issue: Medicare / Social Security	60% (55)	16% (14)	24% (22)	92
#1 Issue: Women's Issues	54% (29)	10% (5)	36% (20)	54
#1 Issue: Education	56% (32)	8% (5)	36% (20)	57
2012 Vote: Barack Obama	69% (211)	8% (26)	22% (67)	303
2012 Vote: Mitt Romney	53% (103)	24% (47)	23% (44)	194
2012 Vote: Didn't Vote	59% (165)	10% (28)	32% (89)	281
4-Region: Northeast	65% (104)	10% (16)	25% (41)	161
4-Region: Midwest	67% (112)	13% (21)	20% (34)	167
4-Region: South	55% (170)	15% (45)	31% (94)	309
4-Region: West	63% (107)	12% (20)	25% (42)	170

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	66%	(524)	9%	(68)	26%	(206)	798
Gender: Male	61%	(241)	12%	(47)	27%	(109)	398
Gender: Female	71%	(283)	5%	(21)	24%	(97)	401
Age: 18-29	59%	(110)	15%	(28)	26%	(49)	188
Age: 30-44	63%	(153)	9%	(23)	27%	(66)	242
Age: 45-54	64%	(84)	8%	(10)	28%	(37)	131
Age: 55-64	73%	(99)	2%	(3)	25%	(34)	135
Age: 65+	77%	(78)	4%	(4)	19%	(20)	102
PID: Dem (no lean)	60%	(161)	11%	(28)	29%	(78)	266
PID: Ind (no lean)	59%	(169)	6%	(18)	35%	(102)	289
PID: Rep (no lean)	80%	(195)	9%	(22)	11%	(26)	243
PID/Gender: Dem Men	56%	(72)	14%	(18)	29%	(37)	127
PID/Gender: Dem Women	64%	(89)	7%	(10)	29%	(41)	140
PID/Gender: Ind Men	54%	(79)	8%	(12)	38%	(56)	148
PID/Gender: Ind Women	64%	(90)	4%	(6)	32%	(46)	142
PID/Gender: Rep Men	73%	(90)	14%	(17)	13%	(16)	123
PID/Gender: Rep Women	87%	(104)	4%	(5)	8%	(10)	119
Tea Party: Supporter	76%	(161)	11%	(22)	13%	(27)	211
Tea Party: Not Supporter	62%	(360)	8%	(46)	30%	(175)	581
Ideo: Liberal (1-3)	56%	(145)	16%	(43)	28%	(73)	261
Ideo: Moderate (4)	75%	(130)	5%	(8)	21%	(36)	173
Ideo: Conservative (5-7)	79%	(209)	6%	(16)	15%	(40)	265
Educ: < College	64%	(356)	8%	(43)	28%	(157)	557
Educ: Bachelors degree	72%	(115)	8%	(13)	20%	(31)	159
Educ: Post-grad	64%	(53)	15%	(12)	21%	(18)	83
Income: Under 50k	62%	(305)	10%	(49)	28%	(135)	489
Income: 50k-100k	72%	(163)	5%	(11)	22%	(51)	225
Income: 100k+	67%	(56)	10%	(8)	24%	(20)	84

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Table BRD4_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	66%	(524)	9%	(68)	26%	(206)	798
Ethnicity: White	69%	(440)	8%	(51)	23%	(144)	635
Ethnicity: Hispanic	58%	(73)	13%	(16)	29%	(37)	126
Ethnicity: Afr. Am.	51%	(45)	7%	(6)	42%	(37)	88
Ethnicity: Other	52%	(39)	15%	(11)	33%	(25)	75
Relig: Protestant	81%	(133)	5%	(8)	15%	(24)	165
Relig: Roman Catholic	70%	(101)	11%	(16)	19%	(28)	146
Relig: Ath./Agn./None	55%	(157)	8%	(23)	37%	(104)	283
Relig: Something Else	65%	(75)	14%	(16)	21%	(25)	116
Relig: Evangelical	75%	(165)	8%	(17)	17%	(38)	220
Relig: Non-Evang. Catholics	71%	(128)	7%	(12)	22%	(40)	180
Relig: All Christian	73%	(293)	7%	(29)	19%	(78)	399
Relig: All Non-Christian	58%	(232)	10%	(39)	32%	(128)	399
Community: Urban	58%	(134)	8%	(19)	34%	(77)	230
Community: Suburban	71%	(251)	8%	(29)	21%	(74)	354
Community: Rural	65%	(139)	9%	(20)	26%	(55)	215
Employ: Private Sector	69%	(186)	8%	(21)	23%	(62)	270
Employ: Government	69%	(37)	14%	(8)	16%	(9)	53
Employ: Self-Employed	59%	(40)	12%	(8)	30%	(21)	69
Employ: Homemaker	61%	(48)	10%	(8)	29%	(22)	78
Employ: Student	55%	(31)	13%	(7)	32%	(18)	56
Employ: Retired	70%	(100)	4%	(5)	26%	(37)	142
Employ: Unemployed	64%	(43)	9%	(6)	27%	(18)	67
Employ: Other	63%	(41)	8%	(5)	29%	(19)	64
Job Type: White-collar	67%	(171)	10%	(25)	23%	(58)	254
Job Type: Blue-collar	73%	(245)	7%	(22)	20%	(66)	333
Job Type: Don't Know	51%	(109)	10%	(21)	39%	(82)	212
Military HH: Yes	68%	(110)	8%	(12)	24%	(39)	162
Military HH: No	65%	(414)	9%	(56)	26%	(167)	636
RD/WT: Right Direction	63%	(175)	13%	(36)	24%	(65)	276
RD/WT: Wrong Track	67%	(350)	6%	(32)	27%	(141)	522

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Table BRD4_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	66%	(524)	9%	(68)	26%	(206)	798
Obama Job: Approve	61%	(257)	11%	(45)	28%	(120)	422
Obama Job: Disapprove	74%	(243)	7%	(23)	19%	(63)	330
#1 Issue: Economy	70%	(197)	9%	(25)	22%	(61)	283
#1 Issue: Security	79%	(112)	5%	(8)	16%	(23)	143
#1 Issue: Health Care	56%	(70)	13%	(17)	30%	(38)	125
#1 Issue: Medicare / Social Security	66%	(54)	5%	(5)	29%	(24)	83
#1 Issue: Education	59%	(32)	6%	(3)	36%	(20)	55
2012 Vote: Barack Obama	62%	(184)	9%	(27)	29%	(88)	298
2012 Vote: Mitt Romney	79%	(138)	8%	(14)	13%	(23)	175
2012 Vote: Didn't Vote	60%	(167)	10%	(27)	30%	(85)	279
4-Region: Northeast	62%	(82)	10%	(13)	28%	(37)	132
4-Region: Midwest	59%	(105)	8%	(15)	33%	(59)	178
4-Region: South	69%	(197)	9%	(25)	22%	(63)	285
4-Region: West	69%	(140)	8%	(15)	23%	(47)	203

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	61%	(494)	12%	(98)	27%	(214)	807
Gender: Male	60%	(227)	16%	(59)	24%	(90)	375
Gender: Female	62%	(267)	9%	(40)	29%	(124)	432
Age: 18-29	65%	(138)	7%	(15)	28%	(59)	212
Age: 30-44	57%	(123)	11%	(24)	32%	(69)	216
Age: 45-54	62%	(91)	17%	(26)	21%	(31)	148
Age: 55-64	67%	(83)	8%	(10)	24%	(30)	123
Age: 65+	55%	(59)	22%	(23)	24%	(26)	108
PID: Dem (no lean)	69%	(204)	7%	(22)	24%	(71)	297
PID: Ind (no lean)	56%	(143)	8%	(21)	36%	(92)	255
PID: Rep (no lean)	58%	(147)	22%	(56)	20%	(52)	254
PID/Gender: Dem Men	68%	(99)	11%	(15)	21%	(31)	145
PID/Gender: Dem Women	69%	(106)	4%	(7)	26%	(40)	152
PID/Gender: Ind Men	56%	(59)	11%	(12)	33%	(35)	107
PID/Gender: Ind Women	56%	(83)	6%	(9)	38%	(57)	149
PID/Gender: Rep Men	55%	(69)	25%	(31)	19%	(24)	124
PID/Gender: Rep Women	60%	(78)	18%	(24)	21%	(28)	130
Tea Party: Supporter	60%	(111)	19%	(34)	22%	(40)	185
Tea Party: Not Supporter	62%	(383)	10%	(64)	28%	(172)	618
Ideo: Liberal (1-3)	65%	(186)	10%	(29)	24%	(69)	284
Ideo: Moderate (4)	62%	(101)	9%	(14)	29%	(47)	163
Ideo: Conservative (5-7)	57%	(141)	19%	(46)	24%	(59)	246
Educ: < College	60%	(353)	12%	(69)	28%	(163)	586
Educ: Bachelors degree	67%	(97)	11%	(16)	21%	(31)	144
Educ: Post-grad	57%	(44)	17%	(13)	26%	(20)	77
Income: Under 50k	62%	(299)	12%	(58)	26%	(128)	486
Income: 50k-100k	59%	(148)	13%	(33)	28%	(69)	250
Income: 100k+	67%	(47)	10%	(7)	23%	(16)	71

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Table BRD5_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	61% (494)	12% (98)	27% (214)	807
Ethnicity: White	60% (386)	13% (84)	27% (172)	642
Ethnicity: Hispanic	59% (68)	15% (18)	25% (29)	114
Ethnicity: Afr. Am.	67% (72)	8% (8)	26% (28)	108
Ethnicity: Other	63% (36)	11% (7)	25% (15)	58
Relig: Protestant	60% (113)	17% (33)	23% (44)	189
Relig: Roman Catholic	65% (112)	12% (21)	22% (38)	171
Relig: Ath./Agn./None	60% (123)	7% (14)	33% (68)	205
Relig: Something Else	63% (95)	8% (12)	29% (44)	151
Relig: Evangelical	57% (131)	21% (49)	21% (48)	229
Relig: Non-Evang. Catholics	65% (144)	10% (23)	25% (54)	221
Relig: All Christian	61% (275)	16% (72)	23% (103)	450
Relig: All Non-Christian	61% (218)	7% (26)	31% (111)	355
Community: Urban	64% (143)	10% (23)	26% (58)	224
Community: Suburban	61% (210)	11% (39)	27% (94)	343
Community: Rural	59% (141)	15% (36)	26% (62)	239
Employ: Private Sector	60% (140)	11% (27)	29% (68)	234
Employ: Government	74% (48)	7% (4)	19% (13)	64
Employ: Self-Employed	73% (55)	16% (12)	12% (9)	76
Employ: Homemaker	58% (37)	8% (5)	33% (21)	63
Employ: Retired	56% (79)	20% (27)	24% (33)	139
Employ: Unemployed	50% (45)	11% (10)	39% (34)	89
Employ: Other	62% (63)	13% (13)	26% (26)	102
Job Type: White-collar	63% (148)	14% (33)	23% (53)	234
Job Type: Blue-collar	65% (243)	13% (48)	22% (82)	373
Job Type: Don't Know	52% (103)	9% (17)	40% (80)	200
Military HH: Yes	54% (81)	20% (29)	26% (39)	149
Military HH: No	63% (413)	10% (69)	27% (175)	658
RD/WT: Right Direction	64% (184)	13% (38)	23% (67)	289
RD/WT: Wrong Track	60% (310)	12% (61)	28% (147)	518

Continued on next page

Table BRD5_NET: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	61% (494)	12% (98)	27% (214)	807
Obama Job: Approve	65% (287)	8% (37)	27% (117)	442
Obama Job: Disapprove	59% (189)	19% (60)	22% (72)	321
#1 Issue: Economy	64% (160)	11% (27)	25% (61)	248
#1 Issue: Security	59% (93)	18% (29)	23% (36)	158
#1 Issue: Health Care	63% (79)	9% (11)	28% (35)	125
#1 Issue: Medicare / Social Security	60% (55)	15% (14)	25% (23)	92
#1 Issue: Women's Issues	58% (31)	7% (4)	34% (19)	54
#1 Issue: Education	56% (32)	14% (8)	30% (17)	57
2012 Vote: Barack Obama	69% (210)	5% (16)	26% (78)	303
2012 Vote: Mitt Romney	54% (105)	26% (50)	20% (40)	194
2012 Vote: Didn't Vote	58% (164)	10% (29)	31% (88)	281
4-Region: Northeast	59% (95)	14% (23)	27% (43)	161
4-Region: Midwest	66% (110)	13% (22)	21% (35)	167
4-Region: South	55% (171)	13% (41)	31% (97)	309
4-Region: West	70% (118)	7% (12)	23% (39)	170

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD6_NET: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (528)	16% (251)	3% (46)	1% (17)	39% (629)	8% (134)	1605
Gender: Male	30% (231)	21% (163)	3% (26)	1% (10)	35% (269)	10% (75)	773
Gender: Female	36% (297)	11% (89)	2% (20)	1% (7)	43% (360)	7% (59)	832
Age: 18-29	25% (98)	15% (62)	3% (13)	1% (6)	43% (172)	12% (48)	400
Age: 30-44	28% (128)	19% (89)	3% (13)	2% (9)	38% (175)	10% (44)	458
Age: 45-54	40% (112)	13% (36)	2% (7)	1% (2)	36% (99)	8% (23)	279
Age: 55-64	37% (96)	12% (30)	3% (8)	— (0)	44% (113)	4% (12)	259
Age: 65+	45% (94)	17% (35)	2% (4)	— (0)	33% (70)	4% (7)	210
PID: Dem (no lean)	23% (127)	14% (79)	5% (31)	1% (6)	50% (281)	7% (40)	564
PID: Ind (no lean)	25% (138)	15% (81)	1% (8)	2% (8)	43% (233)	14% (77)	545
PID: Rep (no lean)	53% (263)	18% (91)	2% (8)	— (2)	23% (116)	3% (17)	497
PID/Gender: Dem Men	21% (58)	16% (43)	7% (18)	2% (5)	45% (121)	10% (26)	271
PID/Gender: Dem Women	24% (69)	12% (35)	4% (13)	— (1)	55% (160)	5% (14)	292
PID/Gender: Ind Men	23% (58)	22% (56)	2% (4)	2% (5)	36% (92)	15% (39)	254
PID/Gender: Ind Women	28% (80)	9% (25)	1% (3)	1% (4)	48% (141)	13% (38)	291
PID/Gender: Rep Men	47% (115)	26% (63)	2% (4)	— (1)	23% (56)	4% (9)	247
PID/Gender: Rep Women	59% (148)	11% (28)	2% (4)	1% (2)	24% (60)	3% (8)	250
Tea Party: Supporter	44% (176)	26% (104)	3% (13)	1% (2)	23% (92)	2% (9)	396
Tea Party: Not Supporter	29% (350)	12% (146)	3% (33)	1% (15)	45% (535)	10% (121)	1199
Ideo: Liberal (1-3)	21% (117)	17% (90)	5% (28)	2% (12)	49% (266)	6% (31)	545
Ideo: Moderate (4)	28% (93)	17% (57)	3% (9)	1% (3)	43% (143)	9% (31)	336
Ideo: Conservative (5-7)	52% (265)	16% (84)	1% (6)	— (2)	27% (139)	3% (15)	511
Educ: < College	34% (388)	15% (166)	2% (26)	1% (9)	39% (441)	10% (111)	1142
Educ: Bachelors degree	30% (91)	19% (58)	4% (12)	1% (2)	42% (126)	5% (15)	303
Educ: Post-grad	31% (49)	17% (28)	5% (8)	3% (6)	39% (62)	5% (7)	159

Continued on next page

Table BRD6_NET: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (528)	16% (251)	3% (46)	1% (17)	39% (629)	8% (134)	1605
Income: Under 50k	31% (304)	15% (149)	3% (25)	1% (13)	40% (390)	10% (94)	975
Income: 50k-100k	38% (182)	14% (68)	2% (11)	1% (2)	39% (183)	6% (28)	475
Income: 100k+	27% (41)	22% (35)	6% (10)	1% (1)	36% (57)	7% (12)	155
Ethnicity: White	36% (455)	15% (190)	3% (34)	1% (9)	40% (512)	6% (76)	1276
Ethnicity: Hispanic	24% (57)	20% (47)	4% (9)	4% (9)	36% (86)	14% (33)	240
Ethnicity: Afr. Am.	24% (48)	15% (30)	4% (8)	1% (3)	37% (73)	17% (34)	196
Ethnicity: Other	20% (26)	23% (31)	2% (3)	4% (5)	33% (44)	18% (24)	133
Relig: Protestant	47% (168)	18% (63)	1% (4)	1% (3)	29% (101)	4% (16)	354
Relig: Roman Catholic	32% (101)	23% (74)	4% (13)	2% (6)	33% (105)	6% (17)	317
Relig: Ath./Agn./None	21% (101)	11% (55)	3% (15)	— (1)	52% (256)	12% (61)	488
Relig: Something Else	30% (80)	14% (36)	5% (12)	2% (6)	42% (112)	8% (20)	266
Relig: Evangelical	51% (229)	16% (70)	2% (8)	1% (6)	25% (112)	5% (25)	449
Relig: Non-Evang. Catholics	30% (119)	22% (89)	3% (11)	1% (4)	37% (150)	7% (28)	400
Relig: All Christian	41% (348)	19% (159)	2% (19)	1% (9)	31% (262)	6% (53)	849
Relig: All Non-Christian	24% (180)	12% (91)	4% (27)	1% (7)	49% (367)	11% (81)	754
Community: Urban	28% (125)	16% (74)	2% (11)	2% (7)	42% (193)	9% (43)	454
Community: Suburban	32% (226)	16% (114)	3% (21)	— (3)	41% (284)	7% (49)	697
Community: Rural	39% (177)	14% (63)	3% (14)	1% (6)	34% (152)	9% (41)	453
Employ: Private Sector	32% (164)	19% (94)	2% (11)	— (1)	40% (199)	7% (34)	504
Employ: Government	25% (29)	21% (25)	5% (6)	9% (11)	32% (38)	7% (9)	117
Employ: Self-Employed	35% (50)	18% (27)	4% (6)	1% (2)	34% (49)	8% (12)	145
Employ: Homemaker	39% (54)	13% (18)	1% (1)	1% (2)	39% (55)	7% (10)	141
Employ: Student	15% (14)	15% (14)	3% (3)	1% (1)	53% (51)	13% (12)	95
Employ: Retired	42% (118)	13% (37)	2% (6)	— (0)	36% (100)	7% (19)	281
Employ: Unemployed	27% (42)	12% (19)	2% (2)	— (0)	46% (71)	14% (21)	155
Employ: Other	34% (56)	10% (17)	6% (10)	— (0)	39% (65)	11% (18)	166
Job Type: White-collar	32% (156)	20% (96)	3% (16)	1% (6)	40% (197)	4% (17)	487
Job Type: Blue-collar	41% (287)	14% (102)	3% (22)	— (1)	37% (262)	5% (33)	706
Job Type: Don't Know	21% (86)	13% (54)	2% (8)	2% (10)	41% (171)	20% (83)	411

Continued on next page

Table BRD6_NET: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (528)	16% (251)	3% (46)	1% (17)	39% (629)	8% (134)	1605
Military HH: Yes	41% (127)	17% (52)	2% (7)	1% (2)	34% (107)	5% (16)	311
Military HH: No	31% (401)	15% (199)	3% (39)	1% (15)	40% (522)	9% (118)	1294
RD/WT: Right Direction	35% (197)	19% (108)	3% (20)	1% (6)	32% (178)	10% (56)	565
RD/WT: Wrong Track	32% (331)	14% (143)	3% (26)	1% (11)	43% (451)	7% (78)	1040
Obama Job: Approve	22% (194)	14% (124)	5% (41)	1% (11)	50% (429)	8% (65)	864
Obama Job: Disapprove	49% (316)	18% (119)	1% (4)	1% (6)	27% (175)	5% (30)	650
#1 Issue: Economy	32% (168)	17% (88)	4% (23)	1% (4)	40% (211)	7% (37)	531
#1 Issue: Security	46% (138)	18% (54)	1% (3)	2% (7)	25% (74)	8% (24)	300
#1 Issue: Health Care	30% (75)	17% (42)	4% (9)	— (0)	42% (104)	8% (20)	250
#1 Issue: Medicare / Social Security	36% (63)	11% (19)	1% (2)	2% (4)	44% (76)	6% (10)	175
#1 Issue: Women's Issues	27% (28)	12% (13)	3% (3)	— (0)	51% (52)	7% (7)	102
#1 Issue: Education	21% (24)	18% (20)	4% (5)	— (1)	42% (47)	15% (16)	112
#1 Issue: Energy	21% (16)	17% (13)	1% (1)	1% (1)	49% (38)	11% (8)	76
#1 Issue: Other	29% (17)	6% (3)	1% (1)	1% (1)	46% (27)	17% (10)	59
2012 Vote: Barack Obama	23% (141)	15% (88)	4% (25)	2% (10)	51% (305)	6% (33)	602
2012 Vote: Mitt Romney	56% (208)	21% (79)	1% (4)	— (1)	18% (66)	3% (11)	369
2012 Vote: Other	39% (26)	11% (8)	2% (1)	— (0)	40% (27)	9% (6)	68
2012 Vote: Didn't Vote	27% (150)	14% (76)	3% (15)	1% (6)	41% (231)	15% (83)	561
4-Region: Northeast	34% (100)	15% (43)	6% (16)	2% (6)	37% (107)	7% (20)	293
4-Region: Midwest	30% (103)	11% (40)	3% (9)	— (0)	49% (169)	7% (24)	345
4-Region: South	36% (214)	19% (111)	2% (10)	— (2)	34% (199)	10% (58)	594
4-Region: West	30% (111)	15% (58)	3% (10)	2% (9)	41% (154)	8% (31)	373

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7_NET: *Imagine a store has two identical coats, both made with the same materials, colors and quality. One coat costs \$50 and is made in a foreign country, while the other costs \$50 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$50 coat made in the United States		Don't Know / No Opinion		Total N
Adults	6%	(32)	75%	(417)	20%	(111)	559
Gender: Male	9%	(25)	70%	(201)	21%	(59)	286
Gender: Female	2%	(7)	79%	(215)	19%	(51)	273
Age: 18-29	8%	(11)	57%	(75)	35%	(47)	132
Age: 30-44	11%	(18)	67%	(113)	22%	(37)	168
Age: 45-54	2%	(2)	78%	(74)	20%	(19)	95
Age: 55-64	1%	(1)	94%	(87)	4%	(4)	92
Age: 65+	—	(0)	95%	(69)	5%	(3)	72
PID: Dem (no lean)	6%	(12)	70%	(144)	25%	(51)	207
PID: Ind (no lean)	5%	(10)	71%	(133)	23%	(44)	187
PID: Rep (no lean)	6%	(9)	85%	(139)	10%	(16)	164
PID/Gender: Dem Men	9%	(10)	64%	(67)	26%	(27)	104
PID/Gender: Dem Women	2%	(2)	75%	(77)	23%	(24)	103
PID/Gender: Ind Men	9%	(8)	64%	(57)	27%	(24)	89
PID/Gender: Ind Women	3%	(2)	77%	(76)	20%	(20)	98
PID/Gender: Rep Men	8%	(8)	83%	(77)	9%	(8)	93
PID/Gender: Rep Women	3%	(2)	87%	(62)	11%	(8)	72
Tea Party: Supporter	9%	(12)	82%	(112)	9%	(12)	136
Tea Party: Not Supporter	5%	(20)	72%	(301)	23%	(98)	419
Ideo: Liberal (1-3)	13%	(25)	70%	(136)	17%	(32)	193
Ideo: Moderate (4)	1%	(1)	74%	(92)	24%	(30)	124
Ideo: Conservative (5-7)	2%	(4)	92%	(148)	6%	(9)	161
Educ: < College	5%	(19)	72%	(294)	23%	(92)	406
Educ: Bachelors degree	6%	(6)	85%	(83)	9%	(9)	98
Educ: Post-grad	12%	(7)	72%	(40)	16%	(9)	56
Income: Under 50k	7%	(25)	70%	(236)	23%	(78)	340
Income: 50k-100k	2%	(4)	83%	(138)	14%	(24)	166
Income: 100k+	4%	(2)	79%	(42)	16%	(9)	53

Continued on next page

Table BRD7_NET: *Imagine a store has two identical coats, both made with the same materials, colors and quality. One coat costs \$50 and is made in a foreign country, while the other costs \$50 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$50 coat made in the United States		Don't Know / No Opinion		Total N
Adults	6%	(32)	75%	(417)	20%	(111)	559
Ethnicity: White	4%	(18)	84%	(365)	12%	(52)	435
Ethnicity: Hispanic	12%	(12)	48%	(46)	40%	(38)	96
Ethnicity: Afr. Am.	7%	(5)	43%	(31)	50%	(36)	72
Ethnicity: Other	17%	(9)	40%	(21)	42%	(22)	52
Relig: Protestant	3%	(4)	86%	(102)	11%	(13)	119
Relig: Roman Catholic	6%	(8)	78%	(96)	16%	(20)	123
Relig: Ath./Agn./None	4%	(7)	67%	(104)	28%	(43)	153
Relig: Something Else	13%	(13)	66%	(67)	21%	(22)	102
Relig: Evangelical	5%	(8)	82%	(126)	13%	(21)	154
Relig: Non-Evang. Catholics	3%	(4)	80%	(120)	17%	(25)	150
Relig: All Christian	4%	(12)	81%	(246)	15%	(46)	304
Relig: All Non-Christian	8%	(20)	67%	(171)	25%	(65)	255
Community: Urban	5%	(9)	68%	(115)	26%	(44)	168
Community: Suburban	5%	(13)	78%	(188)	17%	(41)	242
Community: Rural	7%	(10)	76%	(114)	17%	(26)	150
Employ: Private Sector	7%	(11)	80%	(135)	13%	(23)	169
Employ: Self-Employed	2%	(1)	80%	(43)	18%	(10)	54
Employ: Homemaker	6%	(4)	68%	(43)	26%	(16)	64
Employ: Retired	2%	(2)	87%	(85)	11%	(11)	98
Employ: Other	1%	(0)	81%	(42)	18%	(10)	53
Job Type: White-collar	10%	(18)	81%	(146)	9%	(16)	181
Job Type: Blue-collar	3%	(7)	82%	(186)	14%	(32)	226
Job Type: Don't Know	4%	(6)	56%	(85)	40%	(62)	153
Military HH: Yes	10%	(11)	82%	(88)	8%	(8)	108
Military HH: No	5%	(20)	73%	(328)	23%	(102)	451
RD/WT: Right Direction	8%	(17)	68%	(142)	24%	(51)	209
RD/WT: Wrong Track	4%	(15)	79%	(275)	17%	(60)	350
Obama Job: Approve	8%	(25)	69%	(224)	24%	(78)	326
Obama Job: Disapprove	3%	(7)	89%	(182)	8%	(16)	204

Continued on next page

Table BRD7_NET: *Imagine a store has two identical coats, both made with the same materials, colors and quality. One coat costs \$50 and is made in a foreign country, while the other costs \$50 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$50 coat made in the United States		Don't Know / No Opinion		Total N
Adults	6%	(32)	75%	(417)	20%	(111)	559
#1 Issue: Economy	5%	(10)	72%	(132)	22%	(41)	183
#1 Issue: Security	4%	(4)	80%	(84)	15%	(16)	104
#1 Issue: Health Care	3%	(3)	77%	(69)	19%	(17)	89
#1 Issue: Medicare / Social Security	3%	(2)	85%	(63)	13%	(9)	74
2012 Vote: Barack Obama	8%	(18)	74%	(169)	18%	(42)	229
2012 Vote: Mitt Romney	4%	(4)	89%	(104)	8%	(9)	117
2012 Vote: Didn't Vote	4%	(8)	66%	(123)	30%	(56)	187
4-Region: Northeast	5%	(5)	75%	(75)	20%	(20)	101
4-Region: Midwest	3%	(4)	79%	(101)	17%	(22)	127
4-Region: South	6%	(12)	70%	(149)	25%	(53)	214
4-Region: West	8%	(10)	78%	(92)	13%	(16)	117

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD8_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$60 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$60 coat made in the United States		Don't Know / No Opinion		Total N
Adults	22%	(117)	63%	(344)	15%	(81)	542
Gender: Male	23%	(61)	62%	(161)	15%	(39)	260
Gender: Female	20%	(56)	65%	(183)	15%	(42)	282
Age: 18-29	33%	(44)	45%	(59)	21%	(28)	131
Age: 30-44	27%	(39)	58%	(81)	15%	(21)	141
Age: 45-54	17%	(16)	73%	(71)	11%	(10)	97
Age: 55-64	13%	(12)	74%	(66)	14%	(12)	90
Age: 65+	9%	(7)	80%	(66)	12%	(10)	83
PID: Dem (no lean)	25%	(45)	59%	(107)	16%	(30)	182
PID: Ind (no lean)	22%	(40)	61%	(114)	17%	(32)	186
PID: Rep (no lean)	18%	(32)	71%	(124)	11%	(19)	175
PID/Gender: Dem Men	31%	(28)	51%	(47)	18%	(16)	92
PID/Gender: Dem Women	19%	(17)	66%	(60)	15%	(13)	90
PID/Gender: Ind Men	20%	(18)	60%	(54)	20%	(18)	90
PID/Gender: Ind Women	23%	(22)	62%	(59)	15%	(14)	95
PID/Gender: Rep Men	18%	(14)	76%	(60)	5%	(4)	78
PID/Gender: Rep Women	18%	(17)	66%	(64)	16%	(15)	96
Tea Party: Supporter	24%	(30)	70%	(89)	6%	(8)	127
Tea Party: Not Supporter	21%	(87)	62%	(255)	17%	(71)	413
Ideo: Liberal (1-3)	24%	(44)	60%	(111)	16%	(30)	185
Ideo: Moderate (4)	21%	(24)	60%	(67)	19%	(21)	112
Ideo: Conservative (5-7)	13%	(22)	78%	(134)	9%	(15)	172
Educ: < College	21%	(79)	62%	(238)	18%	(68)	385
Educ: Bachelors degree	25%	(26)	66%	(67)	9%	(9)	102
Educ: Post-grad	23%	(12)	71%	(39)	7%	(4)	55
Income: Under 50k	24%	(76)	58%	(186)	18%	(57)	318
Income: 50k-100k	19%	(31)	71%	(120)	11%	(18)	170
Income: 100k+	19%	(10)	71%	(39)	10%	(6)	55

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Table BRD8_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$60 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$60 coat made in the United States		Don't Know / No Opinion		Total N
Adults	22%	(117)	63%	(344)	15%	(81)	542
Ethnicity: White	19%	(84)	69%	(303)	12%	(52)	439
Ethnicity: Hispanic	37%	(29)	49%	(38)	14%	(11)	78
Ethnicity: Afr. Am.	38%	(23)	40%	(25)	22%	(14)	62
Relig: Protestant	15%	(22)	72%	(102)	12%	(17)	140
Relig: Roman Catholic	28%	(29)	59%	(61)	13%	(14)	104
Relig: Ath./Agn./None	21%	(31)	61%	(91)	18%	(26)	148
Relig: Something Else	27%	(25)	65%	(60)	8%	(8)	92
Relig: Evangelical	23%	(36)	64%	(100)	13%	(21)	158
Relig: Non-Evang. Catholics	18%	(25)	64%	(91)	18%	(26)	142
Relig: All Christian	20%	(61)	64%	(192)	16%	(47)	300
Relig: All Non-Christian	23%	(56)	63%	(151)	14%	(34)	241
Community: Urban	27%	(41)	62%	(95)	11%	(17)	153
Community: Suburban	22%	(50)	63%	(142)	14%	(33)	225
Community: Rural	16%	(26)	65%	(108)	19%	(31)	164
Employ: Private Sector	18%	(31)	68%	(117)	14%	(23)	172
Employ: Retired	12%	(13)	77%	(80)	10%	(11)	103
Employ: Unemployed	30%	(17)	51%	(29)	19%	(11)	56
Employ: Other	14%	(9)	55%	(34)	31%	(19)	62
Job Type: White-collar	20%	(32)	70%	(110)	9%	(14)	156
Job Type: Blue-collar	17%	(44)	72%	(180)	11%	(28)	251
Job Type: Don't Know	31%	(42)	40%	(55)	29%	(39)	136
Military HH: Yes	21%	(22)	65%	(70)	15%	(16)	108
Military HH: No	22%	(95)	63%	(274)	15%	(65)	434
RD/WT: Right Direction	27%	(47)	56%	(97)	16%	(28)	171
RD/WT: Wrong Track	19%	(70)	67%	(248)	14%	(53)	371
Obama Job: Approve	29%	(80)	59%	(165)	12%	(34)	280
Obama Job: Disapprove	14%	(32)	73%	(172)	14%	(32)	236

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Table BRD8_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$60 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$60 coat made in the United States		Don't Know / No Opinion		Total N
Adults	22%	(117)	63%	(344)	15%	(81)	542
#1 Issue: Economy	27%	(46)	56%	(95)	17%	(29)	169
#1 Issue: Security	12%	(13)	75%	(77)	13%	(13)	103
#1 Issue: Health Care	23%	(19)	67%	(54)	10%	(8)	81
#1 Issue: Medicare / Social Security	8%	(5)	84%	(52)	8%	(5)	62
2012 Vote: Barack Obama	21%	(41)	68%	(133)	12%	(23)	197
2012 Vote: Mitt Romney	16%	(22)	74%	(101)	10%	(14)	137
2012 Vote: Didn't Vote	29%	(52)	48%	(88)	23%	(42)	182
4-Region: Northeast	21%	(23)	72%	(78)	7%	(7)	108
4-Region: Midwest	20%	(25)	65%	(81)	15%	(18)	123
4-Region: South	22%	(41)	60%	(111)	18%	(34)	185
4-Region: West	23%	(29)	59%	(74)	18%	(22)	126

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$75 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$75 coat made in the United States		Don't Know / No Opinion		Total N
Adults	35%	(174)	47%	(239)	18%	(91)	504
Gender: Male	34%	(78)	51%	(116)	14%	(32)	226
Gender: Female	35%	(96)	44%	(122)	21%	(58)	277
Age: 18-29	51%	(70)	27%	(37)	21%	(29)	136
Age: 30-44	37%	(55)	46%	(68)	18%	(26)	149
Age: 45-54	19%	(16)	63%	(55)	18%	(15)	86
Age: 55-64	19%	(15)	60%	(46)	21%	(16)	77
Age: 65+	34%	(18)	58%	(32)	8%	(4)	55
PID: Dem (no lean)	44%	(77)	40%	(69)	16%	(28)	174
PID: Ind (no lean)	34%	(58)	44%	(75)	23%	(39)	172
PID: Rep (no lean)	25%	(39)	60%	(95)	15%	(24)	158
PID/Gender: Dem Men	48%	(36)	43%	(33)	9%	(7)	76
PID/Gender: Dem Women	42%	(41)	37%	(36)	22%	(21)	98
PID/Gender: Ind Men	27%	(20)	53%	(39)	21%	(15)	75
PID/Gender: Ind Women	39%	(38)	37%	(35)	24%	(24)	97
PID/Gender: Rep Men	29%	(22)	58%	(44)	13%	(10)	76
PID/Gender: Rep Women	21%	(17)	62%	(51)	17%	(14)	82
Tea Party: Supporter	30%	(40)	55%	(74)	15%	(20)	134
Tea Party: Not Supporter	36%	(133)	45%	(165)	19%	(70)	368
Ideo: Liberal (1-3)	44%	(74)	43%	(71)	13%	(22)	167
Ideo: Moderate (4)	37%	(37)	50%	(50)	12%	(12)	100
Ideo: Conservative (5-7)	28%	(51)	54%	(97)	17%	(31)	178
Educ: < College	33%	(117)	48%	(168)	19%	(67)	352
Educ: Bachelors degree	40%	(42)	45%	(46)	15%	(16)	103
Income: Under 50k	37%	(118)	43%	(137)	19%	(62)	317
Income: 50k-100k	29%	(41)	53%	(74)	18%	(24)	139
Ethnicity: White	32%	(128)	50%	(201)	18%	(74)	402
Ethnicity: Hispanic	50%	(33)	33%	(22)	16%	(11)	66

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Table BRD9_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$75 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$75 coat made in the United States		Don't Know / No Opinion		Total N
Adults	35%	(174)	47%	(239)	18%	(91)	504
Ethnicity: Afr. Am.	46%	(28)	34%	(21)	20%	(12)	61
Relig: Protestant	28%	(26)	64%	(61)	9%	(8)	95
Relig: Roman Catholic	40%	(36)	45%	(40)	15%	(13)	89
Relig: Ath./Agn./None	36%	(68)	46%	(85)	18%	(33)	186
Relig: Something Else	35%	(26)	36%	(26)	29%	(21)	72
Relig: Evangelical	31%	(43)	52%	(72)	16%	(22)	137
Relig: Non-Evang. Catholics	35%	(38)	52%	(56)	13%	(15)	108
Relig: All Christian	33%	(81)	52%	(128)	15%	(37)	245
Relig: All Non-Christian	36%	(93)	43%	(111)	21%	(54)	258
Community: Urban	35%	(47)	47%	(63)	18%	(24)	134
Community: Suburban	37%	(85)	47%	(110)	16%	(36)	231
Community: Rural	31%	(43)	47%	(66)	22%	(30)	139
Employ: Private Sector	32%	(52)	55%	(90)	13%	(21)	163
Employ: Self-Employed	32%	(16)	49%	(25)	19%	(10)	50
Employ: Retired	24%	(19)	62%	(50)	14%	(12)	81
Employ: Unemployed	41%	(22)	33%	(17)	26%	(14)	53
Employ: Other	33%	(17)	53%	(27)	14%	(7)	51
Job Type: White-collar	38%	(57)	49%	(75)	13%	(19)	151
Job Type: Blue-collar	33%	(76)	54%	(124)	13%	(30)	230
Job Type: Don't Know	33%	(41)	33%	(40)	34%	(42)	123
Military HH: Yes	35%	(33)	53%	(50)	12%	(11)	94
Military HH: No	34%	(141)	46%	(189)	20%	(80)	409
RD/WT: Right Direction	29%	(54)	55%	(101)	16%	(29)	185
RD/WT: Wrong Track	38%	(120)	43%	(137)	19%	(62)	319
Obama Job: Approve	46%	(118)	40%	(104)	14%	(36)	258
Obama Job: Disapprove	26%	(54)	59%	(123)	16%	(33)	210
#1 Issue: Economy	37%	(66)	49%	(87)	14%	(26)	179
#1 Issue: Security	24%	(22)	59%	(55)	17%	(16)	93
#1 Issue: Health Care	33%	(26)	46%	(36)	22%	(17)	80

Continued on next page

Table BRD9_NET: *Imagine a store has two identical coats, both made with the same material, colors and quality. The first coat costs \$50 and is made in a foreign country. The second coat costs \$75 and is made in the United States. Which coat would you prefer to purchase?*

Demographic	The \$50 coat made in a foreign country		The \$75 coat made in the United States		Don't Know / No Opinion		Total N
Adults	35%	(174)	47%	(239)	18%	(91)	504
2012 Vote: Barack Obama	38%	(67)	49%	(86)	13%	(22)	175
2012 Vote: Mitt Romney	24%	(27)	61%	(70)	16%	(18)	115
2012 Vote: Didn't Vote	39%	(74)	37%	(71)	24%	(45)	191
4-Region: Northeast	34%	(28)	50%	(42)	16%	(13)	84
4-Region: Midwest	29%	(28)	54%	(52)	17%	(16)	96
4-Region: South	33%	(64)	46%	(90)	21%	(40)	195
4-Region: West	41%	(53)	42%	(55)	17%	(22)	130

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1605	100%
xdemGender	Gender: Male	773	48%
	Gender: Female	832	52%
	N	1605	
age5	Age: 18-29	400	25%
	Age: 30-44	458	29%
	Age: 45-54	279	17%
	Age: 55-64	259	16%
	Age: 65+	210	13%
	N	1605	
xpid3	PID: Dem (no lean)	564	35%
	PID: Ind (no lean)	545	34%
	PID: Rep (no lean)	497	31%
	N	1605	
xpidGender	PID/Gender: Dem Men	271	17%
	PID/Gender: Dem Women	292	18%
	PID/Gender: Ind Men	254	16%
	PID/Gender: Ind Women	291	18%
	PID/Gender: Rep Men	247	15%
	PID/Gender: Rep Women	250	16%
	N	1605	
xdemTea	Tea Party: Supporter	396	25%
	Tea Party: Not Supporter	1199	75%
	N	1596	
xdemIdeo3	Ideo: Liberal (1-3)	545	34%
	Ideo: Moderate (4)	336	21%
	Ideo: Conservative (5-7)	511	32%
	N	1392	
xeduc3	Educ: < College	1142	71%
	Educ: Bachelors degree	303	19%
	Educ: Post-grad	159	10%
	N	1605	
xdemInc3	Income: Under 50k	975	61%
	Income: 50k-100k	475	30%
	Income: 100k+	155	10%
	N	1605	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1276	80%
xdemHispBin	Ethnicity: Hispanic	240	15%
demBlackBin	Ethnicity: Afr. Am.	196	12%
demRaceOther	Ethnicity: Other	133	8%
xrelNet	Relig: Protestant	354	22%
	Relig: Roman Catholic	317	20%
	Relig: Ath./Agn./None	488	30%
	Relig: Something Else	266	17%
	N	1425	
xreligion1	Relig: Jewish	36	2%
xreligion2	Relig: Evangelical	449	28%
	Relig: Non-Evang. Catholics	400	25%
	N	849	
xreligion3	Relig: All Christian	849	53%
	Relig: All Non-Christian	754	47%
	N	1603	
xdemUsr	Community: Urban	454	28%
	Community: Suburban	697	43%
	Community: Rural	453	28%
	N	1605	
xdemEmploy	Employ: Private Sector	504	31%
	Employ: Government	117	7%
	Employ: Self-Employed	145	9%
	Employ: Homemaker	141	9%
	Employ: Student	95	6%
	Employ: Retired	281	18%
	Employ: Unemployed	155	10%
	Employ: Other	166	10%
	N	1605	
xdemJobStatus	Job Type: White-collar	487	30%
	Job Type: Blue-collar	706	44%
	Job Type: Don't Know	411	26%
	N	1605	
xdemMilHH1	Military HH: Yes	311	19%
	Military HH: No	1294	81%
	N	1605	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	565	35%
	RD/WT: Wrong Track	1040	65%
	N	1605	
xnr2Bin	Obama Job: Approve	864	54%
	Obama Job: Disapprove	650	41%
	N	1514	
xnr3	#1 Issue: Economy	531	33%
	#1 Issue: Security	300	19%
	#1 Issue: Health Care	250	16%
	#1 Issue: Medicare / Social Security	175	11%
	#1 Issue: Women's Issues	102	6%
	#1 Issue: Education	112	7%
	#1 Issue: Energy	76	5%
	#1 Issue: Other	59	4%
	N	1605	
xsubVote12O	2012 Vote: Barack Obama	602	37%
	2012 Vote: Mitt Romney	369	23%
	2012 Vote: Other	68	4%
	2012 Vote: Didn't Vote	561	35%
	N	1599	
xreg4	4-Region: Northeast	293	18%
	4-Region: Midwest	345	22%
	4-Region: South	594	37%
	4-Region: West	373	23%
	N	1605	

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

