



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170514  
May 23-25, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from May 23-25, 2017, among a national sample of 2182 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, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



# Table Index

1	<b>Table BRD1:</b> <i>Are you proud to work for your current employer, or not?</i> . . . . .	3
2	<b>Table BRD2_1:</b> <i>How important are each of the following factors when considering working for a company? Salary/Pay</i> . . . . .	6
3	<b>Table BRD2_2:</b> <i>How important are each of the following factors when considering working for a company? Vacation/Sick Leave Policy</i> . . . . .	9
4	<b>Table BRD2_3:</b> <i>How important are each of the following factors when considering working for a company? Benefits (Health/Dental Insurance, 401K, etc.)</i> . . . . .	12
5	<b>Table BRD2_4:</b> <i>How important are each of the following factors when considering working for a company? Opportunities for career advancement</i> . . . . .	15
6	<b>Table BRD2_5:</b> <i>How important are each of the following factors when considering working for a company? Office Culture</i> . . . . .	18
7	<b>Table BRD2_6:</b> <i>How important are each of the following factors when considering working for a company? Doing Something Rewarding/Opportunities to give back</i> . . . . .	21
8	<b>Table BRD2_7:</b> <i>How important are each of the following factors when considering working for a company? Job Stability</i> . . . . .	24
9	<b>Table BRD2_8:</b> <i>How important are each of the following factors when considering working for a company? Company's reputation</i> . . . . .	27
10	<b>Table BRD2_9:</b> <i>How important are each of the following factors when considering working for a company? Maternity/Paternity policy</i> . . . . .	30
11	<b>Table BRD2_10:</b> <i>How important are each of the following factors when considering working for a company? Location / Proximity to where you live</i> . . . . .	33
12	<b>Table BRD3:</b> <i>Besides salary/pay, which of the following factors is most important when considering whether you want to work for a company or not?</i> . . . . .	36
13	<b>Table BRD4:</b> <i>What was the main reason for leaving your last job?</i> . . . . .	38
14	<b>Summary Statistics of Survey Respondent Demographics</b> . . . . .	40

## Crosstabulation Results by Respondent Demographics

**Table BRD1:** Are you proud to work for your current employer, or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1097)	12% (251)	38% (834)	2182
Gender: Male	56% (585)	15% (160)	29% (305)	1050
Gender: Female	45% (511)	8% (91)	47% (529)	1132
Age: 18-29	59% (275)	15% (72)	26% (120)	467
Age: 30-44	61% (344)	15% (83)	24% (133)	559
Age: 45-54	56% (199)	10% (36)	33% (118)	353
Age: 55-64	40% (164)	11% (46)	48% (198)	408
Age: 65+	29% (115)	4% (15)	67% (265)	394
PID: Dem (no lean)	51% (370)	13% (97)	36% (264)	731
PID: Ind (no lean)	44% (320)	11% (84)	45% (325)	729
PID: Rep (no lean)	56% (406)	10% (71)	34% (245)	722
PID/Gender: Dem Men	56% (188)	20% (69)	24% (81)	338
PID/Gender: Dem Women	46% (182)	7% (28)	47% (183)	392
PID/Gender: Ind Men	49% (179)	13% (48)	37% (135)	363
PID/Gender: Ind Women	38% (141)	10% (35)	52% (190)	366
PID/Gender: Rep Men	62% (218)	12% (43)	25% (88)	349
PID/Gender: Rep Women	51% (189)	8% (28)	42% (156)	373
Tea Party: Supporter	63% (418)	12% (77)	25% (166)	661
Tea Party: Not Supporter	45% (677)	11% (174)	44% (661)	1511
Ideo: Liberal (1-3)	55% (379)	13% (90)	32% (226)	695
Ideo: Moderate (4)	51% (277)	11% (59)	39% (211)	546
Ideo: Conservative (5-7)	51% (372)	11% (82)	38% (279)	733
Educ: < College	45% (700)	13% (194)	42% (659)	1553
Educ: Bachelors degree	63% (259)	9% (38)	28% (115)	412
Educ: Post-grad	63% (137)	9% (19)	28% (61)	217
Income: Under 50k	43% (557)	13% (173)	44% (571)	1301
Income: 50k-100k	60% (384)	9% (60)	31% (200)	644
Income: 100k+	66% (156)	8% (18)	27% (63)	237

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**Table BRD1:** Are you proud to work for your current employer, or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	50%	(1097)	12%	(251)	38%	(834)	2182
Ethnicity: White	50%	(874)	10%	(176)	39%	(685)	1735
Ethnicity: Hispanic	55%	(181)	15%	(50)	29%	(96)	327
Ethnicity: Afr. Am.	52%	(138)	17%	(45)	31%	(82)	266
Ethnicity: Other	47%	(85)	16%	(30)	37%	(66)	180
Relig: Protestant	51%	(293)	8%	(46)	41%	(234)	573
Relig: Roman Catholic	57%	(269)	11%	(53)	31%	(148)	469
Relig: Ath./Agn./None	46%	(289)	14%	(91)	40%	(254)	635
Relig: Something Else	47%	(143)	15%	(47)	38%	(118)	308
Relig: Jewish	45%	(23)	11%	(6)	44%	(22)	51
Relig: Evangelical	56%	(340)	8%	(49)	36%	(217)	606
Relig: Non-Evang. Catholics	51%	(322)	10%	(64)	39%	(244)	630
Relig: All Christian	54%	(662)	9%	(113)	37%	(461)	1235
Relig: All Non-Christian	46%	(433)	15%	(138)	39%	(372)	943
Community: Urban	53%	(329)	16%	(98)	32%	(197)	624
Community: Suburban	51%	(516)	9%	(95)	39%	(396)	1007
Community: Rural	46%	(252)	10%	(58)	44%	(241)	550
Employ: Private Sector	81%	(596)	11%	(82)	8%	(62)	740
Employ: Government	79%	(103)	15%	(20)	6%	(8)	130
Employ: Self-Employed	74%	(133)	11%	(20)	14%	(25)	178
Employ: Homemaker	21%	(45)	12%	(25)	67%	(143)	213
Employ: Student	47%	(28)	25%	(15)	28%	(17)	59
Employ: Retired	19%	(90)	7%	(34)	74%	(358)	482
Employ: Unemployed	20%	(49)	18%	(45)	61%	(149)	243
Employ: Other	39%	(53)	8%	(10)	53%	(73)	136
Job Type: White-collar	62%	(493)	10%	(83)	28%	(226)	802
Job Type: Blue-collar	48%	(447)	11%	(101)	41%	(388)	936
Job Type: Don't Know	35%	(157)	15%	(67)	50%	(220)	444
Military HH: Yes	53%	(195)	7%	(26)	40%	(150)	371
Military HH: No	50%	(902)	12%	(226)	38%	(684)	1811

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**Table BRD1:** Are you proud to work for your current employer, or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1097)	12% (251)	38% (834)	2182
2016 Vote: Democrat Hillary Clinton	50% (388)	12% (90)	38% (298)	776
2016 Vote: Republican Donald Trump	58% (471)	10% (77)	32% (261)	809
2016 Vote: Someone else	45% (75)	13% (22)	41% (69)	166
2012 Vote: Barack Obama	54% (503)	11% (100)	35% (328)	931
2012 Vote: Mitt Romney	54% (333)	8% (50)	38% (235)	618
2012 Vote: Other	45% (34)	17% (12)	38% (28)	74
2012 Vote: Didn't Vote	40% (222)	16% (89)	44% (243)	555
4-Region: Northeast	51% (203)	9% (34)	40% (160)	398
4-Region: Midwest	47% (221)	14% (66)	39% (183)	470
4-Region: South	52% (422)	11% (87)	37% (299)	808
4-Region: West	50% (251)	13% (64)	38% (192)	507
Age: 18-34 (Millennials)	61% (402)	14% (95)	25% (162)	659
Age: 35-50 (Gen X)	59% (341)	14% (82)	27% (159)	582
Age: 51-69 (Baby Boomers)	40% (300)	9% (70)	50% (373)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_1: How important are each of the following factors when considering working for a company?**

*Salary/Pay*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1549)	18% (394)	2% (47)	2% (34)	7% (158)	2182
Gender: Male	66% (691)	23% (244)	3% (29)	1% (9)	7% (77)	1050
Gender: Female	76% (858)	13% (150)	2% (18)	2% (25)	7% (81)	1132
Age: 18-29	64% (299)	20% (92)	4% (18)	3% (15)	9% (42)	467
Age: 30-44	70% (390)	22% (123)	3% (15)	1% (7)	4% (24)	559
Age: 45-54	74% (262)	14% (51)	2% (8)	1% (5)	8% (28)	353
Age: 55-64	76% (312)	15% (61)	1% (5)	1% (2)	7% (29)	408
Age: 65+	72% (286)	17% (68)	— (1)	1% (5)	9% (35)	394
PID: Dem (no lean)	74% (542)	17% (127)	3% (22)	1% (7)	4% (33)	731
PID: Ind (no lean)	68% (497)	18% (129)	2% (17)	1% (8)	11% (79)	729
PID: Rep (no lean)	71% (511)	19% (138)	1% (8)	3% (19)	6% (47)	722
PID/Gender: Dem Men	68% (229)	24% (81)	4% (13)	— (1)	4% (14)	338
PID/Gender: Dem Women	80% (313)	12% (47)	2% (9)	2% (6)	5% (18)	392
PID/Gender: Ind Men	65% (235)	21% (78)	2% (9)	1% (3)	11% (39)	363
PID/Gender: Ind Women	72% (262)	14% (51)	2% (8)	1% (5)	11% (40)	366
PID/Gender: Rep Men	65% (227)	25% (86)	2% (7)	1% (5)	7% (24)	349
PID/Gender: Rep Women	76% (283)	14% (52)	— (1)	4% (14)	6% (23)	373
Tea Party: Supporter	72% (478)	20% (133)	4% (24)	2% (10)	2% (16)	661
Tea Party: Not Supporter	71% (1067)	17% (260)	2% (23)	2% (24)	9% (138)	1511
Ideo: Liberal (1-3)	71% (493)	20% (138)	2% (16)	1% (9)	6% (40)	695
Ideo: Moderate (4)	72% (391)	18% (100)	3% (16)	1% (7)	6% (33)	546
Ideo: Conservative (5-7)	72% (525)	19% (140)	2% (14)	2% (16)	5% (39)	733
Educ: < College	72% (1114)	16% (248)	2% (30)	2% (28)	9% (133)	1553
Educ: Bachelors degree	70% (290)	23% (93)	2% (8)	1% (3)	4% (18)	412
Educ: Post-grad	67% (145)	24% (53)	4% (8)	1% (3)	3% (7)	217
Income: Under 50k	73% (945)	15% (201)	2% (25)	2% (25)	8% (105)	1301
Income: 50k-100k	69% (442)	22% (139)	3% (18)	1% (8)	6% (36)	644
Income: 100k+	68% (162)	23% (54)	1% (4)	— (0)	7% (17)	237

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**Table BRD2\_1:** How important are each of the following factors when considering working for a company?*Salary/Pay*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1549)	18% (394)	2% (47)	2% (34)	7% (158)	2182
Ethnicity: White	72% (1243)	18% (320)	2% (31)	1% (25)	7% (116)	1735
Ethnicity: Hispanic	74% (242)	15% (49)	2% (8)	2% (8)	6% (20)	327
Ethnicity: Afr. Am.	69% (184)	17% (44)	3% (7)	2% (6)	9% (25)	266
Ethnicity: Other	67% (121)	16% (30)	5% (9)	2% (3)	9% (17)	180
Relig: Protestant	72% (412)	20% (115)	1% (7)	2% (9)	5% (30)	573
Relig: Roman Catholic	76% (358)	16% (77)	2% (10)	1% (6)	4% (18)	469
Relig: Ath./Agn./None	65% (412)	20% (127)	2% (15)	2% (13)	11% (68)	635
Relig: Something Else	70% (214)	18% (55)	4% (11)	2% (5)	7% (22)	308
Relig: Jewish	69% (35)	22% (11)	1% (1)	— (0)	8% (4)	51
Relig: Evangelical	74% (451)	17% (100)	2% (12)	1% (5)	6% (38)	606
Relig: Non-Evang. Catholics	75% (469)	18% (112)	1% (8)	2% (11)	5% (29)	630
Relig: All Christian	74% (920)	17% (212)	2% (20)	1% (16)	5% (67)	1235
Relig: All Non-Christian	66% (626)	19% (182)	3% (26)	2% (18)	10% (90)	943
Community: Urban	68% (425)	22% (139)	2% (14)	1% (6)	6% (40)	624
Community: Suburban	73% (735)	16% (165)	2% (21)	1% (14)	7% (72)	1007
Community: Rural	71% (388)	16% (90)	2% (11)	3% (14)	8% (46)	550
Employ: Private Sector	73% (542)	22% (159)	2% (14)	1% (7)	2% (18)	740
Employ: Government	74% (96)	21% (27)	5% (6)	— (0)	— (0)	130
Employ: Self-Employed	68% (122)	20% (35)	3% (5)	5% (8)	4% (8)	178
Employ: Homemaker	71% (152)	12% (25)	1% (3)	2% (4)	14% (30)	213
Employ: Student	59% (35)	20% (12)	7% (4)	7% (4)	8% (5)	59
Employ: Retired	70% (337)	17% (80)	1% (3)	1% (6)	12% (56)	482
Employ: Unemployed	72% (174)	15% (36)	2% (6)	2% (4)	9% (22)	243
Employ: Other	67% (91)	14% (19)	4% (5)	1% (1)	14% (20)	136
Job Type: White-collar	72% (574)	22% (177)	2% (18)	1% (8)	3% (24)	802
Job Type: Blue-collar	73% (684)	17% (163)	2% (23)	1% (13)	6% (53)	936
Job Type: Don't Know	65% (290)	12% (54)	1% (6)	3% (13)	18% (81)	444
Military HH: Yes	72% (268)	19% (71)	1% (4)	3% (9)	5% (17)	371
Military HH: No	71% (1281)	18% (323)	2% (42)	1% (25)	8% (141)	1811

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**Table BRD2\_1:** How important are each of the following factors when considering working for a company?

Salary/Pay

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1549)	18% (394)	2% (47)	2% (34)	7% (158)	2182
2016 Vote: Democrat Hillary Clinton	74% (574)	18% (140)	3% (20)	1% (6)	5% (36)	776
2016 Vote: Republican Donald Trump	75% (604)	18% (145)	1% (7)	2% (14)	5% (40)	809
2016 Vote: Someone else	66% (110)	19% (31)	4% (7)	2% (3)	9% (15)	166
2012 Vote: Barack Obama	74% (687)	18% (169)	2% (21)	1% (9)	5% (44)	931
2012 Vote: Mitt Romney	74% (460)	17% (105)	1% (7)	2% (11)	5% (34)	618
2012 Vote: Other	58% (43)	32% (24)	2% (1)	— (0)	8% (6)	74
2012 Vote: Didn't Vote	64% (354)	17% (96)	3% (17)	3% (14)	13% (74)	555
4-Region: Northeast	68% (273)	18% (70)	3% (12)	2% (7)	9% (37)	398
4-Region: Midwest	73% (342)	18% (83)	3% (12)	1% (7)	5% (26)	470
4-Region: South	74% (596)	16% (131)	1% (11)	2% (14)	7% (55)	808
4-Region: West	67% (338)	22% (110)	2% (11)	1% (7)	8% (40)	507
Age: 18-34 (Millennials)	66% (434)	20% (134)	4% (24)	2% (16)	8% (51)	659
Age: 35-50 (Gen X)	73% (423)	18% (106)	3% (16)	1% (9)	5% (28)	582
Age: 51-69 (Baby Boomers)	74% (550)	16% (120)	1% (7)	1% (8)	8% (59)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD2\_2: How important are each of the following factors when considering working for a company?**  
 Vacation/Sick Leave Policy

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	56%	(1216)	29%	(634)	5%	(119)	2%	(37)	8%	(176)	2182
Gender: Male	49%	(515)	34%	(354)	7%	(74)	2%	(24)	8%	(84)	1050
Gender: Female	62%	(701)	25%	(280)	4%	(45)	1%	(14)	8%	(92)	1132
Age: 18-29	53%	(245)	28%	(133)	7%	(31)	2%	(10)	10%	(48)	467
Age: 30-44	55%	(310)	32%	(177)	6%	(36)	1%	(6)	5%	(29)	559
Age: 45-54	58%	(206)	27%	(96)	4%	(15)	1%	(4)	9%	(32)	353
Age: 55-64	63%	(256)	23%	(96)	4%	(17)	2%	(9)	7%	(31)	408
Age: 65+	50%	(198)	34%	(132)	5%	(20)	2%	(8)	9%	(36)	394
PID: Dem (no lean)	64%	(470)	25%	(182)	5%	(40)	1%	(8)	4%	(31)	731
PID: Ind (no lean)	48%	(350)	32%	(230)	6%	(41)	2%	(16)	13%	(92)	729
PID: Rep (no lean)	55%	(397)	31%	(222)	5%	(38)	2%	(13)	7%	(52)	722
PID/Gender: Dem Men	61%	(206)	27%	(92)	7%	(23)	1%	(4)	4%	(13)	338
PID/Gender: Dem Women	67%	(264)	23%	(90)	4%	(16)	1%	(5)	5%	(18)	392
PID/Gender: Ind Men	39%	(142)	36%	(132)	8%	(28)	4%	(14)	13%	(47)	363
PID/Gender: Ind Women	57%	(207)	27%	(98)	4%	(13)	—	(2)	13%	(46)	366
PID/Gender: Rep Men	48%	(167)	37%	(129)	6%	(22)	2%	(6)	7%	(25)	349
PID/Gender: Rep Women	62%	(230)	25%	(92)	4%	(16)	2%	(7)	7%	(28)	373
Tea Party: Supporter	58%	(384)	30%	(201)	6%	(37)	2%	(16)	4%	(23)	661
Tea Party: Not Supporter	55%	(829)	29%	(431)	5%	(81)	1%	(21)	10%	(148)	1511
Ideo: Liberal (1-3)	58%	(401)	29%	(199)	6%	(43)	2%	(11)	6%	(41)	695
Ideo: Moderate (4)	58%	(314)	31%	(167)	5%	(25)	1%	(7)	6%	(32)	546
Ideo: Conservative (5-7)	53%	(387)	32%	(232)	6%	(46)	2%	(18)	7%	(50)	733
Educ: < College	58%	(895)	27%	(412)	5%	(71)	2%	(28)	9%	(147)	1553
Educ: Bachelors degree	53%	(219)	34%	(138)	7%	(29)	2%	(6)	5%	(19)	412
Educ: Post-grad	47%	(102)	38%	(83)	9%	(19)	2%	(3)	4%	(9)	217
Income: Under 50k	58%	(749)	26%	(344)	5%	(66)	2%	(24)	9%	(118)	1301
Income: 50k-100k	55%	(357)	31%	(199)	6%	(37)	1%	(8)	7%	(42)	644
Income: 100k+	46%	(109)	38%	(90)	7%	(16)	2%	(6)	7%	(16)	237

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**Table BRD2\_2: How important are each of the following factors when considering working for a company?  
Vacation/Sick Leave Policy**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	56% (1216)	29% (634)	5% (119)	2% (37)	8% (176)	2182
Ethnicity: White	55% (953)	31% (531)	5% (90)	1% (24)	8% (137)	1735
Ethnicity: Hispanic	61% (199)	26% (85)	4% (15)	1% (3)	8% (25)	327
Ethnicity: Afr. Am.	65% (173)	20% (53)	3% (9)	3% (8)	9% (23)	266
Ethnicity: Other	50% (90)	28% (50)	11% (20)	3% (5)	9% (16)	180
Relig: Protestant	52% (300)	36% (208)	4% (21)	1% (7)	6% (36)	573
Relig: Roman Catholic	60% (281)	28% (130)	6% (28)	2% (9)	5% (21)	469
Relig: Ath./Agn./None	50% (316)	29% (185)	6% (40)	2% (16)	12% (77)	635
Relig: Something Else	62% (190)	25% (76)	7% (21)	1% (3)	6% (19)	308
Relig: Jewish	49% (25)	31% (16)	12% (6)	1% (1)	7% (3)	51
Relig: Evangelical	58% (352)	29% (173)	4% (26)	1% (9)	7% (45)	606
Relig: Non-Evang. Catholics	57% (357)	31% (197)	5% (32)	2% (10)	5% (34)	630
Relig: All Christian	57% (709)	30% (371)	5% (58)	2% (19)	6% (79)	1235
Relig: All Non-Christian	54% (506)	28% (261)	6% (61)	2% (19)	10% (96)	943
Community: Urban	56% (347)	30% (186)	5% (32)	1% (8)	8% (51)	624
Community: Suburban	57% (572)	28% (283)	7% (68)	2% (21)	6% (63)	1007
Community: Rural	54% (296)	30% (164)	4% (20)	2% (8)	11% (62)	550
Employ: Private Sector	57% (419)	33% (241)	6% (48)	1% (8)	3% (24)	740
Employ: Government	65% (85)	31% (41)	3% (3)	— (1)	— (0)	130
Employ: Self-Employed	46% (81)	34% (61)	11% (19)	3% (5)	7% (12)	178
Employ: Homemaker	56% (118)	23% (48)	5% (12)	2% (4)	14% (30)	213
Employ: Student	43% (25)	34% (20)	6% (4)	5% (3)	12% (7)	59
Employ: Retired	54% (259)	29% (138)	4% (21)	2% (8)	12% (56)	482
Employ: Unemployed	62% (151)	22% (54)	4% (10)	2% (6)	9% (22)	243
Employ: Other	56% (76)	22% (30)	2% (3)	2% (2)	18% (25)	136
Job Type: White-collar	56% (446)	33% (267)	6% (47)	1% (10)	4% (32)	802
Job Type: Blue-collar	56% (523)	30% (278)	6% (61)	2% (15)	6% (60)	936
Job Type: Don't Know	56% (247)	20% (89)	3% (12)	3% (12)	19% (84)	444
Military HH: Yes	57% (211)	31% (115)	6% (21)	1% (4)	5% (20)	371
Military HH: No	55% (1005)	29% (518)	5% (98)	2% (33)	9% (157)	1811

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**Table BRD2\_2: How important are each of the following factors when considering working for a company?**  
*Vacation/Sick Leave Policy*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	56% (1216)	29% (634)	5% (119)	2% (37)	8% (176)	2182
2016 Vote: Democrat Hillary Clinton	61% (477)	28% (214)	5% (39)	1% (9)	5% (37)	776
2016 Vote: Republican Donald Trump	56% (451)	31% (255)	6% (45)	2% (14)	6% (45)	809
2016 Vote: Someone else	49% (82)	34% (57)	4% (6)	4% (7)	8% (13)	166
2012 Vote: Barack Obama	62% (578)	27% (251)	5% (46)	1% (12)	5% (43)	931
2012 Vote: Mitt Romney	55% (339)	31% (191)	6% (36)	2% (11)	7% (41)	618
2012 Vote: Other	45% (33)	42% (32)	4% (3)	2% (2)	6% (4)	74
2012 Vote: Didn't Vote	47% (261)	29% (160)	6% (34)	2% (12)	16% (88)	555
4-Region: Northeast	55% (220)	29% (114)	6% (24)	1% (4)	9% (36)	398
4-Region: Midwest	58% (270)	28% (129)	5% (25)	2% (11)	7% (34)	470
4-Region: South	58% (467)	28% (230)	4% (31)	2% (14)	8% (66)	808
4-Region: West	51% (259)	32% (160)	8% (39)	2% (9)	8% (40)	507
Age: 18-34 (Millennials)	53% (346)	29% (191)	7% (47)	2% (13)	9% (62)	659
Age: 35-50 (Gen X)	59% (341)	30% (174)	5% (28)	1% (7)	6% (33)	582
Age: 51-69 (Baby Boomers)	58% (432)	27% (202)	4% (31)	2% (16)	8% (63)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_3: How important are each of the following factors when considering working for a company?  
Benefits (Health/Dental Insurance, 401K, etc.)**

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	67%	(1470)	20%	(434)	3%	(76)	2%	(38)	8%	(164)	2182
Gender: Male	63%	(659)	23%	(242)	4%	(45)	2%	(25)	8%	(80)	1050
Gender: Female	72%	(811)	17%	(191)	3%	(32)	1%	(13)	7%	(84)	1132
Age: 18-29	58%	(270)	25%	(117)	5%	(23)	3%	(12)	10%	(45)	467
Age: 30-44	65%	(365)	24%	(134)	4%	(25)	1%	(8)	5%	(27)	559
Age: 45-54	71%	(250)	18%	(64)	2%	(9)	1%	(4)	7%	(26)	353
Age: 55-64	76%	(309)	13%	(53)	3%	(11)	1%	(6)	7%	(30)	408
Age: 65+	70%	(276)	17%	(65)	2%	(9)	2%	(8)	9%	(36)	394
PID: Dem (no lean)	74%	(541)	16%	(119)	4%	(27)	1%	(9)	5%	(35)	731
PID: Ind (no lean)	62%	(450)	21%	(150)	4%	(31)	2%	(17)	11%	(80)	729
PID: Rep (no lean)	66%	(479)	23%	(165)	3%	(18)	2%	(12)	7%	(49)	722
PID/Gender: Dem Men	71%	(241)	19%	(63)	5%	(16)	1%	(5)	4%	(13)	338
PID/Gender: Dem Women	76%	(299)	14%	(56)	3%	(11)	1%	(5)	6%	(22)	392
PID/Gender: Ind Men	57%	(206)	22%	(80)	6%	(20)	4%	(15)	12%	(42)	363
PID/Gender: Ind Women	67%	(244)	19%	(70)	3%	(11)	1%	(3)	10%	(38)	366
PID/Gender: Rep Men	61%	(212)	28%	(99)	2%	(8)	2%	(6)	7%	(24)	349
PID/Gender: Rep Women	72%	(267)	18%	(66)	3%	(10)	2%	(6)	7%	(24)	373
Tea Party: Supporter	67%	(440)	24%	(157)	4%	(29)	2%	(14)	3%	(21)	661
Tea Party: Not Supporter	68%	(1026)	18%	(275)	3%	(47)	2%	(25)	9%	(139)	1511
Ideo: Liberal (1-3)	66%	(458)	23%	(157)	3%	(24)	2%	(13)	6%	(43)	695
Ideo: Moderate (4)	70%	(381)	19%	(106)	3%	(18)	2%	(9)	6%	(32)	546
Ideo: Conservative (5-7)	68%	(498)	21%	(153)	4%	(27)	2%	(15)	6%	(41)	733
Educ: < College	68%	(1049)	19%	(290)	3%	(50)	2%	(28)	9%	(136)	1553
Educ: Bachelors degree	69%	(283)	21%	(88)	4%	(16)	2%	(7)	5%	(19)	412
Educ: Post-grad	64%	(138)	26%	(56)	5%	(10)	2%	(3)	4%	(9)	217
Income: Under 50k	68%	(882)	18%	(236)	4%	(48)	2%	(22)	9%	(112)	1301
Income: 50k-100k	68%	(438)	21%	(137)	3%	(22)	2%	(13)	5%	(34)	644
Income: 100k+	63%	(150)	25%	(60)	3%	(7)	1%	(3)	7%	(18)	237

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**Table BRD2\_3: How important are each of the following factors when considering working for a company?  
Benefits (Health/Dental Insurance, 401K, etc.)**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	67% (1470)	20% (434)	3% (76)	2% (38)	8% (164)	2182
Ethnicity: White	68% (1175)	20% (346)	4% (68)	1% (24)	7% (122)	1735
Ethnicity: Hispanic	71% (233)	20% (66)	3% (10)	— (1)	5% (16)	327
Ethnicity: Afr. Am.	67% (179)	19% (52)	1% (2)	4% (11)	9% (23)	266
Ethnicity: Other	64% (115)	20% (36)	4% (6)	2% (4)	11% (19)	180
Relig: Protestant	69% (395)	22% (123)	2% (13)	1% (7)	6% (34)	573
Relig: Roman Catholic	73% (344)	17% (81)	4% (18)	2% (9)	4% (17)	469
Relig: Ath./Agn./None	61% (386)	22% (137)	4% (23)	3% (16)	11% (72)	635
Relig: Something Else	67% (206)	20% (63)	5% (16)	2% (6)	6% (18)	308
Relig: Jewish	58% (30)	30% (15)	5% (2)	— (0)	8% (4)	51
Relig: Evangelical	69% (416)	19% (117)	4% (22)	1% (7)	7% (45)	606
Relig: Non-Evang. Catholics	73% (461)	18% (115)	3% (16)	1% (9)	5% (29)	630
Relig: All Christian	71% (877)	19% (232)	3% (37)	1% (16)	6% (73)	1235
Relig: All Non-Christian	63% (592)	21% (200)	4% (39)	2% (22)	10% (90)	943
Community: Urban	65% (405)	22% (139)	5% (28)	1% (8)	7% (43)	624
Community: Suburban	70% (704)	18% (185)	3% (29)	2% (20)	7% (68)	1007
Community: Rural	65% (360)	20% (109)	3% (18)	2% (10)	10% (53)	550
Employ: Private Sector	67% (494)	24% (180)	4% (31)	1% (10)	3% (25)	740
Employ: Government	71% (93)	22% (29)	5% (6)	1% (2)	— (1)	130
Employ: Self-Employed	59% (105)	26% (47)	6% (10)	5% (8)	5% (8)	178
Employ: Homemaker	68% (145)	16% (35)	2% (5)	1% (1)	13% (27)	213
Employ: Student	53% (32)	20% (12)	9% (5)	5% (3)	13% (8)	59
Employ: Retired	71% (342)	14% (68)	2% (12)	1% (6)	11% (54)	482
Employ: Unemployed	69% (168)	18% (43)	1% (4)	3% (7)	8% (21)	243
Employ: Other	66% (90)	15% (20)	3% (4)	1% (1)	16% (22)	136
Job Type: White-collar	70% (558)	23% (182)	3% (28)	1% (8)	3% (26)	802
Job Type: Blue-collar	67% (624)	21% (197)	4% (36)	2% (18)	6% (60)	936
Job Type: Don't Know	65% (288)	12% (55)	3% (12)	3% (12)	17% (78)	444
Military HH: Yes	70% (260)	20% (73)	3% (13)	2% (8)	5% (17)	371
Military HH: No	67% (1210)	20% (360)	4% (64)	2% (30)	8% (147)	1811

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**Table BRD2\_3: How important are each of the following factors when considering working for a company?  
Benefits (Health/Dental Insurance, 401K, etc.)**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	67% (1470)	20% (434)	3% (76)	2% (38)	8% (164)	2182
2016 Vote: Democrat Hillary Clinton	70% (545)	20% (153)	3% (24)	1% (11)	6% (43)	776
2016 Vote: Republican Donald Trump	69% (560)	21% (170)	3% (27)	1% (10)	5% (42)	809
2016 Vote: Someone else	67% (111)	19% (31)	2% (3)	3% (5)	10% (16)	166
2012 Vote: Barack Obama	71% (662)	20% (183)	3% (28)	1% (12)	5% (46)	931
2012 Vote: Mitt Romney	70% (435)	19% (116)	3% (16)	2% (14)	6% (37)	618
2012 Vote: Other	55% (41)	34% (26)	4% (3)	— (0)	6% (4)	74
2012 Vote: Didn't Vote	59% (327)	20% (110)	5% (29)	2% (13)	14% (76)	555
4-Region: Northeast	68% (272)	18% (70)	5% (20)	1% (5)	8% (30)	398
4-Region: Midwest	70% (327)	19% (87)	2% (12)	3% (13)	7% (31)	470
4-Region: South	68% (548)	20% (158)	3% (24)	2% (18)	7% (59)	808
4-Region: West	63% (321)	23% (119)	4% (20)	1% (3)	9% (44)	507
Age: 18-34 (Millennials)	59% (390)	24% (160)	6% (36)	2% (16)	9% (57)	659
Age: 35-50 (Gen X)	69% (404)	22% (127)	3% (17)	1% (7)	5% (27)	582
Age: 51-69 (Baby Boomers)	72% (536)	15% (114)	3% (19)	2% (13)	8% (61)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_4:** How important are each of the following factors when considering working for a company?  
*Opportunities for career advancement*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1248)	27% (590)	5% (114)	3% (60)	8% (170)	2182
Gender: Male	55% (577)	27% (286)	7% (69)	3% (31)	8% (88)	1050
Gender: Female	59% (671)	27% (304)	4% (45)	3% (30)	7% (82)	1132
Age: 18-29	60% (279)	21% (100)	6% (29)	4% (17)	9% (42)	467
Age: 30-44	55% (307)	33% (185)	5% (28)	2% (9)	5% (31)	559
Age: 45-54	55% (195)	28% (100)	6% (21)	2% (8)	8% (29)	353
Age: 55-64	55% (225)	27% (110)	7% (29)	4% (14)	7% (30)	408
Age: 65+	61% (241)	24% (95)	2% (7)	3% (12)	10% (39)	394
PID: Dem (no lean)	62% (454)	28% (202)	4% (31)	1% (10)	5% (33)	731
PID: Ind (no lean)	52% (382)	25% (180)	8% (55)	3% (24)	12% (88)	729
PID: Rep (no lean)	57% (412)	29% (208)	4% (27)	4% (26)	7% (48)	722
PID/Gender: Dem Men	60% (203)	30% (101)	5% (17)	1% (4)	4% (14)	338
PID/Gender: Dem Women	64% (251)	26% (101)	4% (14)	2% (7)	5% (20)	392
PID/Gender: Ind Men	50% (182)	24% (86)	10% (35)	3% (12)	13% (48)	363
PID/Gender: Ind Women	55% (200)	26% (94)	5% (20)	3% (12)	11% (40)	366
PID/Gender: Rep Men	55% (192)	28% (99)	5% (16)	4% (15)	8% (27)	349
PID/Gender: Rep Women	59% (220)	29% (109)	3% (11)	3% (11)	6% (22)	373
Tea Party: Supporter	62% (412)	27% (178)	5% (32)	3% (18)	3% (21)	661
Tea Party: Not Supporter	55% (832)	27% (411)	5% (81)	3% (42)	10% (145)	1511
Ideo: Liberal (1-3)	59% (413)	26% (180)	7% (46)	3% (20)	5% (35)	695
Ideo: Moderate (4)	57% (313)	27% (148)	6% (32)	3% (17)	7% (37)	546
Ideo: Conservative (5-7)	57% (418)	30% (218)	4% (28)	3% (21)	7% (48)	733
Educ: < College	58% (902)	25% (386)	5% (73)	3% (50)	9% (141)	1553
Educ: Bachelors degree	56% (230)	32% (131)	6% (25)	1% (4)	5% (22)	412
Educ: Post-grad	53% (115)	33% (73)	7% (16)	3% (7)	3% (7)	217
Income: Under 50k	58% (750)	25% (327)	5% (67)	3% (41)	9% (117)	1301
Income: 50k-100k	58% (376)	29% (187)	5% (32)	1% (8)	6% (40)	644
Income: 100k+	51% (121)	32% (77)	6% (14)	5% (12)	6% (13)	237

Continued on next page

**Table BRD2\_4:** How important are each of the following factors when considering working for a company?  
*Opportunities for career advancement*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1248)	27% (590)	5% (114)	3% (60)	8% (170)	2182
Ethnicity: White	57% (982)	28% (490)	6% (96)	2% (41)	7% (126)	1735
Ethnicity: Hispanic	66% (214)	20% (66)	4% (14)	4% (13)	6% (20)	327
Ethnicity: Afr. Am.	61% (162)	24% (64)	3% (7)	4% (10)	9% (23)	266
Ethnicity: Other	58% (104)	20% (35)	6% (11)	5% (10)	11% (20)	180
Relig: Protestant	58% (332)	31% (177)	3% (19)	2% (11)	6% (34)	573
Relig: Roman Catholic	62% (291)	25% (117)	5% (25)	3% (14)	5% (22)	469
Relig: Ath./Agn./None	52% (330)	26% (166)	7% (44)	4% (23)	11% (72)	635
Relig: Something Else	57% (176)	28% (85)	6% (18)	3% (10)	6% (19)	308
Relig: Jewish	53% (27)	30% (16)	6% (3)	2% (1)	8% (4)	51
Relig: Evangelical	62% (374)	25% (153)	4% (24)	2% (13)	7% (41)	606
Relig: Non-Evang. Catholics	58% (366)	29% (184)	4% (28)	2% (15)	6% (36)	630
Relig: All Christian	60% (740)	27% (337)	4% (52)	2% (28)	6% (78)	1235
Relig: All Non-Christian	54% (506)	27% (251)	7% (62)	3% (32)	10% (91)	943
Community: Urban	55% (343)	30% (189)	5% (33)	2% (14)	7% (45)	624
Community: Suburban	59% (590)	25% (256)	6% (57)	3% (30)	7% (75)	1007
Community: Rural	57% (315)	26% (145)	4% (24)	3% (16)	9% (51)	550
Employ: Private Sector	55% (410)	33% (242)	7% (53)	2% (14)	3% (21)	740
Employ: Government	69% (90)	19% (25)	6% (8)	5% (6)	1% (1)	130
Employ: Self-Employed	53% (94)	29% (51)	6% (11)	4% (7)	9% (15)	178
Employ: Homemaker	55% (117)	25% (54)	3% (7)	5% (11)	12% (25)	213
Employ: Student	63% (37)	25% (15)	3% (2)	1% (1)	8% (5)	59
Employ: Retired	61% (295)	21% (101)	3% (14)	3% (12)	12% (60)	482
Employ: Unemployed	56% (136)	28% (67)	5% (13)	2% (5)	9% (22)	243
Employ: Other	50% (69)	25% (35)	5% (7)	3% (4)	16% (22)	136
Job Type: White-collar	56% (449)	31% (251)	7% (52)	3% (23)	3% (27)	802
Job Type: Blue-collar	58% (547)	27% (256)	5% (50)	2% (22)	7% (61)	936
Job Type: Don't Know	57% (252)	19% (83)	3% (12)	3% (15)	18% (82)	444
Military HH: Yes	64% (238)	23% (85)	5% (18)	4% (14)	4% (16)	371
Military HH: No	56% (1009)	28% (505)	5% (96)	3% (47)	8% (154)	1811

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**Table BRD2\_4:** How important are each of the following factors when considering working for a company?*Opportunities for career advancement*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1248)	27% (590)	5% (114)	3% (60)	8% (170)	2182
2016 Vote: Democrat Hillary Clinton	59% (461)	27% (211)	7% (51)	2% (16)	5% (36)	776
2016 Vote: Republican Donald Trump	60% (489)	28% (225)	4% (33)	2% (20)	5% (44)	809
2016 Vote: Someone else	50% (84)	27% (45)	6% (9)	7% (12)	10% (16)	166
2012 Vote: Barack Obama	61% (568)	27% (255)	5% (46)	2% (15)	5% (46)	931
2012 Vote: Mitt Romney	59% (365)	27% (165)	4% (27)	4% (22)	6% (39)	618
2012 Vote: Other	46% (34)	31% (23)	10% (7)	6% (5)	7% (6)	74
2012 Vote: Didn't Vote	50% (277)	26% (146)	6% (34)	3% (18)	14% (80)	555
4-Region: Northeast	55% (220)	25% (98)	7% (26)	4% (16)	10% (38)	398
4-Region: Midwest	60% (282)	26% (123)	5% (22)	3% (16)	6% (27)	470
4-Region: South	58% (465)	29% (234)	4% (34)	1% (12)	8% (63)	808
4-Region: West	56% (281)	27% (136)	6% (32)	3% (16)	8% (42)	507
Age: 18-34 (Millennials)	58% (381)	25% (163)	6% (41)	3% (23)	8% (51)	659
Age: 35-50 (Gen X)	57% (334)	31% (179)	5% (26)	1% (8)	6% (35)	582
Age: 51-69 (Baby Boomers)	56% (416)	27% (198)	5% (41)	3% (26)	8% (62)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_5: How important are each of the following factors when considering working for a company?**

*Office Culture*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
Gender: Male	37% (387)	36% (374)	12% (124)	5% (53)	11% (113)	1050
Gender: Female	47% (536)	29% (323)	9% (107)	4% (44)	11% (122)	1132
Age: 18-29	41% (191)	31% (145)	11% (52)	5% (22)	12% (57)	467
Age: 30-44	44% (246)	33% (187)	11% (60)	4% (22)	8% (44)	559
Age: 45-54	45% (160)	30% (105)	9% (33)	3% (11)	12% (43)	353
Age: 55-64	44% (179)	31% (127)	9% (38)	5% (21)	10% (43)	408
Age: 65+	37% (146)	33% (132)	12% (48)	5% (21)	12% (48)	394
PID: Dem (no lean)	47% (347)	31% (225)	11% (84)	4% (28)	7% (48)	731
PID: Ind (no lean)	35% (257)	30% (221)	12% (87)	5% (38)	17% (126)	729
PID: Rep (no lean)	44% (320)	35% (251)	8% (60)	4% (30)	9% (61)	722
PID/Gender: Dem Men	44% (149)	36% (121)	12% (39)	3% (11)	5% (19)	338
PID/Gender: Dem Women	50% (197)	27% (104)	11% (45)	4% (17)	7% (29)	392
PID/Gender: Ind Men	30% (108)	33% (119)	14% (49)	6% (22)	18% (65)	363
PID/Gender: Ind Women	41% (149)	28% (102)	10% (38)	4% (16)	17% (61)	366
PID/Gender: Rep Men	37% (129)	39% (135)	10% (36)	6% (20)	9% (30)	349
PID/Gender: Rep Women	51% (190)	31% (116)	6% (24)	3% (11)	9% (32)	373
Tea Party: Supporter	50% (334)	30% (201)	9% (60)	4% (28)	6% (39)	661
Tea Party: Not Supporter	39% (587)	33% (494)	11% (170)	5% (68)	13% (192)	1511
Ideo: Liberal (1-3)	49% (340)	31% (215)	8% (56)	5% (34)	7% (50)	695
Ideo: Moderate (4)	40% (219)	34% (184)	13% (74)	4% (22)	9% (47)	546
Ideo: Conservative (5-7)	41% (304)	35% (258)	10% (72)	4% (31)	9% (68)	733
Educ: < College	40% (618)	31% (482)	11% (173)	5% (81)	13% (200)	1553
Educ: Bachelors degree	47% (196)	35% (144)	9% (38)	3% (11)	6% (23)	412
Educ: Post-grad	51% (110)	33% (71)	9% (20)	2% (5)	5% (11)	217
Income: Under 50k	40% (526)	30% (385)	12% (156)	5% (65)	13% (169)	1301
Income: 50k-100k	45% (289)	35% (226)	9% (60)	4% (25)	7% (43)	644
Income: 100k+	45% (108)	36% (85)	6% (15)	3% (6)	10% (23)	237

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**Table BRD2\_5:** How important are each of the following factors when considering working for a company?*Office Culture*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
Ethnicity: White	42% (733)	33% (570)	11% (184)	4% (75)	10% (173)	1735
Ethnicity: Hispanic	49% (158)	29% (95)	9% (28)	4% (14)	9% (30)	327
Ethnicity: Afr. Am.	45% (119)	29% (78)	8% (21)	5% (14)	13% (35)	266
Ethnicity: Other	40% (71)	27% (48)	14% (26)	4% (8)	15% (27)	180
Relig: Protestant	44% (250)	37% (213)	9% (50)	3% (20)	7% (39)	573
Relig: Roman Catholic	45% (209)	33% (156)	11% (50)	4% (17)	8% (36)	469
Relig: Ath./Agn./None	37% (238)	30% (190)	11% (67)	6% (36)	16% (104)	635
Relig: Something Else	44% (137)	27% (85)	13% (40)	5% (17)	10% (30)	308
Relig: Jewish	49% (25)	36% (19)	6% (3)	— (0)	9% (5)	51
Relig: Evangelical	49% (295)	29% (177)	11% (65)	3% (18)	8% (50)	606
Relig: Non-Evang. Catholics	40% (252)	39% (245)	9% (58)	4% (25)	8% (50)	630
Relig: All Christian	44% (547)	34% (422)	10% (123)	4% (44)	8% (100)	1235
Relig: All Non-Christian	40% (375)	29% (274)	11% (107)	6% (53)	14% (134)	943
Community: Urban	43% (268)	32% (197)	11% (67)	5% (33)	10% (60)	624
Community: Suburban	44% (444)	32% (318)	10% (98)	4% (42)	10% (104)	1007
Community: Rural	38% (211)	33% (181)	12% (65)	4% (22)	13% (71)	550
Employ: Private Sector	47% (350)	35% (257)	9% (69)	5% (34)	4% (30)	740
Employ: Government	55% (71)	30% (40)	13% (17)	— (0)	2% (2)	130
Employ: Self-Employed	38% (67)	37% (66)	10% (18)	6% (10)	10% (18)	178
Employ: Homemaker	35% (75)	36% (76)	9% (20)	1% (2)	19% (40)	213
Employ: Student	39% (23)	25% (15)	14% (9)	10% (6)	12% (7)	59
Employ: Retired	38% (181)	32% (153)	12% (57)	4% (22)	15% (70)	482
Employ: Unemployed	43% (104)	25% (62)	8% (20)	6% (15)	17% (42)	243
Employ: Other	38% (52)	22% (30)	16% (21)	5% (7)	19% (26)	136
Job Type: White-collar	49% (393)	36% (286)	9% (69)	3% (21)	4% (33)	802
Job Type: Blue-collar	39% (365)	33% (309)	13% (124)	5% (51)	9% (88)	936
Job Type: Don't Know	37% (166)	23% (101)	9% (38)	6% (25)	26% (114)	444
Military HH: Yes	43% (158)	32% (120)	14% (51)	5% (18)	6% (24)	371
Military HH: No	42% (765)	32% (577)	10% (180)	4% (79)	12% (211)	1811

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**Table BRD2\_5: How important are each of the following factors when considering working for a company?**

*Office Culture*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
2016 Vote: Democrat Hillary Clinton	46% (357)	33% (255)	10% (77)	4% (31)	7% (56)	776
2016 Vote: Republican Donald Trump	46% (370)	35% (283)	7% (60)	4% (32)	8% (64)	809
2016 Vote: Someone else	33% (54)	33% (55)	13% (22)	10% (16)	11% (18)	166
2012 Vote: Barack Obama	47% (439)	32% (294)	10% (97)	4% (33)	7% (68)	931
2012 Vote: Mitt Romney	44% (273)	35% (218)	7% (45)	6% (34)	8% (49)	618
2012 Vote: Other	32% (24)	38% (29)	19% (14)	4% (3)	6% (4)	74
2012 Vote: Didn't Vote	33% (183)	28% (157)	13% (74)	5% (26)	21% (114)	555
4-Region: Northeast	40% (159)	31% (123)	12% (47)	4% (18)	13% (51)	398
4-Region: Midwest	39% (184)	36% (167)	11% (53)	3% (16)	10% (49)	470
4-Region: South	45% (367)	31% (250)	9% (75)	4% (35)	10% (80)	808
4-Region: West	42% (213)	31% (157)	11% (55)	5% (28)	11% (55)	507
Age: 18-34 (Millennials)	42% (276)	32% (211)	11% (73)	4% (26)	11% (73)	659
Age: 35-50 (Gen X)	46% (266)	32% (185)	9% (55)	4% (24)	9% (52)	582
Age: 51-69 (Baby Boomers)	42% (313)	31% (233)	11% (79)	5% (38)	11% (81)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_6:** How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1066)	32% (693)	7% (159)	3% (69)	9% (196)	2182
Gender: Male	44% (462)	34% (362)	8% (86)	5% (48)	9% (93)	1050
Gender: Female	53% (604)	29% (332)	6% (73)	2% (21)	9% (103)	1132
Age: 18-29	48% (223)	31% (144)	8% (37)	4% (16)	10% (47)	467
Age: 30-44	48% (267)	35% (196)	8% (44)	4% (21)	6% (32)	559
Age: 45-54	51% (179)	31% (109)	6% (20)	2% (8)	10% (36)	353
Age: 55-64	49% (201)	33% (134)	5% (21)	4% (16)	9% (36)	408
Age: 65+	50% (196)	28% (111)	9% (37)	2% (7)	11% (44)	394
PID: Dem (no lean)	57% (417)	30% (216)	6% (41)	2% (16)	5% (40)	731
PID: Ind (no lean)	43% (314)	31% (224)	9% (66)	4% (28)	14% (99)	729
PID: Rep (no lean)	46% (335)	35% (254)	7% (52)	3% (25)	8% (57)	722
PID/Gender: Dem Men	53% (180)	34% (114)	7% (22)	3% (9)	4% (13)	338
PID/Gender: Dem Women	61% (237)	26% (102)	5% (19)	2% (7)	7% (27)	392
PID/Gender: Ind Men	37% (135)	33% (119)	10% (36)	6% (20)	14% (52)	363
PID/Gender: Ind Women	49% (178)	29% (104)	8% (29)	2% (8)	13% (47)	366
PID/Gender: Rep Men	42% (147)	37% (129)	8% (27)	5% (18)	8% (28)	349
PID/Gender: Rep Women	50% (188)	33% (125)	7% (25)	2% (7)	8% (29)	373
Tea Party: Supporter	53% (353)	32% (211)	9% (56)	3% (18)	3% (22)	661
Tea Party: Not Supporter	47% (710)	32% (480)	7% (102)	3% (50)	11% (169)	1511
Ideo: Liberal (1-3)	53% (369)	30% (212)	6% (42)	4% (30)	6% (42)	695
Ideo: Moderate (4)	49% (270)	34% (185)	6% (32)	2% (13)	9% (47)	546
Ideo: Conservative (5-7)	46% (340)	35% (254)	9% (65)	3% (21)	7% (54)	733
Educ: < College	49% (756)	30% (470)	7% (111)	3% (51)	11% (165)	1553
Educ: Bachelors degree	50% (206)	36% (147)	7% (29)	2% (8)	5% (22)	412
Educ: Post-grad	48% (104)	35% (77)	8% (18)	4% (9)	4% (9)	217
Income: Under 50k	49% (636)	30% (394)	7% (95)	4% (49)	10% (128)	1301
Income: 50k-100k	51% (327)	33% (209)	7% (44)	2% (13)	8% (51)	644
Income: 100k+	43% (103)	38% (90)	9% (20)	3% (7)	7% (17)	237

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**Table BRD2\_6:** How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1066)	32% (693)	7% (159)	3% (69)	9% (196)	2182
Ethnicity: White	48% (839)	33% (574)	8% (130)	3% (50)	8% (143)	1735
Ethnicity: Hispanic	54% (175)	30% (98)	5% (17)	5% (16)	6% (20)	327
Ethnicity: Afr. Am.	54% (145)	27% (71)	4% (10)	4% (12)	11% (29)	266
Ethnicity: Other	45% (82)	27% (49)	10% (18)	4% (7)	13% (24)	180
Relig: Protestant	49% (278)	35% (202)	6% (36)	1% (8)	9% (49)	573
Relig: Roman Catholic	54% (255)	33% (153)	5% (24)	3% (12)	5% (26)	469
Relig: Ath./Agn./None	41% (262)	32% (201)	9% (56)	5% (34)	13% (81)	635
Relig: Something Else	54% (167)	29% (90)	8% (24)	3% (10)	6% (18)	308
Relig: Jewish	53% (27)	30% (15)	8% (4)	2% (1)	7% (3)	51
Relig: Evangelical	54% (324)	30% (181)	7% (43)	2% (10)	8% (47)	606
Relig: Non-Evang. Catholics	49% (312)	35% (220)	6% (35)	2% (14)	8% (49)	630
Relig: All Christian	51% (636)	32% (401)	6% (79)	2% (24)	8% (96)	1235
Relig: All Non-Christian	45% (429)	31% (291)	8% (80)	5% (44)	10% (99)	943
Community: Urban	47% (294)	34% (211)	6% (40)	4% (25)	9% (54)	624
Community: Suburban	50% (502)	31% (313)	8% (84)	3% (28)	8% (81)	1007
Community: Rural	49% (270)	31% (169)	6% (35)	3% (16)	11% (61)	550
Employ: Private Sector	50% (373)	36% (263)	7% (54)	3% (22)	4% (29)	740
Employ: Government	53% (69)	31% (41)	12% (15)	3% (4)	1% (1)	130
Employ: Self-Employed	47% (83)	32% (57)	6% (11)	7% (13)	8% (14)	178
Employ: Homemaker	41% (87)	34% (73)	8% (17)	2% (4)	15% (33)	213
Employ: Student	50% (30)	29% (17)	9% (5)	1% (1)	12% (7)	59
Employ: Retired	48% (232)	28% (137)	8% (38)	2% (8)	14% (67)	482
Employ: Unemployed	50% (122)	32% (77)	2% (6)	5% (12)	11% (26)	243
Employ: Other	52% (70)	21% (29)	9% (12)	4% (6)	14% (19)	136
Job Type: White-collar	52% (418)	35% (279)	7% (54)	3% (20)	4% (30)	802
Job Type: Blue-collar	47% (437)	33% (308)	8% (78)	4% (34)	8% (78)	936
Job Type: Don't Know	47% (211)	24% (107)	6% (26)	3% (14)	20% (87)	444
Military HH: Yes	53% (198)	34% (125)	5% (19)	2% (9)	5% (20)	371
Military HH: No	48% (868)	31% (568)	8% (139)	3% (60)	10% (176)	1811

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**Table BRD2\_6:** How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1066)	32% (693)	7% (159)	3% (69)	9% (196)	2182
2016 Vote: Democrat Hillary Clinton	56% (433)	31% (237)	5% (40)	2% (16)	6% (50)	776
2016 Vote: Republican Donald Trump	48% (389)	34% (278)	7% (60)	3% (28)	7% (54)	809
2016 Vote: Someone else	43% (72)	29% (48)	12% (20)	6% (10)	10% (16)	166
2012 Vote: Barack Obama	55% (515)	31% (290)	5% (51)	2% (19)	6% (56)	931
2012 Vote: Mitt Romney	48% (298)	33% (206)	8% (47)	3% (17)	8% (49)	618
2012 Vote: Other	38% (28)	32% (23)	17% (12)	6% (4)	8% (6)	74
2012 Vote: Didn't Vote	40% (220)	31% (174)	9% (48)	5% (28)	15% (84)	555
4-Region: Northeast	46% (183)	36% (142)	6% (25)	3% (11)	9% (38)	398
4-Region: Midwest	49% (228)	34% (159)	6% (27)	4% (18)	8% (37)	470
4-Region: South	52% (417)	29% (236)	7% (60)	3% (26)	8% (68)	808
4-Region: West	47% (238)	31% (155)	9% (47)	3% (14)	10% (53)	507
Age: 18-34 (Millennials)	47% (310)	33% (216)	8% (50)	4% (25)	9% (58)	659
Age: 35-50 (Gen X)	51% (298)	32% (187)	7% (42)	3% (16)	7% (39)	582
Age: 51-69 (Baby Boomers)	49% (362)	31% (230)	7% (50)	3% (26)	10% (75)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_7: How important are each of the following factors when considering working for a company?**  
*Job Stability*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(1553)	17%	(374)	3%	(57)	2%	(34)	7%	(163)	2182
Gender: Male	66%	(698)	21%	(222)	4%	(37)	2%	(17)	7%	(76)	1050
Gender: Female	76%	(855)	13%	(152)	2%	(20)	2%	(17)	8%	(87)	1132
Age: 18-29	63%	(296)	18%	(85)	5%	(23)	4%	(18)	10%	(45)	467
Age: 30-44	69%	(388)	22%	(123)	3%	(15)	1%	(5)	5%	(28)	559
Age: 45-54	74%	(260)	15%	(53)	3%	(9)	1%	(3)	8%	(28)	353
Age: 55-64	77%	(315)	14%	(58)	1%	(6)	1%	(3)	7%	(27)	408
Age: 65+	74%	(294)	14%	(56)	1%	(4)	1%	(5)	9%	(35)	394
PID: Dem (no lean)	74%	(544)	17%	(124)	3%	(21)	1%	(8)	5%	(34)	731
PID: Ind (no lean)	66%	(478)	20%	(143)	2%	(18)	1%	(8)	11%	(81)	729
PID: Rep (no lean)	74%	(531)	15%	(107)	3%	(19)	2%	(17)	7%	(48)	722
PID/Gender: Dem Men	70%	(238)	21%	(72)	4%	(13)	1%	(3)	4%	(13)	338
PID/Gender: Dem Women	78%	(305)	13%	(52)	2%	(8)	1%	(6)	5%	(21)	392
PID/Gender: Ind Men	62%	(223)	23%	(83)	3%	(12)	1%	(3)	11%	(42)	363
PID/Gender: Ind Women	70%	(255)	16%	(60)	2%	(6)	2%	(6)	11%	(40)	366
PID/Gender: Rep Men	68%	(237)	19%	(67)	3%	(12)	3%	(12)	6%	(21)	349
PID/Gender: Rep Women	79%	(294)	11%	(39)	2%	(7)	2%	(6)	7%	(26)	373
Tea Party: Supporter	75%	(498)	17%	(113)	3%	(19)	2%	(12)	3%	(18)	661
Tea Party: Not Supporter	70%	(1051)	17%	(260)	3%	(38)	1%	(22)	9%	(141)	1511
Ideo: Liberal (1-3)	70%	(489)	19%	(130)	4%	(26)	1%	(10)	6%	(40)	695
Ideo: Moderate (4)	72%	(393)	18%	(99)	3%	(15)	2%	(10)	5%	(30)	546
Ideo: Conservative (5-7)	74%	(545)	16%	(120)	2%	(12)	2%	(13)	6%	(44)	733
Educ: < College	72%	(1113)	15%	(236)	2%	(39)	2%	(28)	9%	(137)	1553
Educ: Bachelors degree	71%	(293)	20%	(84)	3%	(14)	1%	(2)	5%	(19)	412
Educ: Post-grad	68%	(147)	25%	(54)	2%	(5)	2%	(4)	4%	(8)	217
Income: Under 50k	72%	(936)	15%	(197)	3%	(33)	2%	(23)	9%	(112)	1301
Income: 50k-100k	72%	(465)	18%	(118)	3%	(20)	1%	(6)	6%	(36)	644
Income: 100k+	65%	(153)	25%	(59)	2%	(5)	2%	(5)	6%	(15)	237

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**Table BRD2\_7: How important are each of the following factors when considering working for a company?**  
*Job Stability*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1553)	17% (374)	3% (57)	2% (34)	7% (163)	2182
Ethnicity: White	72% (1256)	18% (304)	2% (37)	1% (24)	7% (115)	1735
Ethnicity: Hispanic	70% (229)	17% (55)	3% (10)	3% (9)	7% (23)	327
Ethnicity: Afr. Am.	70% (186)	16% (43)	3% (8)	2% (4)	10% (26)	266
Ethnicity: Other	62% (112)	16% (28)	7% (13)	3% (6)	12% (22)	180
Relig: Protestant	74% (425)	18% (101)	2% (9)	1% (4)	6% (34)	573
Relig: Roman Catholic	76% (354)	17% (77)	3% (16)	1% (4)	4% (18)	469
Relig: Ath./Agn./None	64% (408)	19% (121)	2% (16)	3% (19)	11% (71)	635
Relig: Something Else	71% (218)	17% (53)	5% (14)	2% (6)	6% (18)	308
Relig: Jewish	67% (34)	24% (12)	1% (1)	— (0)	8% (4)	51
Relig: Evangelical	74% (448)	17% (103)	2% (11)	1% (4)	7% (40)	606
Relig: Non-Evang. Catholics	76% (477)	15% (96)	3% (17)	1% (6)	5% (34)	630
Relig: All Christian	75% (925)	16% (200)	2% (28)	1% (10)	6% (73)	1235
Relig: All Non-Christian	66% (626)	18% (174)	3% (30)	3% (24)	9% (89)	943
Community: Urban	66% (412)	23% (141)	3% (18)	2% (10)	7% (44)	624
Community: Suburban	73% (736)	17% (169)	2% (21)	1% (11)	7% (70)	1007
Community: Rural	74% (406)	12% (64)	3% (18)	2% (13)	9% (49)	550
Employ: Private Sector	74% (549)	20% (152)	2% (17)	1% (7)	2% (15)	740
Employ: Government	72% (94)	16% (21)	6% (8)	5% (7)	— (0)	130
Employ: Self-Employed	61% (110)	22% (40)	7% (12)	2% (4)	7% (12)	178
Employ: Homemaker	71% (151)	12% (25)	1% (2)	1% (2)	15% (33)	213
Employ: Student	56% (33)	25% (15)	4% (3)	4% (2)	11% (6)	59
Employ: Retired	73% (350)	13% (62)	2% (10)	1% (5)	11% (55)	482
Employ: Unemployed	74% (179)	15% (37)	1% (3)	1% (4)	8% (20)	243
Employ: Other	63% (86)	16% (22)	1% (2)	3% (4)	17% (23)	136
Job Type: White-collar	72% (578)	20% (158)	3% (23)	2% (13)	4% (29)	802
Job Type: Blue-collar	74% (691)	16% (151)	3% (28)	1% (12)	6% (54)	936
Job Type: Don't Know	64% (284)	15% (65)	1% (6)	2% (9)	18% (80)	444
Military HH: Yes	78% (290)	13% (47)	2% (7)	2% (8)	5% (19)	371
Military HH: No	70% (1263)	18% (327)	3% (50)	1% (26)	8% (145)	1811

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**Table BRD2\_7: How important are each of the following factors when considering working for a company?**

*Job Stability*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1553)	17% (374)	3% (57)	2% (34)	7% (163)	2182
2016 Vote: Democrat Hillary Clinton	73% (566)	19% (144)	3% (22)	1% (6)	5% (37)	776
2016 Vote: Republican Donald Trump	75% (606)	17% (139)	2% (16)	1% (9)	5% (40)	809
2016 Vote: Someone else	68% (112)	19% (32)	1% (1)	3% (5)	9% (16)	166
2012 Vote: Barack Obama	73% (679)	19% (181)	2% (21)	1% (6)	5% (44)	931
2012 Vote: Mitt Romney	77% (477)	14% (86)	1% (8)	2% (10)	6% (38)	618
2012 Vote: Other	60% (45)	28% (21)	1% (1)	5% (4)	6% (4)	74
2012 Vote: Didn't Vote	63% (348)	16% (87)	5% (28)	3% (14)	14% (77)	555
4-Region: Northeast	72% (288)	15% (60)	4% (14)	1% (5)	8% (31)	398
4-Region: Midwest	73% (342)	17% (79)	2% (11)	2% (9)	6% (30)	470
4-Region: South	73% (588)	16% (129)	2% (20)	1% (8)	8% (61)	808
4-Region: West	66% (335)	21% (106)	2% (12)	2% (11)	8% (41)	507
Age: 18-34 (Millennials)	64% (424)	20% (130)	4% (29)	3% (20)	8% (55)	659
Age: 35-50 (Gen X)	72% (422)	19% (109)	3% (15)	1% (5)	5% (31)	582
Age: 51-69 (Baby Boomers)	75% (558)	14% (105)	2% (13)	1% (9)	8% (58)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_8:** How important are each of the following factors when considering working for a company?  
*Company's reputation*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	52%	(1144)	31%	(683)	6%	(128)	2%	(55)	8%	(173)	2182
Gender: Male	48%	(504)	34%	(355)	7%	(68)	4%	(37)	8%	(86)	1050
Gender: Female	57%	(640)	29%	(328)	5%	(60)	2%	(17)	8%	(87)	1132
Age: 18-29	51%	(236)	25%	(119)	10%	(46)	4%	(17)	10%	(49)	467
Age: 30-44	50%	(280)	36%	(202)	6%	(31)	3%	(19)	5%	(27)	559
Age: 45-54	52%	(182)	32%	(114)	5%	(19)	2%	(7)	9%	(32)	353
Age: 55-64	57%	(235)	29%	(120)	5%	(18)	2%	(6)	7%	(29)	408
Age: 65+	53%	(210)	33%	(128)	4%	(14)	1%	(6)	9%	(36)	394
PID: Dem (no lean)	57%	(416)	30%	(223)	6%	(44)	2%	(16)	4%	(32)	731
PID: Ind (no lean)	44%	(324)	33%	(241)	8%	(56)	2%	(17)	13%	(91)	729
PID: Rep (no lean)	56%	(403)	30%	(220)	4%	(28)	3%	(22)	7%	(49)	722
PID/Gender: Dem Men	53%	(178)	35%	(119)	5%	(18)	3%	(10)	4%	(13)	338
PID/Gender: Dem Women	61%	(238)	26%	(104)	7%	(26)	1%	(6)	5%	(19)	392
PID/Gender: Ind Men	40%	(147)	34%	(122)	9%	(33)	4%	(13)	13%	(48)	363
PID/Gender: Ind Women	48%	(178)	32%	(119)	6%	(23)	1%	(4)	12%	(43)	366
PID/Gender: Rep Men	51%	(179)	33%	(114)	5%	(17)	4%	(14)	7%	(25)	349
PID/Gender: Rep Women	60%	(224)	28%	(105)	3%	(11)	2%	(8)	7%	(25)	373
Tea Party: Supporter	56%	(370)	32%	(213)	6%	(38)	2%	(16)	4%	(24)	661
Tea Party: Not Supporter	51%	(769)	31%	(469)	6%	(90)	3%	(38)	10%	(145)	1511
Ideo: Liberal (1-3)	51%	(354)	33%	(229)	7%	(50)	3%	(19)	6%	(43)	695
Ideo: Moderate (4)	53%	(290)	33%	(179)	6%	(35)	1%	(7)	6%	(35)	546
Ideo: Conservative (5-7)	55%	(405)	32%	(232)	4%	(31)	3%	(21)	6%	(45)	733
Educ: < College	53%	(816)	29%	(455)	6%	(93)	3%	(44)	9%	(145)	1553
Educ: Bachelors degree	53%	(220)	36%	(147)	4%	(18)	2%	(7)	5%	(20)	412
Educ: Post-grad	49%	(107)	37%	(81)	8%	(18)	1%	(3)	4%	(8)	217
Income: Under 50k	53%	(684)	30%	(387)	6%	(75)	3%	(41)	9%	(115)	1301
Income: 50k-100k	54%	(349)	32%	(203)	7%	(42)	1%	(9)	6%	(40)	644
Income: 100k+	47%	(111)	39%	(93)	5%	(12)	2%	(4)	7%	(18)	237

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**Table BRD2\_8: How important are each of the following factors when considering working for a company?**  
*Company's reputation*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	52% (1144)	31% (683)	6% (128)	2% (55)	8% (173)	2182
Ethnicity: White	52% (905)	33% (572)	6% (97)	2% (38)	7% (124)	1735
Ethnicity: Hispanic	53% (173)	24% (79)	10% (33)	5% (17)	8% (25)	327
Ethnicity: Afr. Am.	58% (154)	26% (70)	4% (10)	3% (8)	9% (25)	266
Ethnicity: Other	47% (85)	23% (41)	12% (22)	5% (8)	13% (24)	180
Relig: Protestant	57% (324)	33% (189)	4% (21)	2% (10)	5% (30)	573
Relig: Roman Catholic	55% (259)	31% (145)	7% (31)	2% (12)	5% (23)	469
Relig: Ath./Agn./None	43% (275)	32% (203)	8% (52)	4% (28)	12% (77)	635
Relig: Something Else	53% (164)	33% (103)	7% (20)	1% (5)	6% (17)	308
Relig: Jewish	53% (27)	38% (19)	1% (1)	— (0)	8% (4)	51
Relig: Evangelical	62% (373)	26% (156)	4% (27)	1% (7)	7% (43)	606
Relig: Non-Evang. Catholics	52% (330)	35% (221)	5% (29)	2% (16)	5% (35)	630
Relig: All Christian	57% (703)	31% (377)	5% (56)	2% (22)	6% (77)	1235
Relig: All Non-Christian	47% (439)	32% (305)	8% (73)	3% (32)	10% (94)	943
Community: Urban	50% (312)	32% (197)	8% (51)	3% (18)	7% (46)	624
Community: Suburban	53% (535)	33% (330)	5% (47)	2% (25)	7% (70)	1007
Community: Rural	54% (297)	28% (156)	5% (30)	2% (11)	10% (57)	550
Employ: Private Sector	54% (400)	34% (252)	7% (50)	2% (14)	3% (22)	740
Employ: Government	62% (81)	24% (31)	11% (14)	3% (4)	— (0)	130
Employ: Self-Employed	49% (87)	31% (55)	6% (11)	7% (13)	7% (13)	178
Employ: Homemaker	52% (110)	25% (54)	6% (13)	2% (4)	15% (32)	213
Employ: Student	34% (20)	37% (22)	14% (8)	4% (2)	12% (7)	59
Employ: Retired	51% (246)	33% (158)	4% (17)	2% (7)	11% (54)	482
Employ: Unemployed	54% (130)	29% (70)	4% (11)	4% (9)	9% (22)	243
Employ: Other	50% (69)	30% (41)	2% (3)	1% (1)	16% (22)	136
Job Type: White-collar	54% (432)	35% (283)	6% (47)	1% (12)	3% (28)	802
Job Type: Blue-collar	51% (479)	33% (310)	6% (58)	3% (25)	7% (64)	936
Job Type: Don't Know	52% (233)	20% (90)	5% (24)	4% (18)	18% (80)	444
Military HH: Yes	54% (201)	32% (118)	6% (22)	3% (11)	5% (18)	371
Military HH: No	52% (942)	31% (565)	6% (106)	2% (43)	9% (155)	1811

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**Table BRD2\_8:** How important are each of the following factors when considering working for a company?  
*Company's reputation*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	52% (1144)	31% (683)	6% (128)	2% (55)	8% (173)	2182
2016 Vote: Democrat Hillary Clinton	54% (421)	34% (265)	5% (38)	1% (11)	5% (41)	776
2016 Vote: Republican Donald Trump	57% (464)	30% (241)	5% (42)	2% (19)	5% (44)	809
2016 Vote: Someone else	43% (71)	31% (52)	10% (17)	5% (8)	11% (19)	166
2012 Vote: Barack Obama	56% (520)	32% (299)	5% (51)	1% (12)	5% (49)	931
2012 Vote: Mitt Romney	57% (353)	31% (189)	4% (24)	2% (11)	7% (41)	618
2012 Vote: Other	37% (27)	41% (30)	13% (10)	4% (3)	6% (4)	74
2012 Vote: Didn't Vote	43% (239)	30% (165)	8% (44)	5% (29)	14% (79)	555
4-Region: Northeast	50% (201)	32% (126)	7% (26)	3% (10)	9% (35)	398
4-Region: Midwest	53% (247)	33% (155)	5% (24)	2% (11)	7% (32)	470
4-Region: South	55% (441)	29% (237)	6% (50)	2% (18)	8% (62)	808
4-Region: West	50% (254)	33% (166)	5% (27)	3% (16)	9% (44)	507
Age: 18-34 (Millennials)	49% (324)	28% (188)	9% (62)	4% (25)	9% (60)	659
Age: 35-50 (Gen X)	54% (314)	34% (195)	4% (25)	3% (15)	6% (33)	582
Age: 51-69 (Baby Boomers)	53% (396)	32% (240)	5% (33)	2% (14)	8% (59)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_9: How important are each of the following factors when considering working for a company?**  
*Maternity/Paternity policy*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	37%	(816)	25%	(542)	15%	(317)	13%	(278)	10%	(229)	2182
Gender: Male	30%	(316)	27%	(282)	18%	(193)	13%	(141)	11%	(119)	1050
Gender: Female	44%	(500)	23%	(260)	11%	(123)	12%	(137)	10%	(110)	1132
Age: 18-29	43%	(202)	28%	(129)	13%	(60)	5%	(22)	12%	(54)	467
Age: 30-44	45%	(250)	28%	(155)	12%	(69)	9%	(53)	6%	(32)	559
Age: 45-54	34%	(121)	21%	(74)	14%	(51)	17%	(62)	13%	(45)	353
Age: 55-64	34%	(141)	20%	(83)	15%	(63)	19%	(79)	10%	(43)	408
Age: 65+	26%	(103)	26%	(101)	18%	(73)	16%	(63)	14%	(55)	394
PID: Dem (no lean)	45%	(332)	26%	(193)	12%	(88)	9%	(67)	7%	(50)	731
PID: Ind (no lean)	31%	(224)	23%	(170)	16%	(114)	16%	(120)	14%	(102)	729
PID: Rep (no lean)	36%	(260)	25%	(179)	16%	(114)	13%	(91)	11%	(77)	722
PID/Gender: Dem Men	41%	(139)	31%	(104)	14%	(47)	7%	(25)	7%	(24)	338
PID/Gender: Dem Women	49%	(193)	23%	(90)	11%	(41)	11%	(42)	7%	(26)	392
PID/Gender: Ind Men	22%	(81)	23%	(85)	20%	(74)	19%	(69)	15%	(55)	363
PID/Gender: Ind Women	39%	(143)	23%	(85)	11%	(40)	14%	(51)	13%	(47)	366
PID/Gender: Rep Men	28%	(96)	27%	(93)	21%	(73)	14%	(47)	11%	(40)	349
PID/Gender: Rep Women	44%	(164)	23%	(86)	11%	(42)	12%	(44)	10%	(37)	373
Tea Party: Supporter	43%	(285)	27%	(179)	16%	(103)	9%	(62)	5%	(32)	661
Tea Party: Not Supporter	35%	(529)	24%	(361)	14%	(213)	14%	(216)	13%	(192)	1511
Ideo: Liberal (1-3)	43%	(298)	25%	(176)	13%	(91)	10%	(68)	9%	(61)	695
Ideo: Moderate (4)	40%	(221)	27%	(146)	14%	(79)	11%	(58)	8%	(42)	546
Ideo: Conservative (5-7)	31%	(225)	26%	(188)	17%	(128)	16%	(121)	10%	(72)	733
Educ: < College	40%	(625)	23%	(362)	13%	(201)	11%	(177)	12%	(188)	1553
Educ: Bachelors degree	31%	(127)	29%	(121)	18%	(73)	15%	(61)	7%	(29)	412
Educ: Post-grad	30%	(64)	27%	(58)	20%	(43)	18%	(40)	5%	(12)	217
Income: Under 50k	41%	(537)	23%	(300)	13%	(167)	12%	(150)	11%	(146)	1301
Income: 50k-100k	33%	(210)	28%	(177)	16%	(105)	13%	(84)	10%	(67)	644
Income: 100k+	29%	(69)	27%	(64)	18%	(44)	19%	(44)	7%	(16)	237

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**Table BRD2\_9: How important are each of the following factors when considering working for a company?**  
 Maternity/Paternity policy

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	37% (816)	25% (542)	15% (317)	13% (278)	10% (229)	2182
Ethnicity: White	34% (597)	26% (448)	15% (266)	14% (246)	10% (179)	1735
Ethnicity: Hispanic	52% (170)	24% (79)	9% (29)	7% (23)	8% (25)	327
Ethnicity: Afr. Am.	52% (139)	19% (51)	10% (28)	8% (21)	11% (29)	266
Ethnicity: Other	45% (81)	24% (43)	13% (23)	6% (12)	12% (21)	180
Relig: Protestant	32% (184)	26% (148)	17% (96)	15% (88)	10% (56)	573
Relig: Roman Catholic	42% (196)	25% (118)	12% (57)	13% (59)	8% (38)	469
Relig: Ath./Agn./None	33% (213)	24% (153)	16% (101)	13% (85)	13% (84)	635
Relig: Something Else	40% (124)	27% (83)	13% (40)	11% (35)	9% (27)	308
Relig: Jewish	28% (14)	33% (17)	13% (7)	15% (7)	11% (6)	51
Relig: Evangelical	44% (268)	23% (137)	14% (84)	10% (61)	9% (56)	606
Relig: Non-Evang. Catholics	34% (211)	27% (169)	15% (92)	15% (97)	10% (61)	630
Relig: All Christian	39% (479)	25% (305)	14% (176)	13% (158)	10% (118)	1235
Relig: All Non-Christian	36% (336)	25% (236)	15% (141)	13% (120)	12% (110)	943
Community: Urban	40% (252)	27% (170)	11% (70)	10% (61)	11% (71)	624
Community: Suburban	36% (359)	26% (261)	15% (148)	15% (148)	9% (91)	1007
Community: Rural	37% (205)	20% (110)	18% (99)	13% (69)	12% (67)	550
Employ: Private Sector	36% (264)	28% (206)	17% (128)	14% (101)	5% (40)	740
Employ: Government	54% (70)	23% (30)	10% (13)	11% (15)	2% (3)	130
Employ: Self-Employed	39% (69)	24% (42)	13% (23)	17% (30)	8% (14)	178
Employ: Homemaker	45% (95)	22% (47)	10% (22)	8% (17)	15% (32)	213
Employ: Student	40% (24)	25% (15)	15% (9)	5% (3)	15% (9)	59
Employ: Retired	28% (133)	26% (124)	17% (82)	14% (68)	16% (76)	482
Employ: Unemployed	41% (100)	25% (60)	9% (21)	14% (33)	12% (28)	243
Employ: Other	44% (60)	13% (18)	14% (19)	9% (13)	20% (27)	136
Job Type: White-collar	34% (272)	30% (241)	16% (131)	13% (107)	6% (50)	802
Job Type: Blue-collar	36% (341)	24% (223)	15% (142)	14% (134)	10% (96)	936
Job Type: Don't Know	46% (203)	17% (78)	10% (43)	8% (37)	19% (84)	444
Military HH: Yes	36% (134)	25% (91)	16% (60)	15% (55)	8% (30)	371
Military HH: No	38% (682)	25% (450)	14% (256)	12% (224)	11% (199)	1811

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**Table BRD2\_9: How important are each of the following factors when considering working for a company?**  
*Maternity/Paternity policy*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	37% (816)	25% (542)	15% (317)	13% (278)	10% (229)	2182
2016 Vote: Democrat Hillary Clinton	42% (329)	27% (206)	13% (103)	10% (79)	8% (59)	776
2016 Vote: Republican Donald Trump	36% (291)	25% (198)	17% (136)	14% (111)	9% (73)	809
2016 Vote: Someone else	31% (51)	26% (42)	15% (24)	16% (27)	13% (21)	166
2012 Vote: Barack Obama	44% (411)	25% (236)	13% (121)	11% (98)	7% (65)	931
2012 Vote: Mitt Romney	31% (194)	23% (141)	17% (107)	18% (110)	10% (65)	618
2012 Vote: Other	20% (15)	35% (26)	20% (15)	12% (9)	13% (10)	74
2012 Vote: Didn't Vote	35% (192)	25% (139)	13% (73)	11% (61)	16% (90)	555
4-Region: Northeast	35% (141)	25% (98)	16% (62)	13% (53)	11% (44)	398
4-Region: Midwest	36% (171)	24% (114)	14% (67)	15% (69)	10% (49)	470
4-Region: South	42% (338)	23% (187)	14% (115)	11% (89)	10% (78)	808
4-Region: West	33% (166)	28% (143)	14% (73)	13% (67)	11% (57)	507
Age: 18-34 (Millennials)	44% (289)	27% (178)	14% (90)	5% (36)	10% (65)	659
Age: 35-50 (Gen X)	42% (247)	26% (152)	12% (67)	13% (74)	7% (42)	582
Age: 51-69 (Baby Boomers)	30% (226)	23% (168)	16% (119)	19% (141)	12% (90)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD2\_10: How important are each of the following factors when considering working for a company?**  
 Location / Proximity to where you live

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
Gender: Male	49% (519)	35% (369)	6% (60)	1% (14)	8% (89)	1050
Gender: Female	60% (681)	25% (288)	5% (60)	2% (17)	8% (86)	1132
Age: 18-29	50% (231)	31% (145)	6% (30)	2% (11)	11% (51)	467
Age: 30-44	56% (311)	34% (191)	4% (22)	1% (6)	5% (29)	559
Age: 45-54	59% (207)	27% (97)	5% (19)	1% (3)	8% (27)	353
Age: 55-64	61% (249)	27% (109)	4% (16)	1% (5)	7% (30)	408
Age: 65+	51% (202)	29% (116)	8% (32)	2% (7)	9% (37)	394
PID: Dem (no lean)	57% (420)	31% (225)	6% (43)	1% (8)	5% (34)	731
PID: Ind (no lean)	53% (387)	29% (214)	4% (29)	1% (9)	12% (90)	729
PID: Rep (no lean)	54% (393)	30% (218)	6% (47)	2% (14)	7% (50)	722
PID/Gender: Dem Men	54% (182)	36% (121)	5% (19)	— (1)	5% (16)	338
PID/Gender: Dem Women	61% (238)	27% (105)	6% (25)	2% (7)	4% (18)	392
PID/Gender: Ind Men	47% (172)	34% (122)	5% (18)	1% (4)	13% (47)	363
PID/Gender: Ind Women	59% (215)	25% (91)	3% (11)	1% (5)	12% (44)	366
PID/Gender: Rep Men	47% (165)	36% (126)	7% (23)	2% (8)	7% (26)	349
PID/Gender: Rep Women	61% (228)	25% (92)	6% (24)	1% (5)	7% (24)	373
Tea Party: Supporter	59% (388)	30% (201)	6% (42)	2% (11)	3% (19)	661
Tea Party: Not Supporter	53% (808)	30% (455)	5% (77)	1% (20)	10% (151)	1511
Ideo: Liberal (1-3)	55% (379)	32% (221)	6% (38)	2% (11)	6% (45)	695
Ideo: Moderate (4)	58% (316)	29% (159)	5% (25)	1% (7)	7% (41)	546
Ideo: Conservative (5-7)	54% (394)	33% (241)	6% (46)	2% (11)	5% (40)	733
Educ: < College	56% (871)	27% (424)	6% (88)	2% (24)	9% (146)	1553
Educ: Bachelors degree	52% (215)	37% (154)	4% (17)	1% (5)	5% (20)	412
Educ: Post-grad	52% (113)	36% (78)	7% (15)	1% (2)	4% (8)	217
Income: Under 50k	55% (721)	29% (371)	6% (76)	1% (19)	9% (114)	1301
Income: 50k-100k	55% (354)	32% (204)	5% (35)	2% (10)	6% (40)	644
Income: 100k+	53% (125)	35% (82)	3% (8)	1% (2)	9% (20)	237

Continued on next page

**Table BRD2\_10: How important are each of the following factors when considering working for a company?**  
*Location / Proximity to where you live*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
Ethnicity: White	55% (958)	31% (538)	5% (89)	1% (24)	7% (126)	1735
Ethnicity: Hispanic	53% (173)	34% (111)	6% (18)	1% (3)	6% (21)	327
Ethnicity: Afr. Am.	58% (153)	26% (69)	5% (12)	2% (4)	10% (27)	266
Ethnicity: Other	49% (89)	28% (50)	10% (17)	1% (2)	12% (22)	180
Relig: Protestant	57% (328)	30% (172)	6% (36)	1% (4)	6% (33)	573
Relig: Roman Catholic	55% (259)	35% (163)	5% (25)	2% (7)	3% (16)	469
Relig: Ath./Agn./None	51% (325)	29% (184)	5% (34)	2% (13)	12% (79)	635
Relig: Something Else	55% (170)	31% (94)	5% (15)	1% (4)	8% (24)	308
Relig: Jewish	64% (32)	25% (13)	4% (2)	— (0)	8% (4)	51
Relig: Evangelical	60% (364)	28% (168)	5% (29)	1% (6)	6% (38)	606
Relig: Non-Evang. Catholics	54% (339)	33% (210)	6% (41)	1% (8)	5% (32)	630
Relig: All Christian	57% (703)	31% (379)	6% (70)	1% (14)	6% (70)	1235
Relig: All Non-Christian	53% (495)	29% (278)	5% (49)	2% (17)	11% (103)	943
Community: Urban	52% (323)	33% (205)	7% (42)	— (3)	8% (51)	624
Community: Suburban	56% (559)	31% (308)	5% (54)	2% (17)	7% (69)	1007
Community: Rural	58% (318)	26% (144)	4% (23)	2% (11)	10% (55)	550
Employ: Private Sector	57% (425)	35% (256)	4% (33)	1% (4)	3% (22)	740
Employ: Government	53% (69)	36% (47)	9% (12)	1% (1)	1% (1)	130
Employ: Self-Employed	52% (92)	32% (57)	8% (14)	2% (4)	7% (12)	178
Employ: Homemaker	55% (117)	26% (54)	5% (10)	1% (3)	13% (28)	213
Employ: Student	55% (32)	14% (8)	16% (9)	2% (1)	13% (8)	59
Employ: Retired	51% (247)	28% (137)	7% (35)	1% (5)	12% (58)	482
Employ: Unemployed	62% (151)	23% (56)	2% (5)	5% (11)	8% (20)	243
Employ: Other	48% (66)	31% (42)	2% (2)	1% (1)	18% (25)	136
Job Type: White-collar	57% (457)	33% (263)	6% (48)	1% (5)	4% (29)	802
Job Type: Blue-collar	55% (517)	31% (290)	5% (51)	1% (13)	7% (65)	936
Job Type: Don't Know	51% (226)	23% (104)	4% (20)	3% (14)	18% (81)	444
Military HH: Yes	57% (210)	26% (96)	10% (39)	1% (5)	6% (21)	371
Military HH: No	55% (990)	31% (561)	4% (81)	1% (26)	9% (154)	1811

Continued on next page

**Table BRD2\_10: How important are each of the following factors when considering working for a company?**  
*Location / Proximity to where you live*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
2016 Vote: Democrat Hillary Clinton	58% (446)	31% (240)	5% (39)	1% (7)	6% (43)	776
2016 Vote: Republican Donald Trump	57% (459)	32% (255)	5% (42)	1% (10)	5% (43)	809
2016 Vote: Someone else	51% (84)	29% (48)	5% (9)	3% (5)	13% (21)	166
2012 Vote: Barack Obama	59% (551)	29% (272)	6% (51)	1% (8)	5% (48)	931
2012 Vote: Mitt Romney	57% (351)	31% (192)	4% (26)	1% (8)	7% (41)	618
2012 Vote: Other	45% (33)	32% (24)	14% (11)	1% (1)	8% (6)	74
2012 Vote: Didn't Vote	47% (260)	31% (170)	6% (31)	2% (14)	14% (80)	555
4-Region: Northeast	51% (203)	32% (127)	5% (20)	2% (7)	10% (41)	398
4-Region: Midwest	51% (242)	33% (153)	7% (33)	2% (10)	7% (32)	470
4-Region: South	58% (470)	28% (229)	5% (38)	1% (10)	7% (60)	808
4-Region: West	56% (285)	29% (148)	6% (28)	1% (4)	8% (41)	507
Age: 18-34 (Millennials)	51% (335)	32% (212)	6% (37)	2% (13)	9% (62)	659
Age: 35-50 (Gen X)	58% (337)	32% (185)	4% (23)	1% (7)	5% (30)	582
Age: 51-69 (Baby Boomers)	58% (428)	27% (203)	6% (42)	1% (9)	8% (60)	743

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3: Besides salary/pay, which of the following factors is most important when considering whether you want to work for a company or not?**

Demographic	Vacation Policy	Benefits Insurance, 401K, etc.)	Opportunities advancement	Office Culture	Doing Something Rewarding/Opportunities to give back	Job Stability	Company's reputation	Maternity/Paternity policy	Location / Proximity where you live	Other (please specify)	Don't Know / No Opinion	Total N
Adults	3% (58)	30% (651)	8% (181)	3% (67)	7% (150)	24% (530)	5% (113)	1% (24)	8% (176)	1% (31)	9% (200)	2182
Gender: Male	3% (29)	25% (264)	11% (119)	4% (37)	7% (69)	25% (264)	6% (60)	1% (5)	9% (93)	1% (10)	9% (99)	1050
Gender: Female	3% (30)	34% (387)	5% (62)	3% (29)	7% (81)	24% (266)	5% (52)	2% (19)	7% (84)	2% (20)	9% (101)	1132
Age: 18-29	4% (19)	21% (98)	12% (57)	5% (23)	10% (48)	22% (105)	6% (26)	1% (4)	8% (35)	1% (4)	10% (49)	467
Age: 30-44	5% (26)	28% (155)	9% (51)	3% (19)	6% (31)	26% (148)	5% (29)	3% (15)	9% (48)	1% (4)	6% (34)	559
Age: 45-54	2% (6)	34% (121)	6% (21)	1% (4)	5% (19)	25% (87)	3% (10)	— (1)	11% (39)	1% (4)	12% (42)	353
Age: 55-64	1% (4)	38% (156)	3% (14)	2% (9)	6% (26)	25% (102)	6% (25)	— (1)	8% (33)	1% (3)	9% (37)	408
Age: 65+	1% (4)	31% (121)	10% (39)	3% (12)	7% (27)	23% (90)	6% (22)	1% (3)	5% (22)	4% (16)	10% (39)	394
PID: Dem (no lean)	3% (19)	33% (243)	8% (61)	4% (26)	9% (66)	21% (150)	6% (45)	1% (9)	7% (54)	1% (9)	7% (48)	731
PID: Ind (no lean)	3% (19)	28% (201)	7% (55)	3% (22)	6% (46)	24% (176)	4% (28)	1% (7)	10% (71)	1% (10)	13% (95)	729
PID: Rep (no lean)	3% (21)	29% (207)	9% (65)	3% (19)	5% (39)	28% (204)	5% (39)	1% (8)	7% (52)	2% (11)	8% (57)	722
PID/Gender: Dem Men	4% (13)	31% (105)	11% (37)	5% (17)	7% (25)	21% (70)	5% (18)	1% (4)	8% (27)	2% (5)	5% (18)	338
PID/Gender: Dem Women	2% (6)	35% (139)	6% (25)	2% (8)	10% (41)	20% (80)	7% (27)	2% (6)	7% (27)	1% (4)	8% (30)	392
PID/Gender: Ind Men	2% (6)	21% (75)	10% (38)	3% (12)	6% (21)	28% (101)	5% (19)	— (0)	10% (35)	1% (2)	15% (55)	363
PID/Gender: Ind Women	4% (13)	34% (126)	5% (17)	3% (10)	7% (25)	20% (75)	3% (10)	2% (7)	10% (36)	2% (8)	11% (40)	366
PID/Gender: Rep Men	3% (10)	24% (84)	13% (45)	2% (8)	7% (24)	27% (94)	7% (23)	1% (2)	9% (31)	1% (2)	7% (26)	349
PID/Gender: Rep Women	3% (11)	33% (122)	6% (21)	3% (11)	4% (15)	30% (111)	4% (16)	2% (6)	6% (21)	2% (8)	8% (31)	373
Tea Party: Supporter	4% (27)	26% (172)	9% (62)	4% (28)	6% (39)	26% (173)	8% (50)	1% (9)	9% (59)	1% (6)	5% (35)	661
Tea Party: Not Supporter	2% (32)	32% (477)	8% (119)	3% (38)	7% (111)	24% (356)	4% (62)	1% (15)	8% (117)	2% (24)	11% (161)	1511
Ideo: Liberal (1-3)	3% (23)	28% (194)	10% (73)	5% (34)	10% (66)	20% (137)	7% (48)	1% (10)	9% (60)	1% (8)	6% (41)	695
Ideo: Moderate (4)	3% (16)	31% (167)	7% (38)	2% (12)	7% (39)	28% (152)	4% (21)	1% (7)	7% (36)	1% (5)	10% (52)	546
Ideo: Conservative (5-7)	3% (19)	31% (225)	8% (61)	2% (17)	6% (41)	27% (199)	4% (31)	1% (6)	10% (74)	2% (12)	7% (48)	733
Educ: < College	2% (38)	31% (477)	7% (111)	2% (28)	6% (86)	25% (391)	5% (85)	1% (20)	8% (131)	1% (20)	11% (166)	1553
Educ: Bachelors degree	3% (12)	29% (120)	11% (44)	5% (22)	9% (36)	24% (100)	3% (14)	— (1)	9% (35)	2% (7)	5% (21)	412
Educ: Post-grad	4% (8)	25% (54)	12% (26)	8% (17)	13% (29)	18% (39)	7% (14)	1% (3)	5% (10)	2% (4)	6% (13)	217
Income: Under 50k	3% (33)	30% (396)	7% (92)	2% (31)	6% (83)	24% (313)	5% (68)	1% (17)	9% (114)	1% (17)	11% (137)	1301
Income: 50k-100k	3% (18)	29% (188)	10% (64)	3% (21)	7% (43)	26% (166)	4% (29)	1% (6)	8% (53)	2% (12)	7% (45)	644
Income: 100k+	3% (7)	28% (67)	11% (26)	6% (15)	10% (24)	21% (51)	7% (16)	1% (1)	4% (10)	1% (2)	8% (18)	237
Ethnicity: White	2% (39)	30% (527)	8% (137)	3% (53)	7% (122)	26% (445)	4% (74)	1% (15)	8% (139)	2% (28)	9% (159)	1735
Ethnicity: Hispanic	5% (16)	27% (87)	12% (40)	4% (14)	6% (19)	20% (66)	7% (22)	1% (4)	8% (25)	— (0)	10% (33)	327
Ethnicity: Afr. Am.	3% (9)	33% (88)	8% (23)	2% (5)	8% (22)	15% (40)	11% (29)	3% (8)	8% (20)	1% (3)	7% (20)	266
Ethnicity: Other	6% (11)	20% (36)	12% (22)	5% (9)	4% (6)	25% (46)	5% (10)	1% (2)	10% (17)	— (0)	12% (21)	180
Relig: Protestant	2% (9)	31% (178)	8% (46)	3% (15)	8% (47)	26% (149)	5% (27)	— (2)	9% (53)	2% (9)	7% (38)	573
Relig: Roman Catholic	4% (21)	31% (145)	9% (44)	4% (17)	7% (35)	25% (118)	6% (28)	1% (3)	7% (31)	1% (6)	5% (23)	469
Relig: Ath./Agn./None	2% (15)	28% (178)	8% (53)	3% (20)	5% (31)	23% (146)	4% (26)	1% (6)	8% (53)	2% (10)	15% (96)	635
Relig: Something Else	4% (12)	25% (78)	9% (29)	5% (14)	8% (23)	22% (69)	7% (21)	2% (6)	11% (33)	1% (4)	6% (19)	308
Relig: Jewish	4% (2)	19% (10)	11% (6)	5% (3)	8% (4)	19% (10)	9% (5)	— (0)	10% (5)	1% (1)	13% (7)	51
Relig: Evangelical	2% (14)	31% (187)	8% (46)	2% (13)	8% (51)	25% (152)	5% (30)	2% (10)	7% (42)	1% (8)	8% (51)	606
Relig: Non-Evang. Catholics	3% (17)	33% (206)	8% (53)	3% (19)	7% (45)	26% (163)	6% (35)	— (2)	8% (47)	2% (10)	5% (32)	630

Continued on next page

**Table BRD3: Besides salary/pay, which of the following factors is most important when considering whether you want to work for a company or not?**

Demographic	Vacation Policy	Benefits (Health/Dental for career Insurance, 401K, etc.)		Opportunities advancement		Office Culture		Doing Something Rewarding/Opportunities to give back		Job Stability		Company's reputation		Maternity/Paternity policy		Location / Proximity where you live		Other (please specify)		Don't Know / No Opinion		Total N
Adults	3% (58)	30% (651)	8% (181)	3% (67)	7% (150)	24% (530)	5% (113)	1% (24)	8% (176)	1% (31)	9% (200)	2182										
Relig: All Christian	3% (32)	32% (394)	8% (99)	3% (33)	8% (96)	26% (315)	5% (66)	1% (12)	7% (89)	1% (17)	7% (83)	1235										
Relig: All Non-Christian	3% (27)	27% (256)	9% (82)	4% (34)	6% (55)	23% (215)	5% (47)	1% (12)	9% (87)	1% (13)	12% (116)	943										
Community: Urban	3% (21)	28% (176)	10% (64)	4% (23)	6% (38)	22% (138)	7% (41)	2% (14)	8% (52)	1% (4)	8% (53)	624										
Community: Suburban	3% (28)	31% (309)	9% (88)	3% (32)	8% (84)	24% (238)	5% (48)	— (3)	7% (69)	2% (20)	9% (88)	1007										
Community: Rural	2% (9)	30% (166)	5% (29)	2% (11)	5% (29)	28% (154)	4% (24)	1% (7)	10% (56)	1% (7)	11% (59)	550										
Employ: Private Sector	2% (16)	30% (225)	9% (70)	4% (31)	7% (55)	27% (198)	4% (33)	1% (4)	10% (74)	1% (7)	4% (28)	740										
Employ: Government	6% (8)	30% (40)	12% (15)	4% (5)	10% (13)	24% (31)	9% (11)	— (0)	3% (3)	1% (2)	1% (2)	130										
Employ: Self-Employed	6% (11)	23% (41)	7% (12)	4% (6)	13% (23)	24% (42)	6% (11)	— (0)	9% (17)	2% (3)	8% (14)	178										
Employ: Homemaker	3% (7)	28% (60)	7% (15)	2% (3)	3% (7)	24% (51)	4% (9)	5% (11)	9% (20)	2% (3)	12% (26)	213										
Employ: Student	9% (5)	20% (12)	8% (5)	8% (5)	9% (5)	22% (13)	— (0)	2% (1)	10% (6)	— (0)	13% (8)	59										
Employ: Retired	1% (7)	32% (153)	8% (38)	2% (8)	6% (30)	24% (114)	6% (28)	1% (4)	5% (24)	3% (13)	13% (62)	482										
Employ: Unemployed	1% (2)	31% (76)	8% (20)	2% (6)	4% (10)	20% (50)	5% (11)	2% (4)	11% (28)	— (1)	14% (35)	243										
Employ: Other	2% (2)	32% (44)	4% (6)	2% (2)	5% (7)	23% (32)	7% (9)	— (0)	4% (5)	2% (2)	19% (26)	136										
Job Type: White-collar	4% (29)	30% (239)	9% (76)	5% (41)	9% (68)	23% (181)	7% (56)	1% (8)	7% (56)	1% (10)	5% (37)	802										
Job Type: Blue-collar	2% (20)	31% (291)	8% (73)	2% (17)	6% (56)	27% (255)	5% (45)	1% (5)	10% (96)	1% (12)	7% (65)	936										
Job Type: Don't Know	2% (9)	27% (121)	7% (32)	2% (8)	6% (26)	21% (94)	2% (11)	2% (11)	6% (25)	2% (9)	22% (98)	444										
Military HH: Yes	4% (13)	30% (113)	11% (40)	3% (10)	6% (21)	22% (82)	7% (28)	1% (2)	10% (36)	2% (6)	6% (21)	371										
Military HH: No	2% (45)	30% (538)	8% (141)	3% (57)	7% (130)	25% (449)	5% (85)	1% (22)	8% (140)	1% (25)	10% (180)	1811										
2016 Vote: Democrat Hillary Clinton	3% (26)	30% (232)	7% (58)	4% (31)	10% (79)	23% (176)	5% (39)	1% (12)	8% (60)	1% (10)	7% (54)	776										
2016 Vote: Republican Donald Trump	2% (18)	30% (243)	9% (75)	3% (25)	6% (51)	28% (227)	5% (41)	1% (8)	8% (64)	1% (12)	6% (45)	809										
2016 Vote: Someone else	1% (2)	38% (63)	9% (14)	2% (3)	4% (7)	18% (31)	3% (5)	— (0)	7% (12)	2% (3)	16% (27)	166										
2012 Vote: Barack Obama	2% (23)	32% (298)	9% (80)	4% (39)	8% (76)	23% (217)	6% (52)	1% (13)	6% (59)	1% (11)	7% (61)	931										
2012 Vote: Mitt Romney	2% (15)	31% (189)	9% (53)	2% (13)	7% (41)	27% (164)	4% (27)	1% (4)	9% (56)	2% (10)	7% (46)	618										
2012 Vote: Other	2% (1)	33% (24)	2% (1)	2% (1)	9% (6)	20% (15)	8% (6)	2% (2)	6% (5)	2% (1)	15% (11)	74										
2012 Vote: Didn't Vote	3% (19)	25% (139)	8% (47)	2% (14)	5% (27)	24% (135)	5% (27)	1% (6)	9% (52)	1% (8)	15% (82)	555										
4-Region: Northeast	3% (11)	26% (104)	8% (32)	4% (17)	7% (29)	28% (110)	5% (18)	1% (3)	7% (29)	1% (3)	10% (41)	398										
4-Region: Midwest	2% (9)	34% (159)	9% (40)	2% (10)	7% (31)	24% (113)	4% (21)	1% (4)	8% (39)	2% (10)	7% (34)	470										
4-Region: South	2% (19)	30% (246)	9% (73)	3% (23)	6% (52)	26% (206)	4% (36)	2% (15)	7% (53)	1% (11)	9% (74)	808										
4-Region: West	4% (20)	28% (141)	7% (36)	3% (17)	8% (39)	20% (101)	7% (37)	1% (3)	11% (55)	1% (7)	10% (51)	507										
Age: 18-34 (Millennials)	4% (28)	22% (148)	12% (82)	5% (34)	9% (58)	23% (151)	5% (35)	2% (10)	8% (51)	1% (5)	9% (57)	659										
Age: 35-50 (Gen X)	4% (21)	30% (175)	7% (41)	2% (10)	5% (29)	26% (153)	5% (29)	1% (8)	10% (59)	1% (6)	9% (51)	582										
Age: 51-69 (Baby Boomers)	1% (7)	36% (271)	5% (39)	2% (15)	6% (47)	24% (179)	5% (38)	1% (4)	7% (54)	2% (14)	10% (74)	743										

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4: What was the main reason for leaving your last job?**

Demographic	Salary/Pay	Vacation/Sick Leave Policy	Lack of Benefits (Health/Dental Insurance, 401K, etc.)	Lack of opportunities for career advancement	Office Culture	Didn't feel like I was doing something rewarding or giving back	Lack of Job Stability	Company's reputation	Maternity/Paternity policy	Laid off/Fired	Got another job	My boss
Adults	8% (181)	2% (42)	3% (75)	6% (128)	3% (68)	3% (76)	4% (91)	2% (36)	1% (22)	11% (232)	10% (211)	5% (108)
Gender: Male	10% (105)	2% (17)	4% (37)	7% (70)	3% (36)	5% (50)	4% (43)	2% (22)	— (3)	11% (115)	12% (130)	5% (54)
Gender: Female	7% (76)	2% (25)	3% (38)	5% (58)	3% (32)	2% (26)	4% (49)	1% (14)	2% (19)	10% (117)	7% (81)	5% (54)
Age: 18-29	13% (60)	2% (9)	6% (28)	8% (36)	4% (20)	7% (34)	6% (27)	2% (10)	3% (13)	4% (19)	15% (69)	7% (31)
Age: 30-44	13% (74)	4% (22)	5% (29)	9% (51)	4% (23)	3% (14)	5% (31)	3% (16)	2% (9)	10% (54)	11% (64)	8% (45)
Age: 45-54	7% (24)	2% (7)	1% (5)	6% (23)	4% (14)	4% (14)	7% (23)	1% (3)	— (0)	18% (65)	10% (35)	3% (12)
Age: 55-64	5% (19)	1% (3)	2% (8)	4% (14)	2% (8)	2% (8)	2% (9)	1% (5)	— (1)	16% (65)	7% (30)	3% (12)
Age: 65+	1% (5)	— (1)	1% (6)	1% (4)	1% (3)	1% (5)	— (2)	1% (2)	— (0)	7% (29)	4% (14)	2% (8)
PID: Dem (no lean)	10% (72)	3% (22)	2% (17)	7% (51)	4% (26)	3% (23)	5% (33)	2% (16)	1% (4)	11% (82)	9% (69)	5% (39)
PID: Ind (no lean)	7% (54)	2% (14)	3% (22)	5% (35)	2% (15)	3% (20)	4% (33)	1% (5)	1% (8)	11% (78)	11% (80)	6% (44)
PID: Rep (no lean)	8% (56)	1% (7)	5% (35)	6% (42)	4% (28)	4% (32)	4% (26)	2% (15)	1% (10)	10% (72)	9% (62)	4% (26)
PID/Gender: Dem Men	14% (47)	3% (10)	3% (9)	9% (29)	3% (9)	3% (11)	5% (18)	2% (8)	— (2)	9% (30)	13% (43)	7% (24)
PID/Gender: Dem Women	6% (25)	3% (12)	2% (8)	6% (22)	4% (17)	3% (12)	4% (15)	2% (8)	1% (2)	13% (52)	6% (25)	4% (14)
PID/Gender: Ind Men	7% (27)	1% (5)	3% (10)	6% (20)	2% (9)	4% (14)	4% (14)	1% (3)	— (0)	14% (49)	14% (50)	5% (18)
PID/Gender: Ind Women	7% (27)	2% (9)	3% (13)	4% (15)	2% (6)	2% (7)	5% (19)	1% (2)	2% (8)	8% (29)	8% (30)	7% (26)
PID/Gender: Rep Men	9% (31)	1% (3)	5% (18)	6% (21)	5% (18)	7% (24)	3% (10)	3% (11)	1% (2)	10% (36)	11% (37)	3% (12)
PID/Gender: Rep Women	7% (25)	1% (4)	5% (17)	6% (21)	3% (10)	2% (7)	4% (15)	1% (4)	2% (9)	10% (35)	7% (25)	4% (14)
Tea Party: Supporter	12% (80)	2% (13)	5% (34)	8% (51)	4% (25)	5% (30)	4% (29)	3% (21)	3% (18)	8% (50)	9% (57)	5% (31)
Tea Party: Not Supporter	7% (101)	2% (29)	3% (41)	5% (77)	3% (43)	3% (45)	4% (62)	1% (14)	— (4)	12% (182)	10% (154)	5% (76)
Ideo: Liberal (1-3)	11% (77)	2% (17)	5% (34)	8% (55)	4% (29)	4% (26)	4% (25)	2% (16)	2% (13)	9% (64)	10% (69)	7% (47)
Ideo: Moderate (4)	8% (46)	2% (13)	3% (18)	6% (33)	3% (14)	3% (17)	5% (25)	— (2)	1% (4)	13% (73)	8% (45)	4% (24)
Ideo: Conservative (5-7)	6% (44)	2% (11)	2% (16)	4% (31)	3% (23)	4% (27)	5% (34)	3% (19)	1% (6)	10% (76)	10% (74)	4% (30)
Educ: < College	8% (122)	2% (28)	4% (62)	5% (77)	2% (38)	3% (51)	4% (69)	1% (20)	1% (16)	11% (168)	9% (138)	5% (83)
Educ: Bachelors degree	9% (36)	3% (10)	1% (6)	8% (35)	5% (22)	5% (20)	4% (15)	4% (15)	1% (3)	10% (41)	11% (46)	4% (18)
Educ: Post-grad	11% (23)	2% (4)	3% (7)	7% (16)	3% (8)	2% (5)	3% (7)	1% (2)	1% (3)	10% (22)	12% (27)	3% (7)
Income: Under 50k	8% (102)	3% (33)	3% (38)	6% (73)	3% (40)	3% (43)	5% (64)	1% (18)	1% (10)	11% (142)	9% (116)	5% (66)
Income: 50k-100k	10% (63)	1% (7)	4% (26)	5% (32)	3% (21)	4% (24)	4% (23)	3% (18)	2% (11)	10% (62)	9% (61)	5% (35)
Income: 100k+	7% (16)	1% (2)	4% (10)	9% (22)	3% (7)	4% (9)	2% (4)	1% (1)	— (1)	12% (29)	14% (34)	3% (7)
Ethnicity: White	8% (144)	2% (28)	3% (50)	5% (90)	3% (53)	3% (46)	4% (63)	2% (31)	1% (20)	10% (180)	10% (170)	4% (77)
Ethnicity: Hispanic	8% (25)	5% (15)	4% (13)	8% (25)	4% (12)	7% (23)	7% (23)	3% (11)	3% (9)	8% (27)	13% (43)	8% (27)
Ethnicity: Afr. Am.	11% (28)	2% (6)	5% (12)	7% (17)	4% (11)	5% (14)	8% (20)	2% (5)	— (1)	14% (37)	8% (22)	7% (18)
Ethnicity: Other	5% (9)	4% (8)	7% (13)	11% (20)	2% (4)	9% (16)	4% (8)	— (1)	1% (1)	8% (15)	10% (19)	7% (13)
Relig: Protestant	8% (43)	1% (4)	2% (14)	4% (23)	2% (14)	3% (19)	1% (8)	1% (8)	1% (3)	13% (75)	8% (47)	5% (28)
Relig: Roman Catholic	9% (42)	3% (12)	3% (16)	10% (45)	4% (18)	3% (16)	3% (12)	2% (10)	1% (4)	7% (35)	11% (50)	5% (23)
Relig: Ath./Agn./None	7% (47)	3% (18)	3% (22)	5% (29)	2% (15)	4% (23)	7% (45)	1% (9)	2% (10)	11% (67)	11% (67)	6% (36)
Relig: Something Else	9% (28)	2% (6)	5% (15)	6% (20)	5% (14)	4% (14)	5% (14)	2% (7)	1% (3)	11% (35)	8% (25)	6% (17)

Continued on next page

**Table BRD4: What was the main reason for leaving your last job?**

Demographic	Salary/Pay	Vacation/Sick Leave Policy	Lack of Benefits (Health/Dental Insurance, 401K, etc.)	Lack of opportunities for career advancement	Office Culture	Didn't feel like I was doing something rewarding or giving back	Lack of Job Stability	Company's reputation	Maternity/Paternity policy	Got laid off/Fired	Got another job	My boss
Adults	8% (181)	2% (42)	3% (75)	6% (128)	3% (68)	3% (76)	4% (91)	2% (36)	1% (22)	11% (232)	10% (211)	5% (108)
Relig: Jewish	5% (3)	— (0)	1% (1)	4% (2)	3% (2)	1% (1)	3% (1)	5% (3)	— (0)	18% (9)	6% (3)	1% (1)
Relig: Evangelical	11% (65)	1% (6)	4% (23)	6% (35)	4% (21)	3% (18)	4% (22)	2% (11)	1% (7)	10% (59)	9% (53)	4% (27)
Relig: Non-Evang. Catholics	7% (42)	2% (12)	2% (14)	7% (44)	3% (18)	3% (21)	2% (10)	1% (9)	— (3)	11% (71)	10% (64)	5% (29)
Relig: All Christian	9% (107)	1% (18)	3% (37)	6% (79)	3% (39)	3% (38)	3% (32)	2% (20)	1% (9)	10% (130)	10% (118)	4% (55)
Relig: All Non-Christian	8% (75)	3% (24)	4% (37)	5% (49)	3% (29)	4% (36)	6% (59)	2% (17)	1% (13)	11% (102)	10% (93)	6% (53)
Community: Urban	10% (65)	3% (16)	2% (15)	6% (40)	4% (26)	4% (24)	5% (34)	3% (16)	2% (10)	10% (62)	11% (66)	6% (36)
Community: Suburban	7% (73)	2% (19)	3% (32)	6% (63)	3% (31)	3% (33)	3% (35)	1% (10)	1% (8)	11% (111)	9% (91)	5% (52)
Community: Rural	8% (44)	1% (8)	5% (27)	4% (25)	2% (11)	3% (18)	4% (22)	2% (11)	1% (5)	11% (59)	10% (54)	4% (20)
Employ: Private Sector	14% (106)	2% (14)	4% (28)	9% (65)	4% (33)	4% (28)	5% (35)	4% (27)	2% (11)	11% (85)	15% (113)	6% (47)
Employ: Government	10% (13)	3% (3)	7% (10)	12% (15)	9% (12)	9% (12)	4% (6)	3% (4)	2% (3)	5% (7)	17% (22)	4% (5)
Employ: Self-Employed	8% (14)	2% (4)	2% (3)	10% (17)	4% (8)	5% (10)	5% (8)	1% (2)	1% (1)	17% (30)	15% (26)	8% (14)
Employ: Homemaker	9% (18)	2% (4)	2% (4)	3% (7)	2% (5)	3% (5)	7% (15)	— (0)	2% (5)	7% (15)	5% (10)	3% (7)
Employ: Student	12% (7)	3% (2)	1% (1)	5% (3)	5% (3)	9% (5)	9% (5)	— (0)	1% (1)	2% (1)	11% (7)	16% (9)
Employ: Retired	— (2)	— (1)	— (0)	1% (6)	1% (3)	1% (5)	1% (5)	— (2)	— (0)	6% (31)	1% (6)	2% (10)
Employ: Unemployed	6% (15)	3% (7)	5% (13)	4% (10)	1% (3)	3% (7)	4% (11)	1% (2)	1% (2)	23% (55)	6% (13)	4% (11)
Employ: Other	5% (6)	5% (7)	11% (16)	3% (5)	1% (1)	3% (4)	4% (5)	— (0)	— (0)	6% (9)	10% (13)	4% (5)
Job Type: White-collar	9% (75)	1% (10)	3% (24)	7% (53)	4% (35)	5% (39)	4% (31)	2% (14)	2% (12)	11% (90)	11% (91)	5% (38)
Job Type: Blue-collar	7% (68)	2% (19)	4% (34)	6% (52)	3% (26)	3% (29)	5% (45)	2% (17)	1% (6)	10% (95)	10% (90)	5% (48)
Job Type: Don't Know	9% (38)	3% (13)	4% (17)	5% (22)	2% (7)	2% (7)	3% (15)	1% (5)	1% (4)	11% (48)	7% (30)	5% (22)
Military HH: Yes	7% (26)	2% (6)	2% (8)	4% (15)	4% (14)	4% (14)	4% (13)	2% (6)	2% (7)	8% (29)	10% (38)	3% (13)
Military HH: No	9% (155)	2% (36)	4% (67)	6% (113)	3% (53)	3% (62)	4% (78)	2% (30)	1% (16)	11% (203)	10% (172)	5% (96)
2016 Vote: Democrat Hillary Clinton	9% (73)	2% (15)	3% (21)	7% (54)	4% (31)	4% (28)	4% (28)	2% (14)	1% (7)	12% (90)	10% (74)	6% (46)
2016 Vote: Republican Donald Trump	8% (65)	2% (15)	4% (34)	5% (43)	3% (26)	3% (26)	4% (34)	2% (16)	1% (11)	11% (86)	8% (66)	4% (36)
2016 Vote: Someone else	7% (12)	2% (4)	2% (3)	7% (11)	2% (3)	3% (6)	6% (10)	1% (1)	— (1)	15% (24)	8% (13)	4% (7)
2012 Vote: Barack Obama	9% (81)	2% (20)	4% (35)	6% (60)	4% (37)	3% (30)	4% (41)	2% (16)	1% (12)	11% (107)	9% (86)	5% (46)
2012 Vote: Mitt Romney	7% (45)	1% (6)	4% (22)	6% (34)	3% (16)	3% (20)	2% (14)	2% (14)	1% (4)	10% (62)	8% (52)	4% (26)
2012 Vote: Other	4% (3)	2% (2)	— (0)	3% (2)	1% (1)	5% (4)	8% (6)	1% (1)	1% (1)	18% (13)	6% (5)	7% (6)
2012 Vote: Didn't Vote	9% (52)	3% (15)	3% (18)	6% (32)	3% (14)	3% (17)	6% (31)	1% (5)	1% (6)	9% (50)	12% (68)	6% (31)
4-Region: Northeast	6% (25)	3% (11)	3% (13)	6% (25)	2% (9)	3% (12)	4% (15)	3% (13)	1% (5)	9% (37)	9% (36)	4% (15)
4-Region: Midwest	8% (39)	2% (8)	4% (20)	5% (25)	3% (14)	4% (16)	4% (17)	1% (4)	1% (4)	11% (52)	9% (40)	5% (23)
4-Region: South	10% (84)	2% (13)	2% (20)	6% (48)	2% (20)	3% (23)	4% (35)	2% (16)	1% (8)	11% (85)	10% (79)	7% (56)
4-Region: West	6% (33)	2% (10)	4% (22)	6% (30)	5% (25)	5% (24)	5% (24)	1% (4)	1% (6)	12% (58)	11% (56)	3% (14)
Age: 18-34 (Millennials)	14% (91)	2% (16)	6% (38)	9% (59)	4% (27)	6% (41)	5% (36)	3% (19)	2% (14)	5% (33)	14% (90)	7% (45)
Age: 35-50 (Gen X)	10% (60)	4% (21)	4% (22)	7% (43)	4% (26)	3% (17)	7% (38)	2% (9)	1% (7)	12% (71)	11% (65)	6% (38)
Age: 51-69 (Baby Boomers)	4% (28)	1% (5)	2% (11)	3% (25)	2% (15)	2% (16)	2% (17)	1% (8)	— (1)	16% (118)	7% (50)	3% (20)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2182	100%
xdemGender	Gender: Male	1050	48%
	Gender: Female	1132	52%
	N	2182	
age5	Age: 18-29	467	21%
	Age: 30-44	559	26%
	Age: 45-54	353	16%
	Age: 55-64	408	19%
	Age: 65+	394	18%
	N	2182	
xpid3	PID: Dem (no lean)	731	33%
	PID: Ind (no lean)	729	33%
	PID: Rep (no lean)	722	33%
	N	2182	
xpidGender	PID/Gender: Dem Men	338	16%
	PID/Gender: Dem Women	392	18%
	PID/Gender: Ind Men	363	17%
	PID/Gender: Ind Women	366	17%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	373	17%
	N	2182	
xdemTea	Tea Party: Supporter	661	30%
	Tea Party: Not Supporter	1511	69%
	N	2172	
xdemIdeo3	Ideo: Liberal (1-3)	695	32%
	Ideo: Moderate (4)	546	25%
	Ideo: Conservative (5-7)	733	34%
	N	1975	
xeduc3	Educ: < College	1553	71%
	Educ: Bachelors degree	412	19%
	Educ: Post-grad	217	10%
	N	2182	
xdemInc3	Income: Under 50k	1301	60%
	Income: 50k-100k	644	29%
	Income: 100k+	237	11%
	N	2182	

Continued on next page



**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1735	80%
xdemHispBin	Ethnicity: Hispanic	327	15%
demBlackBin	Ethnicity: Afr. Am.	266	12%
demRaceOther	Ethnicity: Other	180	8%
xrelNet	Relig: Protestant	573	26%
	Relig: Roman Catholic	469	22%
	Relig: Ath./Agn./None	635	29%
	Relig: Something Else	308	14%
	N	1985	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	606	28%
	Relig: Non-Evang. Catholics	630	29%
	N	1235	
xreligion3	Relig: All Christian	1235	57%
	Relig: All Non-Christian	943	43%
	N	2178	
xdemUsr	Community: Urban	624	29%
	Community: Suburban	1007	46%
	Community: Rural	550	25%
	N	2182	
xdemEmploy	Employ: Private Sector	740	34%
	Employ: Government	130	6%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	213	10%
	Employ: Student	59	3%
	Employ: Retired	482	22%
	Employ: Unemployed	243	11%
	Employ: Other	136	6%
	N	2182	
xdemJobStatus	Job Type: White-collar	802	37%
	Job Type: Blue-collar	936	43%
	Job Type: Don't Know	444	20%
	N	2182	
xdemMilHH1	Military HH: Yes	371	17%
	Military HH: No	1811	83%
	N	2182	

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	776	36%
	2016 Vote: Republican Donald Trump	809	37%
	2016 Vote: Someone else	166	8%
	<i>N</i>	1751	
xsubVote12O	2012 Vote: Barack Obama	931	43%
	2012 Vote: Mitt Romney	618	28%
	2012 Vote: Other	74	3%
	2012 Vote: Didn't Vote	555	25%
	<i>N</i>	2178	
xreg4	4-Region: Northeast	398	18%
	4-Region: Midwest	470	22%
	4-Region: South	808	37%
	4-Region: West	507	23%
	<i>N</i>	2182	
age_custom	Age: 18-34 (Millennials)	659	30%
	Age: 35-50 (Gen X)	582	27%
	Age: 51-69 (Baby Boomers)	743	34%
	<i>N</i>	1984	

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

