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Morning Consult
National Tracking Poll #171017
October 31 - November 02, 2017

Crosstabulation Results

Methodology:

This poll was conducted from October 31 - November 02, 2017, among a national sample of 2201 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.



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Crosstabulation Results by Respondent Demographics

Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	37%	(823)	63%	(1378)	2201
Gender: Male	44%	(463)	56%	(597)	1060
Gender: Female	32%	(360)	68%	(782)	1141
Age: 18-29	35%	(165)	65%	(303)	468
Age: 30-44	38%	(217)	62%	(350)	567
Age: 45-54	35%	(144)	65%	(266)	410
Age: 55-64	36%	(128)	64%	(230)	358
Age: 65+	42%	(168)	58%	(230)	398
PID: Dem (no lean)	21%	(150)	79%	(570)	720
PID: Ind (no lean)	27%	(217)	73%	(571)	788
PID: Rep (no lean)	66%	(456)	34%	(237)	693
PID/Gender: Dem Men	29%	(99)	71%	(240)	339
PID/Gender: Dem Women	13%	(51)	87%	(330)	382
PID/Gender: Ind Men	30%	(112)	70%	(260)	372
PID/Gender: Ind Women	25%	(104)	75%	(312)	416
PID/Gender: Rep Men	72%	(252)	28%	(97)	349
PID/Gender: Rep Women	59%	(204)	41%	(139)	344
Tea Party: Supporter	63%	(370)	37%	(216)	586
Tea Party: Not Supporter	28%	(444)	72%	(1156)	1600
Ideo: Liberal (1-3)	30%	(234)	70%	(540)	774
Ideo: Moderate (4)	31%	(152)	69%	(335)	488
Ideo: Conservative (5-7)	56%	(372)	44%	(288)	660
Educ: < College	38%	(593)	62%	(974)	1567
Educ: Bachelors degree	34%	(142)	66%	(274)	416
Educ: Post-grad	40%	(88)	60%	(130)	219
Income: Under 50k	36%	(482)	64%	(854)	1335
Income: 50k-100k	38%	(228)	62%	(372)	600
Income: 100k+	42%	(113)	58%	(153)	265

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	37%	(823)	63%	(1378)	2201
Ethnicity: White	40%	(699)	60%	(1051)	1750
Ethnicity: Hispanic	41%	(137)	59%	(193)	329
Ethnicity: Afr. Am.	24%	(65)	76%	(204)	269
Ethnicity: Other	32%	(58)	68%	(124)	182
Relig: Protestant	46%	(250)	54%	(293)	542
Relig: Roman Catholic	43%	(188)	57%	(249)	436
Relig: Ath./Agn./None	25%	(153)	75%	(450)	603
Relig: Something Else	38%	(125)	62%	(206)	331
Relig: Evangelical	47%	(331)	53%	(368)	699
Relig: Non-Evang. Catholics	37%	(212)	63%	(353)	565
Relig: All Christian	43%	(543)	57%	(721)	1264
Relig: All Non-Christian	30%	(278)	70%	(656)	934
Community: Urban	32%	(189)	68%	(408)	597
Community: Suburban	36%	(342)	64%	(597)	939
Community: Rural	44%	(291)	56%	(373)	665
Employ: Private Sector	39%	(279)	61%	(428)	707
Employ: Government	42%	(64)	58%	(87)	151
Employ: Self-Employed	49%	(101)	51%	(107)	208
Employ: Homemaker	35%	(64)	65%	(120)	184
Employ: Student	37%	(36)	63%	(62)	99
Employ: Retired	38%	(163)	62%	(272)	435
Employ: Unemployed	27%	(61)	73%	(168)	229
Employ: Other	29%	(54)	71%	(135)	189
Military HH: Yes	47%	(203)	53%	(230)	433
Military HH: No	35%	(620)	65%	(1148)	1768
RD/WT: Right Direction	100%	(823)	—	(0)	823
RD/WT: Wrong Track	—	(0)	100%	(1378)	1378

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	37%	(823)	63%	(1378)	2201
Strongly Approve	81%	(364)	19%	(83)	447
Somewhat Approve	61%	(296)	39%	(188)	485
Somewhat Disapprove	20%	(54)	80%	(220)	274
Strongly Disapprove	8%	(71)	92%	(765)	836
Don't Know / No Opinion	23%	(37)	77%	(122)	159
#1 Issue: Economy	37%	(216)	63%	(360)	576
#1 Issue: Security	52%	(202)	48%	(185)	388
#1 Issue: Health Care	27%	(133)	73%	(352)	486
#1 Issue: Medicare / Social Security	38%	(111)	62%	(179)	289
#1 Issue: Women's Issues	33%	(38)	67%	(78)	116
#1 Issue: Education	38%	(55)	62%	(91)	146
#1 Issue: Energy	37%	(43)	63%	(73)	116
#1 Issue: Other	29%	(24)	71%	(60)	85
2016 Vote: Democrat Hillary Clinton	13%	(91)	87%	(617)	708
2016 Vote: Republican Donald Trump	70%	(525)	30%	(229)	753
2016 Vote: Someone else	21%	(37)	79%	(143)	180
2012 Vote: Barack Obama	21%	(180)	79%	(671)	851
2012 Vote: Mitt Romney	64%	(345)	36%	(196)	541
2012 Vote: Other	43%	(50)	57%	(65)	115
2012 Vote: Didn't Vote	36%	(248)	64%	(442)	689
4-Region: Northeast	34%	(139)	66%	(263)	402
4-Region: Midwest	36%	(170)	64%	(304)	474
4-Region: South	41%	(337)	59%	(477)	815
4-Region: West	35%	(177)	65%	(334)	511

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

Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	20%	(447)	22%	(485)	12%	(274)	38%	(836)	7%	(159)	2201
Gender: Male	23%	(247)	22%	(232)	14%	(146)	35%	(369)	6%	(66)	1060
Gender: Female	18%	(201)	22%	(253)	11%	(128)	41%	(467)	8%	(93)	1141
Age: 18-29	14%	(66)	20%	(94)	18%	(82)	38%	(177)	11%	(49)	468
Age: 30-44	20%	(111)	24%	(138)	8%	(47)	40%	(226)	8%	(45)	567
Age: 45-54	21%	(86)	20%	(83)	17%	(69)	36%	(146)	6%	(27)	410
Age: 55-64	23%	(82)	20%	(70)	12%	(44)	39%	(138)	7%	(23)	358
Age: 65+	26%	(103)	25%	(100)	8%	(32)	37%	(149)	4%	(15)	398
PID: Dem (no lean)	6%	(46)	11%	(78)	14%	(103)	65%	(468)	3%	(25)	720
PID: Ind (no lean)	12%	(98)	22%	(172)	14%	(107)	37%	(289)	15%	(121)	788
PID: Rep (no lean)	44%	(304)	34%	(234)	9%	(64)	11%	(78)	2%	(13)	693
PID/Gender: Dem Men	8%	(29)	13%	(46)	18%	(62)	57%	(194)	3%	(9)	339
PID/Gender: Dem Women	4%	(17)	9%	(33)	11%	(41)	72%	(274)	4%	(16)	382
PID/Gender: Ind Men	15%	(56)	23%	(85)	14%	(50)	35%	(129)	14%	(52)	372
PID/Gender: Ind Women	10%	(42)	21%	(88)	14%	(57)	39%	(160)	17%	(69)	416
PID/Gender: Rep Men	46%	(162)	29%	(101)	10%	(34)	13%	(46)	2%	(5)	349
PID/Gender: Rep Women	41%	(142)	39%	(133)	9%	(30)	9%	(32)	2%	(7)	344
Tea Party: Supporter	40%	(231)	28%	(164)	9%	(51)	20%	(116)	4%	(23)	586
Tea Party: Not Supporter	13%	(210)	20%	(318)	14%	(221)	45%	(717)	8%	(134)	1600
Ideo: Liberal (1-3)	13%	(103)	13%	(103)	11%	(83)	59%	(457)	3%	(27)	774
Ideo: Moderate (4)	11%	(55)	26%	(129)	16%	(80)	38%	(186)	8%	(37)	488
Ideo: Conservative (5-7)	39%	(256)	32%	(209)	11%	(75)	15%	(102)	3%	(18)	660
Educ: < College	22%	(338)	22%	(344)	13%	(203)	35%	(544)	9%	(138)	1567
Educ: Bachelors degree	15%	(64)	24%	(99)	12%	(49)	46%	(190)	4%	(15)	416
Educ: Post-grad	21%	(46)	19%	(42)	10%	(22)	46%	(102)	3%	(7)	219
Income: Under 50k	21%	(276)	19%	(256)	13%	(174)	38%	(504)	9%	(126)	1335
Income: 50k-100k	21%	(125)	26%	(156)	10%	(59)	39%	(232)	5%	(29)	600
Income: 100k+	17%	(46)	28%	(74)	15%	(41)	38%	(100)	2%	(4)	265
Ethnicity: White	23%	(397)	25%	(430)	12%	(217)	34%	(596)	6%	(111)	1750
Ethnicity: Hispanic	13%	(44)	20%	(65)	18%	(59)	43%	(141)	6%	(21)	329

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	20%	(447)	22%	(485)	12%	(274)	38%	(836)	7%	(159)	2201
Ethnicity: Afr. Am.	11%	(29)	11%	(30)	11%	(30)	57%	(154)	9%	(25)	269
Ethnicity: Other	12%	(22)	14%	(25)	15%	(27)	47%	(86)	13%	(23)	182
Relig: Protestant	26%	(142)	27%	(145)	13%	(72)	30%	(161)	4%	(22)	542
Relig: Roman Catholic	23%	(98)	26%	(112)	11%	(50)	37%	(161)	3%	(15)	436
Relig: Ath./Agn./None	10%	(62)	16%	(97)	12%	(75)	50%	(304)	11%	(66)	603
Relig: Something Else	23%	(75)	18%	(59)	12%	(39)	40%	(132)	8%	(27)	331
Relig: Evangelical	29%	(200)	26%	(182)	12%	(84)	26%	(184)	7%	(48)	699
Relig: Non-Evang. Catholics	19%	(110)	26%	(146)	13%	(74)	38%	(216)	3%	(19)	565
Relig: All Christian	25%	(310)	26%	(328)	13%	(159)	32%	(400)	5%	(67)	1264
Relig: All Non-Christian	15%	(137)	17%	(156)	12%	(113)	47%	(436)	10%	(92)	934
Community: Urban	17%	(99)	18%	(105)	12%	(74)	47%	(282)	6%	(38)	597
Community: Suburban	18%	(170)	23%	(212)	13%	(126)	39%	(370)	6%	(61)	939
Community: Rural	27%	(178)	25%	(168)	11%	(74)	28%	(184)	9%	(61)	665
Employ: Private Sector	20%	(145)	22%	(157)	13%	(94)	39%	(276)	5%	(35)	707
Employ: Government	20%	(31)	21%	(32)	12%	(18)	41%	(61)	6%	(9)	151
Employ: Self-Employed	26%	(55)	25%	(53)	11%	(24)	33%	(69)	4%	(8)	208
Employ: Homemaker	23%	(43)	24%	(44)	14%	(25)	27%	(50)	12%	(22)	184
Employ: Student	4%	(4)	22%	(22)	19%	(19)	46%	(46)	8%	(8)	99
Employ: Retired	24%	(105)	26%	(111)	8%	(37)	37%	(163)	4%	(18)	435
Employ: Unemployed	13%	(29)	15%	(34)	15%	(35)	41%	(94)	16%	(38)	229
Employ: Other	19%	(36)	17%	(33)	11%	(22)	41%	(77)	12%	(22)	189
Military HH: Yes	27%	(118)	23%	(102)	11%	(50)	32%	(138)	6%	(25)	433
Military HH: No	19%	(329)	22%	(383)	13%	(224)	39%	(697)	8%	(134)	1768
RD/WT: Right Direction	44%	(364)	36%	(296)	7%	(54)	9%	(71)	5%	(37)	823
RD/WT: Wrong Track	6%	(83)	14%	(188)	16%	(220)	55%	(765)	9%	(122)	1378
Strongly Approve	100%	(447)	—	(0)	—	(0)	—	(0)	—	(0)	447
Somewhat Approve	—	(0)	100%	(485)	—	(0)	—	(0)	—	(0)	485
Somewhat Disapprove	—	(0)	—	(0)	100%	(274)	—	(0)	—	(0)	274
Strongly Disapprove	—	(0)	—	(0)	—	(0)	100%	(836)	—	(0)	836
Don't Know / No Opinion	—	(0)	—	(0)	—	(0)	—	(0)	100%	(159)	159

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	20%	(447)	22%	(485)	12%	(274)	38%	(836)	7%	(159)	2201
#1 Issue: Economy	20%	(113)	23%	(135)	16%	(94)	35%	(199)	6%	(34)	576
#1 Issue: Security	33%	(128)	32%	(124)	11%	(43)	20%	(76)	4%	(16)	388
#1 Issue: Health Care	17%	(80)	17%	(82)	12%	(58)	48%	(232)	7%	(33)	486
#1 Issue: Medicare / Social Security	19%	(55)	26%	(75)	8%	(25)	40%	(116)	6%	(19)	289
#1 Issue: Women's Issues	16%	(19)	9%	(10)	8%	(9)	60%	(69)	7%	(8)	116
#1 Issue: Education	17%	(25)	17%	(24)	17%	(24)	40%	(58)	9%	(13)	146
#1 Issue: Energy	13%	(15)	18%	(21)	14%	(17)	42%	(49)	12%	(14)	116
#1 Issue: Other	13%	(11)	14%	(12)	4%	(3)	43%	(36)	26%	(22)	85
2016 Vote: Democrat Hillary Clinton	3%	(19)	6%	(41)	12%	(85)	77%	(546)	2%	(17)	708
2016 Vote: Republican Donald Trump	46%	(347)	39%	(290)	8%	(61)	5%	(38)	2%	(17)	753
2016 Vote: Someone else	4%	(6)	18%	(33)	22%	(39)	42%	(76)	15%	(26)	180
2012 Vote: Barack Obama	8%	(68)	12%	(103)	11%	(92)	65%	(552)	4%	(35)	851
2012 Vote: Mitt Romney	45%	(241)	35%	(190)	11%	(62)	8%	(42)	1%	(6)	541
2012 Vote: Other	18%	(21)	37%	(43)	10%	(12)	26%	(30)	9%	(10)	115
2012 Vote: Didn't Vote	17%	(115)	21%	(147)	16%	(108)	31%	(211)	16%	(108)	689
4-Region: Northeast	15%	(58)	22%	(88)	11%	(45)	45%	(182)	7%	(29)	402
4-Region: Midwest	23%	(110)	19%	(90)	11%	(51)	41%	(194)	6%	(29)	474
4-Region: South	24%	(196)	23%	(187)	14%	(110)	32%	(259)	8%	(63)	815
4-Region: West	16%	(84)	24%	(121)	13%	(67)	39%	(201)	8%	(39)	511

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

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26%(576)	18%(388)	22%(486)	13%(289)	5% (116)	7% (146)	5% (116)	4% (85)	2201
Gender: Male	30% (317)	17% (177)	19% (201)	14% (144)	3% (37)	6% (66)	7% (70)	5% (48)	1060
Gender: Female	23%(259)	18% (211)	25%(285)	13%(145)	7% (79)	7% (79)	4% (46)	3% (36)	1141
Age: 18-29	26% (122)	15% (69)	15% (69)	5% (22)	10% (47)	14% (66)	11% (51)	5% (23)	468
Age: 30-44	31% (175)	17% (94)	24% (134)	4% (25)	6% (35)	9% (49)	5% (31)	4% (24)	567
Age: 45-54	31% (128)	19% (78)	31% (127)	8% (34)	3% (11)	3% (12)	2% (8)	3% (11)	410
Age: 55-64	24% (84)	19% (67)	29% (105)	17% (59)	3% (11)	3% (11)	3% (11)	3% (10)	358
Age: 65+	17% (66)	20% (80)	13% (51)	38% (149)	3% (12)	2% (8)	4% (15)	4% (17)	398
PID: Dem (no lean)	23% (169)	11% (77)	27% (195)	16% (112)	7% (51)	8% (58)	6% (43)	2% (15)	720
PID: Ind (no lean)	27% (213)	14% (109)	22% (176)	11% (87)	5% (36)	7% (53)	7% (57)	7% (57)	788
PID: Rep (no lean)	28% (194)	29% (202)	16% (114)	13% (91)	4% (28)	5% (35)	2% (16)	2% (13)	693
PID/Gender: Dem Men	26% (89)	10% (35)	24% (80)	18% (61)	2% (8)	10% (33)	7% (24)	3% (9)	339
PID/Gender: Dem Women	21% (79)	11% (42)	30% (115)	13% (51)	11% (43)	7% (25)	5% (19)	2% (6)	382
PID/Gender: Ind Men	33% (121)	15% (57)	17% (63)	10% (38)	3% (11)	4% (16)	9% (33)	9% (34)	372
PID/Gender: Ind Women	22% (92)	13% (52)	27% (113)	12% (49)	6% (26)	9% (37)	6% (24)	6% (24)	416
PID/Gender: Rep Men	30% (106)	24% (85)	16% (58)	13% (45)	5% (18)	5% (17)	4% (13)	2% (6)	349
PID/Gender: Rep Women	26% (88)	34% (116)	16% (56)	13% (46)	3% (10)	5% (18)	1% (3)	2% (7)	344
Tea Party: Supporter	25% (146)	26% (150)	16% (95)	12% (69)	7% (43)	5% (31)	7% (41)	2% (11)	586
Tea Party: Not Supporter	27% (425)	15% (236)	24% (386)	14% (219)	5% (72)	7% (115)	5% (74)	5% (73)	1600
Ideo: Liberal (1-3)	20% (154)	12% (95)	25% (190)	11% (88)	10% (75)	9% (71)	9% (72)	4% (29)	774
Ideo: Moderate (4)	33% (162)	16% (78)	23% (112)	15% (74)	2% (9)	5% (22)	4% (20)	2% (11)	488
Ideo: Conservative (5-7)	29% (189)	28% (184)	17% (112)	15% (97)	2% (14)	5% (32)	2% (16)	2% (15)	660
Educ: < College	25% (388)	17% (271)	22% (345)	15% (234)	5% (84)	6% (92)	5% (85)	4% (68)	1567
Educ: Bachelors degree	32% (135)	17% (71)	23% (95)	7% (28)	6% (24)	8% (33)	5% (21)	2% (9)	416
Educ: Post-grad	24% (54)	21% (45)	21% (46)	12% (27)	4% (8)	10% (21)	5% (10)	4% (8)	219
Income: Under 50k	23% (309)	16% (220)	23% (302)	16% (210)	5% (71)	6% (85)	5% (73)	5% (65)	1335
Income: 50k-100k	30% (183)	18% (107)	22% (130)	10% (60)	5% (32)	8% (45)	5% (31)	2% (12)	600
Income: 100k+	32% (84)	23% (61)	20% (53)	7% (19)	5% (13)	6% (15)	5% (12)	3% (8)	265

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Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26%(576)	18%(388)	22%(486)	13%(289)	5%(116)	7%(146)	5%(116)	4%(85)	2201
Ethnicity: White	25%(444)	20%(345)	22%(383)	14%(244)	5%(83)	6%(102)	5%(86)	4%(62)	1750
Ethnicity: Hispanic	25%(83)	13%(44)	20%(65)	12%(39)	8%(27)	9%(30)	9%(30)	3%(11)	329
Ethnicity: Afr. Am.	32%(86)	8%(22)	23%(63)	10%(26)	7%(20)	9%(25)	6%(15)	4%(11)	269
Ethnicity: Other	25%(46)	11%(21)	22%(39)	11%(19)	7%(13)	10%(19)	8%(14)	6%(11)	182
Relig: Protestant	24%(130)	22%(117)	18%(96)	21%(113)	4%(22)	6%(31)	3%(17)	3%(17)	542
Relig: Roman Catholic	24%(104)	19%(83)	23%(102)	14%(63)	4%(17)	8%(35)	7%(29)	1%(4)	436
Relig: Ath./Agn./None	28%(172)	13%(76)	22%(136)	8%(46)	8%(50)	7%(42)	8%(46)	6%(36)	603
Relig: Something Else	30%(99)	15%(49)	25%(82)	10%(32)	6%(19)	5%(17)	6%(20)	4%(15)	331
Relig: Evangelical	23%(162)	24%(167)	19%(133)	16%(112)	5%(32)	6%(42)	3%(24)	4%(27)	699
Relig: Non-Evang. Catholics	25%(144)	17%(96)	24%(135)	17%(98)	3%(16)	8%(44)	5%(26)	1%(7)	565
Relig: All Christian	24%(306)	21%(263)	21%(268)	17%(209)	4%(48)	7%(87)	4%(50)	3%(34)	1264
Relig: All Non-Christian	29%(270)	13%(125)	23%(218)	8%(78)	7%(68)	6%(58)	7%(66)	5%(51)	934
Community: Urban	25%(152)	15%(88)	21%(125)	14%(83)	6%(37)	7%(42)	8%(45)	4%(25)	597
Community: Suburban	30%(285)	16%(151)	24%(226)	11%(104)	5%(50)	6%(56)	5%(45)	2%(23)	939
Community: Rural	21%(139)	22%(149)	20%(135)	15%(102)	4%(28)	7%(47)	4%(26)	6%(38)	665
Employ: Private Sector	32%(227)	17%(123)	25%(175)	7%(50)	5%(38)	6%(40)	5%(35)	3%(18)	707
Employ: Government	26%(40)	19%(29)	21%(32)	4%(6)	10%(15)	12%(18)	4%(6)	3%(4)	151
Employ: Self-Employed	26%(53)	18%(37)	23%(47)	8%(17)	2%(4)	10%(22)	10%(21)	3%(7)	208
Employ: Homemaker	22%(41)	21%(38)	27%(49)	7%(13)	6%(12)	10%(19)	3%(5)	3%(6)	184
Employ: Student	26%(26)	12%(12)	13%(13)	3%(3)	13%(13)	20%(20)	9%(9)	2%(2)	99
Employ: Retired	17%(76)	21%(92)	16%(68)	34%(149)	2%(10)	2%(7)	3%(12)	5%(21)	435
Employ: Unemployed	26%(60)	15%(34)	27%(61)	10%(23)	8%(19)	5%(11)	4%(9)	6%(13)	229
Employ: Other	29%(54)	12%(22)	21%(40)	15%(28)	2%(4)	5%(9)	10%(19)	7%(13)	189
Military HH: Yes	19%(82)	21%(93)	19%(82)	17%(72)	8%(33)	8%(33)	5%(21)	4%(18)	433
Military HH: No	28%(494)	17%(295)	23%(403)	12%(218)	5%(83)	6%(112)	5%(95)	4%(67)	1768
RD/WT: Right Direction	26%(216)	25%(202)	16%(133)	13%(111)	5%(38)	7%(55)	5%(43)	3%(24)	823
RD/WT: Wrong Track	26%(360)	13%(185)	26%(352)	13%(179)	6%(78)	7%(91)	5%(73)	4%(60)	1378

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26% (576)	18% (388)	22% (486)	13% (289)	5% (116)	7% (146)	5% (116)	4% (85)	2201
Strongly Approve	25% (113)	29% (128)	18% (80)	12% (55)	4% (19)	6% (25)	3% (15)	3% (11)	447
Somewhat Approve	28% (135)	26% (124)	17% (82)	16% (75)	2% (10)	5% (24)	4% (21)	3% (12)	485
Somewhat Disapprove	34% (94)	16% (43)	21% (58)	9% (25)	3% (9)	9% (24)	6% (17)	1% (3)	274
Strongly Disapprove	24% (199)	9% (76)	28% (232)	14% (116)	8% (69)	7% (58)	6% (49)	4% (36)	836
Don't Know / No Opinion	21% (34)	10% (16)	21% (33)	12% (19)	5% (8)	8% (13)	9% (14)	14% (22)	159
#1 Issue: Economy	100% (576)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	576
#1 Issue: Security	— (0)	100% (388)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	388
#1 Issue: Health Care	— (0)	— (0)	100% (486)	— (0)	— (0)	— (0)	— (0)	— (0)	486
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (289)	— (0)	— (0)	— (0)	— (0)	289
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (116)	— (0)	— (0)	— (0)	116
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (146)	— (0)	— (0)	146
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (116)	— (0)	116
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (85)	85
2016 Vote: Democrat Hillary Clinton	22% (159)	11% (77)	29% (209)	13% (94)	7% (48)	7% (50)	7% (46)	4% (25)	708
2016 Vote: Republican Donald Trump	27% (202)	30% (223)	16% (121)	15% (114)	3% (25)	5% (34)	3% (20)	2% (14)	753
2016 Vote: Someone else	29% (52)	12% (22)	20% (36)	11% (21)	3% (6)	11% (20)	9% (16)	4% (7)	180
2012 Vote: Barack Obama	25% (216)	12% (98)	27% (228)	15% (129)	6% (53)	6% (50)	6% (50)	3% (26)	851
2012 Vote: Mitt Romney	29% (157)	30% (163)	16% (86)	15% (80)	1% (7)	4% (21)	3% (15)	2% (13)	541
2012 Vote: Other	27% (31)	18% (21)	24% (27)	20% (23)	2% (2)	3% (3)	3% (3)	4% (4)	115
2012 Vote: Didn't Vote	25% (171)	15% (103)	21% (143)	8% (57)	8% (53)	10% (72)	7% (48)	6% (42)	689
4-Region: Northeast	26% (105)	17% (68)	25% (99)	13% (52)	6% (25)	6% (24)	4% (17)	3% (12)	402
4-Region: Midwest	26% (122)	18% (87)	21% (101)	14% (67)	6% (31)	6% (27)	4% (19)	4% (21)	474
4-Region: South	27% (220)	18% (148)	22% (175)	13% (103)	5% (41)	7% (58)	4% (35)	4% (35)	815
4-Region: West	25% (128)	17% (85)	22% (111)	13% (67)	4% (19)	7% (38)	9% (46)	3% (17)	511

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

Table BRD1: *How much does nutrition play a role when selecting a fast food or fast-casual restaurant?*

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(596)	41%	(892)	22%	(480)	11%	(233)	2201
Gender: Male	27%	(283)	39%	(417)	23%	(245)	11%	(115)	1060
Gender: Female	27%	(313)	42%	(475)	21%	(235)	10%	(118)	1141
Age: 18-29	27%	(128)	40%	(188)	21%	(97)	12%	(56)	468
Age: 30-44	29%	(164)	36%	(206)	24%	(133)	11%	(64)	567
Age: 45-54	28%	(114)	40%	(162)	21%	(84)	12%	(50)	410
Age: 55-64	27%	(96)	43%	(153)	19%	(68)	11%	(41)	358
Age: 65+	24%	(94)	46%	(184)	25%	(98)	6%	(22)	398
PID: Dem (no lean)	31%	(225)	40%	(287)	21%	(148)	8%	(61)	720
PID: Ind (no lean)	23%	(184)	40%	(315)	23%	(184)	13%	(106)	788
PID: Rep (no lean)	27%	(188)	42%	(290)	21%	(148)	10%	(66)	693
PID/Gender: Dem Men	30%	(102)	39%	(131)	22%	(76)	9%	(30)	339
PID/Gender: Dem Women	32%	(122)	41%	(156)	19%	(72)	8%	(31)	382
PID/Gender: Ind Men	21%	(79)	41%	(151)	25%	(92)	13%	(50)	372
PID/Gender: Ind Women	25%	(104)	39%	(164)	22%	(91)	14%	(56)	416
PID/Gender: Rep Men	29%	(101)	39%	(136)	22%	(76)	10%	(35)	349
PID/Gender: Rep Women	25%	(87)	45%	(154)	21%	(72)	9%	(31)	344
Tea Party: Supporter	32%	(185)	38%	(223)	22%	(130)	8%	(48)	586
Tea Party: Not Supporter	25%	(405)	41%	(663)	22%	(349)	11%	(183)	1600
Ideo: Liberal (1-3)	33%	(252)	40%	(310)	18%	(143)	9%	(69)	774
Ideo: Moderate (4)	23%	(113)	45%	(218)	23%	(113)	9%	(44)	488
Ideo: Conservative (5-7)	27%	(179)	41%	(273)	23%	(149)	9%	(58)	660
Educ: < College	24%	(369)	40%	(633)	24%	(371)	12%	(193)	1567
Educ: Bachelors degree	35%	(147)	39%	(163)	18%	(77)	7%	(29)	416
Educ: Post-grad	37%	(80)	44%	(95)	15%	(32)	5%	(11)	219
Income: Under 50k	25%	(329)	38%	(511)	23%	(314)	14%	(181)	1335
Income: 50k-100k	29%	(172)	45%	(267)	21%	(125)	6%	(36)	600
Income: 100k+	36%	(95)	43%	(114)	16%	(41)	6%	(16)	265
Ethnicity: White	26%	(456)	41%	(717)	22%	(391)	11%	(187)	1750
Ethnicity: Hispanic	34%	(112)	42%	(138)	17%	(56)	7%	(24)	329
Ethnicity: Afr. Am.	34%	(92)	36%	(98)	21%	(57)	8%	(22)	269

Continued on next page

Table BRD1: How much does nutrition play a role when selecting a fast food or fast-casual restaurant?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(596)	41%	(892)	22%	(480)	11%	(233)	2201
Ethnicity: Other	26%	(48)	43%	(77)	18%	(32)	13%	(24)	182
Relig: Protestant	26%	(142)	46%	(247)	21%	(111)	8%	(42)	542
Relig: Roman Catholic	32%	(138)	41%	(179)	19%	(84)	8%	(35)	436
Relig: Ath./Agn./None	23%	(139)	37%	(222)	25%	(152)	15%	(91)	603
Relig: Something Else	29%	(96)	44%	(146)	19%	(63)	8%	(27)	331
Relig: Evangelical	28%	(198)	40%	(281)	22%	(155)	9%	(65)	699
Relig: Non-Evang. Catholics	29%	(163)	42%	(240)	20%	(111)	9%	(51)	565
Relig: All Christian	29%	(361)	41%	(521)	21%	(266)	9%	(116)	1264
Relig: All Non-Christian	25%	(235)	39%	(368)	23%	(214)	13%	(117)	934
Community: Urban	28%	(168)	39%	(231)	22%	(130)	11%	(68)	597
Community: Suburban	29%	(270)	42%	(396)	21%	(193)	8%	(80)	939
Community: Rural	24%	(157)	40%	(264)	24%	(157)	13%	(86)	665
Employ: Private Sector	30%	(211)	43%	(302)	20%	(138)	8%	(55)	707
Employ: Government	33%	(49)	41%	(62)	22%	(33)	5%	(7)	151
Employ: Self-Employed	38%	(79)	33%	(69)	21%	(43)	8%	(16)	208
Employ: Homemaker	23%	(42)	39%	(71)	21%	(38)	18%	(33)	184
Employ: Student	30%	(30)	41%	(41)	17%	(17)	11%	(11)	99
Employ: Retired	24%	(103)	44%	(190)	24%	(104)	9%	(38)	435
Employ: Unemployed	18%	(41)	37%	(84)	25%	(58)	20%	(45)	229
Employ: Other	22%	(41)	38%	(72)	26%	(49)	14%	(27)	189
Military HH: Yes	27%	(118)	46%	(201)	18%	(78)	8%	(37)	433
Military HH: No	27%	(479)	39%	(691)	23%	(402)	11%	(196)	1768
RD/WT: Right Direction	31%	(254)	40%	(327)	18%	(151)	11%	(90)	823
RD/WT: Wrong Track	25%	(342)	41%	(564)	24%	(329)	10%	(143)	1378
Strongly Approve	30%	(136)	37%	(166)	19%	(87)	13%	(58)	447
Somewhat Approve	23%	(110)	45%	(218)	22%	(107)	10%	(49)	485
Somewhat Disapprove	26%	(71)	43%	(117)	22%	(59)	10%	(27)	274
Strongly Disapprove	29%	(244)	40%	(332)	23%	(194)	8%	(66)	836
Don't Know / No Opinion	22%	(35)	37%	(58)	21%	(33)	21%	(33)	159

Continued on next page

Table BRD1: How much does nutrition play a role when selecting a fast food or fast-casual restaurant?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(596)	41%	(892)	22%	(480)	11%	(233)	2201
#1 Issue: Economy	26%	(149)	43%	(250)	21%	(123)	9%	(54)	576
#1 Issue: Security	28%	(107)	43%	(167)	21%	(80)	9%	(34)	388
#1 Issue: Health Care	27%	(133)	37%	(178)	23%	(110)	13%	(65)	486
#1 Issue: Medicare / Social Security	24%	(69)	41%	(118)	26%	(75)	9%	(26)	289
#1 Issue: Women's Issues	35%	(41)	36%	(42)	20%	(24)	9%	(10)	116
#1 Issue: Education	34%	(50)	36%	(53)	21%	(30)	9%	(13)	146
#1 Issue: Energy	28%	(32)	39%	(45)	19%	(22)	15%	(17)	116
#1 Issue: Other	18%	(15)	46%	(39)	20%	(17)	16%	(14)	85
2016 Vote: Democrat Hillary Clinton	31%	(217)	40%	(286)	21%	(149)	8%	(56)	708
2016 Vote: Republican Donald Trump	27%	(205)	42%	(317)	22%	(163)	9%	(69)	753
2016 Vote: Someone else	36%	(66)	40%	(72)	13%	(24)	10%	(18)	180
2012 Vote: Barack Obama	32%	(272)	39%	(335)	21%	(175)	8%	(69)	851
2012 Vote: Mitt Romney	22%	(119)	46%	(248)	23%	(124)	9%	(49)	541
2012 Vote: Other	30%	(34)	37%	(43)	23%	(27)	10%	(11)	115
2012 Vote: Didn't Vote	24%	(168)	39%	(266)	22%	(151)	15%	(104)	689
4-Region: Northeast	33%	(131)	33%	(134)	23%	(93)	11%	(43)	402
4-Region: Midwest	24%	(115)	42%	(197)	25%	(119)	9%	(42)	474
4-Region: South	28%	(225)	40%	(328)	20%	(163)	12%	(99)	815
4-Region: West	25%	(125)	45%	(232)	20%	(105)	10%	(49)	511

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

Table BRD2: How much does a companys charitable giving play a role when selecting a fast food or fast casual restaurant?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	13%	(282)	32%	(711)	31%	(677)	24%	(531)	2201
Gender: Male	15%	(158)	33%	(345)	29%	(306)	24%	(252)	1060
Gender: Female	11%	(124)	32%	(366)	33%	(371)	24%	(280)	1141
Age: 18-29	20%	(94)	35%	(164)	27%	(124)	18%	(86)	468
Age: 30-44	14%	(80)	33%	(187)	30%	(169)	23%	(131)	567
Age: 45-54	10%	(39)	33%	(137)	33%	(135)	24%	(99)	410
Age: 55-64	11%	(39)	26%	(92)	33%	(118)	30%	(108)	358
Age: 65+	7%	(30)	33%	(131)	33%	(131)	27%	(107)	398
PID: Dem (no lean)	16%	(113)	34%	(244)	32%	(232)	18%	(131)	720
PID: Ind (no lean)	10%	(79)	29%	(230)	32%	(253)	29%	(225)	788
PID: Rep (no lean)	13%	(90)	34%	(237)	28%	(192)	25%	(175)	693
PID/Gender: Dem Men	21%	(71)	32%	(109)	31%	(103)	16%	(55)	339
PID/Gender: Dem Women	11%	(42)	35%	(135)	34%	(129)	20%	(76)	382
PID/Gender: Ind Men	8%	(28)	29%	(110)	33%	(122)	30%	(112)	372
PID/Gender: Ind Women	12%	(51)	29%	(121)	31%	(131)	27%	(113)	416
PID/Gender: Rep Men	17%	(59)	36%	(126)	23%	(80)	24%	(84)	349
PID/Gender: Rep Women	9%	(31)	32%	(111)	32%	(112)	26%	(90)	344
Tea Party: Supporter	21%	(121)	32%	(185)	27%	(159)	21%	(121)	586
Tea Party: Not Supporter	10%	(157)	33%	(521)	32%	(516)	25%	(406)	1600
Ideo: Liberal (1-3)	17%	(132)	38%	(295)	26%	(202)	19%	(145)	774
Ideo: Moderate (4)	12%	(60)	30%	(145)	37%	(182)	21%	(101)	488
Ideo: Conservative (5-7)	10%	(66)	31%	(204)	33%	(217)	26%	(173)	660
Educ: < College	12%	(191)	33%	(510)	30%	(469)	25%	(397)	1567
Educ: Bachelors degree	13%	(53)	31%	(127)	34%	(141)	23%	(94)	416
Educ: Post-grad	17%	(38)	34%	(74)	31%	(67)	18%	(40)	219
Income: Under 50k	13%	(174)	32%	(428)	28%	(375)	27%	(359)	1335
Income: 50k-100k	13%	(77)	33%	(200)	36%	(216)	18%	(108)	600
Income: 100k+	12%	(31)	32%	(84)	33%	(87)	24%	(65)	265
Ethnicity: White	12%	(209)	31%	(546)	31%	(549)	25%	(446)	1750
Ethnicity: Hispanic	21%	(69)	45%	(148)	25%	(81)	9%	(31)	329
Ethnicity: Afr. Am.	16%	(43)	33%	(90)	31%	(84)	19%	(52)	269

Continued on next page

Table BRD2: How much does a company's charitable giving play a role when selecting a fast food or fast casual restaurant?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	13%	(282)	32%	(711)	31%	(677)	24%	(531)	2201
Ethnicity: Other	16%	(30)	41%	(75)	24%	(44)	18%	(33)	182
Relig: Protestant	12%	(65)	33%	(179)	31%	(168)	24%	(130)	542
Relig: Roman Catholic	17%	(73)	37%	(162)	28%	(122)	18%	(80)	436
Relig: Ath./Agn./None	12%	(71)	27%	(161)	33%	(199)	29%	(172)	603
Relig: Something Else	10%	(35)	38%	(126)	26%	(86)	25%	(84)	331
Relig: Evangelical	15%	(102)	33%	(234)	32%	(225)	20%	(138)	699
Relig: Non-Evang. Catholics	13%	(75)	33%	(189)	29%	(165)	24%	(136)	565
Relig: All Christian	14%	(177)	33%	(423)	31%	(390)	22%	(274)	1264
Relig: All Non-Christian	11%	(105)	31%	(287)	31%	(286)	27%	(256)	934
Community: Urban	16%	(94)	32%	(193)	31%	(184)	21%	(127)	597
Community: Suburban	12%	(113)	32%	(301)	32%	(302)	24%	(223)	939
Community: Rural	11%	(75)	33%	(217)	29%	(192)	27%	(181)	665
Employ: Private Sector	13%	(89)	35%	(248)	31%	(222)	21%	(148)	707
Employ: Government	23%	(35)	28%	(43)	33%	(49)	16%	(24)	151
Employ: Self-Employed	22%	(45)	33%	(69)	29%	(61)	16%	(34)	208
Employ: Homemaker	10%	(18)	26%	(48)	35%	(64)	29%	(53)	184
Employ: Student	19%	(19)	42%	(42)	21%	(21)	17%	(17)	99
Employ: Retired	7%	(28)	33%	(142)	33%	(144)	28%	(120)	435
Employ: Unemployed	11%	(25)	23%	(53)	29%	(67)	37%	(84)	229
Employ: Other	11%	(22)	36%	(68)	26%	(49)	27%	(51)	189
Military HH: Yes	15%	(67)	32%	(140)	29%	(126)	23%	(101)	433
Military HH: No	12%	(215)	32%	(571)	31%	(551)	24%	(430)	1768
RD/WT: Right Direction	17%	(143)	37%	(300)	26%	(213)	20%	(167)	823
RD/WT: Wrong Track	10%	(139)	30%	(411)	34%	(464)	26%	(365)	1378
Strongly Approve	19%	(87)	31%	(139)	23%	(103)	27%	(119)	447
Somewhat Approve	10%	(49)	35%	(170)	32%	(157)	22%	(109)	485
Somewhat Disapprove	12%	(32)	27%	(74)	38%	(105)	23%	(62)	274
Strongly Disapprove	12%	(100)	34%	(287)	32%	(267)	22%	(182)	836
Don't Know / No Opinion	9%	(14)	26%	(41)	28%	(44)	37%	(59)	159

Continued on next page

Table BRD2: How much does a company's charitable giving play a role when selecting a fast food or fast casual restaurant?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	13%	(282)	32%	(711)	31%	(677)	24%	(531)	2201
#1 Issue: Economy	10%	(56)	29%	(168)	35%	(200)	26%	(152)	576
#1 Issue: Security	12%	(48)	34%	(130)	31%	(121)	23%	(89)	388
#1 Issue: Health Care	12%	(60)	32%	(155)	31%	(151)	25%	(120)	486
#1 Issue: Medicare / Social Security	11%	(32)	35%	(101)	26%	(76)	28%	(81)	289
#1 Issue: Women's Issues	23%	(27)	31%	(36)	26%	(31)	20%	(23)	116
#1 Issue: Education	22%	(32)	35%	(50)	27%	(40)	16%	(24)	146
#1 Issue: Energy	19%	(22)	34%	(40)	31%	(35)	16%	(19)	116
#1 Issue: Other	7%	(6)	37%	(32)	28%	(24)	27%	(23)	85
2016 Vote: Democrat Hillary Clinton	13%	(93)	33%	(233)	34%	(243)	20%	(140)	708
2016 Vote: Republican Donald Trump	15%	(110)	31%	(236)	29%	(217)	25%	(190)	753
2016 Vote: Someone else	10%	(18)	37%	(66)	29%	(52)	25%	(45)	180
2012 Vote: Barack Obama	14%	(117)	33%	(280)	34%	(293)	19%	(161)	851
2012 Vote: Mitt Romney	9%	(49)	31%	(169)	32%	(171)	28%	(153)	541
2012 Vote: Other	11%	(13)	25%	(28)	33%	(38)	31%	(36)	115
2012 Vote: Didn't Vote	15%	(102)	34%	(233)	25%	(175)	26%	(179)	689
4-Region: Northeast	14%	(58)	32%	(127)	29%	(117)	25%	(100)	402
4-Region: Midwest	13%	(61)	29%	(139)	34%	(163)	24%	(112)	474
4-Region: South	14%	(115)	32%	(258)	30%	(248)	24%	(194)	815
4-Region: West	9%	(48)	37%	(188)	29%	(149)	25%	(126)	511

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

Table BRD3: Do you agree that it is the responsibility of fast food chains to give back, in terms of charitable contributions, to the communities they serve?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	25%	(559)	40%	(883)	11%	(237)	5%	(118)	18%	(405)	2201
Gender: Male	26%	(276)	39%	(417)	12%	(130)	7%	(79)	15%	(157)	1060
Gender: Female	25%	(282)	41%	(465)	9%	(107)	3%	(39)	22%	(248)	1141
Age: 18-29	26%	(123)	36%	(168)	13%	(60)	5%	(24)	20%	(94)	468
Age: 30-44	27%	(152)	38%	(214)	12%	(67)	6%	(35)	17%	(99)	567
Age: 45-54	20%	(82)	44%	(182)	10%	(43)	6%	(24)	20%	(80)	410
Age: 55-64	26%	(92)	38%	(138)	10%	(36)	6%	(20)	20%	(72)	358
Age: 65+	28%	(110)	46%	(181)	8%	(30)	4%	(16)	15%	(60)	398
PID: Dem (no lean)	31%	(226)	41%	(295)	11%	(77)	5%	(33)	12%	(90)	720
PID: Ind (no lean)	20%	(159)	38%	(299)	11%	(89)	5%	(39)	26%	(203)	788
PID: Rep (no lean)	25%	(174)	42%	(289)	10%	(70)	7%	(46)	16%	(113)	693
PID/Gender: Dem Men	33%	(111)	39%	(134)	12%	(39)	7%	(24)	9%	(31)	339
PID/Gender: Dem Women	30%	(115)	42%	(161)	10%	(38)	2%	(9)	15%	(59)	382
PID/Gender: Ind Men	19%	(70)	40%	(147)	14%	(53)	6%	(22)	21%	(80)	372
PID/Gender: Ind Women	21%	(88)	36%	(152)	9%	(36)	4%	(17)	30%	(123)	416
PID/Gender: Rep Men	27%	(95)	39%	(136)	11%	(38)	9%	(33)	13%	(47)	349
PID/Gender: Rep Women	23%	(79)	44%	(152)	9%	(33)	4%	(14)	19%	(66)	344
Tea Party: Supporter	30%	(177)	37%	(217)	13%	(73)	6%	(38)	14%	(80)	586
Tea Party: Not Supporter	23%	(373)	42%	(665)	10%	(162)	5%	(77)	20%	(323)	1600
Ideo: Liberal (1-3)	32%	(249)	41%	(320)	10%	(79)	4%	(29)	12%	(96)	774
Ideo: Moderate (4)	23%	(111)	42%	(207)	11%	(54)	5%	(26)	18%	(90)	488
Ideo: Conservative (5-7)	21%	(141)	42%	(277)	12%	(81)	8%	(53)	16%	(108)	660
Educ: < College	25%	(390)	40%	(619)	10%	(157)	5%	(81)	20%	(319)	1567
Educ: Bachelors degree	25%	(104)	42%	(174)	13%	(54)	6%	(24)	14%	(60)	416
Educ: Post-grad	30%	(65)	41%	(89)	12%	(26)	6%	(13)	12%	(26)	219
Income: Under 50k	26%	(344)	40%	(530)	9%	(120)	6%	(74)	20%	(268)	1335
Income: 50k-100k	24%	(146)	41%	(245)	13%	(77)	5%	(31)	17%	(101)	600
Income: 100k+	26%	(69)	40%	(107)	15%	(40)	5%	(13)	14%	(37)	265

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Table BRD3: Do you agree that it is the responsibility of fast food chains to give back, in terms of charitable contributions, to the communities they serve?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	25% (559)	40% (883)	11% (237)	5% (118)	18% (405)	2201
Ethnicity: White	23% (411)	42% (727)	11% (192)	5% (95)	19% (326)	1750
Ethnicity: Hispanic	34% (113)	36% (119)	12% (38)	3% (11)	14% (47)	329
Ethnicity: Afr. Am.	34% (92)	35% (94)	8% (22)	6% (16)	17% (45)	269
Ethnicity: Other	31% (56)	34% (62)	13% (23)	4% (8)	18% (34)	182
Relig: Protestant	27% (149)	44% (240)	8% (45)	5% (28)	15% (80)	542
Relig: Roman Catholic	29% (128)	41% (179)	11% (49)	4% (17)	15% (64)	436
Relig: Ath./Agn./None	19% (116)	37% (223)	12% (73)	7% (45)	24% (146)	603
Relig: Something Else	29% (95)	36% (120)	13% (42)	6% (20)	17% (55)	331
Relig: Evangelical	29% (200)	43% (299)	9% (63)	3% (23)	16% (113)	699
Relig: Non-Evang. Catholics	26% (147)	42% (239)	10% (58)	5% (31)	16% (90)	565
Relig: All Christian	27% (347)	43% (538)	10% (121)	4% (54)	16% (203)	1264
Relig: All Non-Christian	23% (211)	37% (342)	12% (115)	7% (64)	22% (201)	934
Community: Urban	29% (170)	38% (225)	11% (63)	6% (35)	17% (104)	597
Community: Suburban	24% (229)	42% (395)	12% (110)	5% (46)	17% (159)	939
Community: Rural	24% (159)	40% (263)	10% (63)	6% (37)	21% (142)	665
Employ: Private Sector	26% (185)	41% (288)	11% (78)	5% (38)	17% (118)	707
Employ: Government	29% (44)	36% (54)	13% (20)	5% (8)	16% (24)	151
Employ: Self-Employed	31% (65)	37% (77)	10% (21)	6% (12)	16% (33)	208
Employ: Homemaker	18% (33)	40% (74)	15% (27)	6% (11)	21% (38)	184
Employ: Student	24% (24)	35% (35)	14% (14)	11% (11)	16% (16)	99
Employ: Retired	25% (110)	45% (197)	8% (36)	5% (20)	17% (73)	435
Employ: Unemployed	21% (48)	36% (82)	11% (25)	6% (14)	26% (60)	229
Employ: Other	27% (50)	40% (75)	9% (16)	2% (4)	23% (43)	189
Military HH: Yes	26% (114)	39% (168)	13% (55)	6% (24)	17% (72)	433
Military HH: No	25% (444)	40% (714)	10% (182)	5% (94)	19% (333)	1768
RD/WT: Right Direction	28% (226)	38% (310)	12% (98)	6% (50)	17% (139)	823
RD/WT: Wrong Track	24% (332)	42% (573)	10% (139)	5% (68)	19% (266)	1378

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Table BRD3: Do you agree that it is the responsibility of fast food chains to give back, in terms of charitable contributions, to the communities they serve?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	25%	(559)	40%	(883)	11%	(237)	5%	(118)	18%	(405)	2201
Strongly Approve	31%	(139)	34%	(151)	11%	(47)	7%	(29)	18%	(81)	447
Somewhat Approve	17%	(82)	50%	(240)	11%	(53)	6%	(28)	17%	(81)	485
Somewhat Disapprove	23%	(62)	42%	(114)	12%	(33)	5%	(15)	18%	(50)	274
Strongly Disapprove	30%	(248)	41%	(342)	10%	(88)	5%	(38)	14%	(120)	836
Don't Know / No Opinion	17%	(27)	22%	(35)	10%	(16)	5%	(8)	46%	(73)	159
#1 Issue: Economy	24%	(138)	41%	(237)	12%	(66)	6%	(35)	17%	(100)	576
#1 Issue: Security	21%	(83)	41%	(160)	12%	(48)	7%	(29)	17%	(68)	388
#1 Issue: Health Care	26%	(127)	42%	(203)	10%	(48)	4%	(17)	19%	(91)	486
#1 Issue: Medicare / Social Security	28%	(80)	47%	(136)	5%	(15)	6%	(18)	14%	(40)	289
#1 Issue: Women's Issues	34%	(40)	23%	(27)	14%	(16)	5%	(5)	24%	(28)	116
#1 Issue: Education	30%	(43)	39%	(58)	10%	(14)	3%	(5)	18%	(26)	146
#1 Issue: Energy	29%	(34)	37%	(43)	14%	(16)	4%	(5)	15%	(17)	116
#1 Issue: Other	16%	(14)	23%	(20)	15%	(12)	4%	(3)	42%	(35)	85
2016 Vote: Democrat Hillary Clinton	30%	(210)	42%	(297)	11%	(78)	3%	(24)	14%	(99)	708
2016 Vote: Republican Donald Trump	27%	(201)	39%	(296)	10%	(77)	6%	(43)	18%	(136)	753
2016 Vote: Someone else	23%	(41)	48%	(86)	10%	(18)	8%	(14)	12%	(22)	180
2012 Vote: Barack Obama	31%	(260)	42%	(361)	9%	(77)	4%	(35)	14%	(118)	851
2012 Vote: Mitt Romney	20%	(110)	44%	(237)	12%	(65)	7%	(37)	17%	(92)	541
2012 Vote: Other	18%	(21)	33%	(38)	13%	(15)	9%	(10)	28%	(32)	115
2012 Vote: Didn't Vote	24%	(166)	36%	(247)	11%	(77)	5%	(36)	24%	(163)	689
4-Region: Northeast	29%	(118)	37%	(148)	10%	(40)	5%	(20)	19%	(76)	402
4-Region: Midwest	25%	(119)	39%	(185)	11%	(51)	7%	(34)	18%	(85)	474
4-Region: South	26%	(216)	41%	(336)	10%	(85)	5%	(37)	17%	(141)	815
4-Region: West	21%	(106)	42%	(214)	12%	(61)	5%	(27)	20%	(104)	511

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

Table BRD4: *Do you think McDonalds provides enough nutritional menu options?*

Demographic	Yes	No	Total N
Adults	51% (1112)	49% (1089)	2201
Gender: Male	55% (587)	45% (473)	1060
Gender: Female	46% (526)	54% (616)	1141
Age: 18-29	40% (189)	60% (280)	468
Age: 30-44	50% (285)	50% (282)	567
Age: 45-54	55% (224)	45% (186)	410
Age: 55-64	56% (202)	44% (156)	358
Age: 65+	53% (212)	47% (185)	398
PID: Dem (no lean)	48% (345)	52% (375)	720
PID: Ind (no lean)	46% (363)	54% (425)	788
PID: Rep (no lean)	58% (404)	42% (288)	693
PID/Gender: Dem Men	54% (181)	46% (157)	339
PID/Gender: Dem Women	43% (164)	57% (218)	382
PID/Gender: Ind Men	47% (175)	53% (197)	372
PID/Gender: Ind Women	45% (188)	55% (228)	416
PID/Gender: Rep Men	66% (230)	34% (118)	349
PID/Gender: Rep Women	51% (174)	49% (170)	344
Tea Party: Supporter	59% (347)	41% (239)	586
Tea Party: Not Supporter	47% (756)	53% (844)	1600
Ideo: Liberal (1-3)	47% (364)	53% (410)	774
Ideo: Moderate (4)	49% (238)	51% (250)	488
Ideo: Conservative (5-7)	57% (374)	43% (285)	660
Educ: < College	50% (782)	50% (784)	1567
Educ: Bachelors degree	50% (207)	50% (209)	416
Educ: Post-grad	56% (123)	44% (96)	219
Income: Under 50k	49% (655)	51% (680)	1335
Income: 50k-100k	52% (309)	48% (291)	600
Income: 100k+	56% (148)	44% (118)	265
Ethnicity: White	52% (912)	48% (838)	1750
Ethnicity: Hispanic	44% (143)	56% (186)	329
Ethnicity: Afr. Am.	51% (138)	49% (130)	269

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Table BRD4: Do you think McDonalds provides enough nutritional menu options?

Demographic	Yes	No	Total N
Adults	51% (1112)	49% (1089)	2201
Ethnicity: Other	34% (62)	66% (120)	182
Relig: Protestant	56% (302)	44% (240)	542
Relig: Roman Catholic	53% (233)	47% (203)	436
Relig: Ath./Agn./None	41% (250)	59% (353)	603
Relig: Something Else	50% (167)	50% (164)	331
Relig: Evangelical	57% (400)	43% (299)	699
Relig: Non-Evang. Catholics	52% (293)	48% (272)	565
Relig: All Christian	55% (693)	45% (571)	1264
Relig: All Non-Christian	45% (417)	55% (517)	934
Community: Urban	49% (293)	51% (304)	597
Community: Suburban	51% (477)	49% (462)	939
Community: Rural	51% (341)	49% (323)	665
Employ: Private Sector	52% (367)	48% (340)	707
Employ: Government	54% (81)	46% (70)	151
Employ: Self-Employed	47% (97)	53% (111)	208
Employ: Homemaker	46% (84)	54% (99)	184
Employ: Student	31% (31)	69% (68)	99
Employ: Retired	53% (232)	47% (203)	435
Employ: Unemployed	54% (123)	46% (106)	229
Employ: Other	51% (96)	49% (93)	189
Military HH: Yes	53% (228)	47% (206)	433
Military HH: No	50% (885)	50% (883)	1768
RD/WT: Right Direction	60% (493)	40% (330)	823
RD/WT: Wrong Track	45% (619)	55% (759)	1378
Strongly Approve	64% (285)	36% (162)	447
Somewhat Approve	55% (267)	45% (217)	485
Somewhat Disapprove	48% (132)	52% (142)	274
Strongly Disapprove	43% (359)	57% (476)	836
Don't Know / No Opinion	43% (68)	57% (91)	159

Continued on next page

Table BRD4: Do you think McDonalds provides enough nutritional menu options?

Demographic	Yes	No	Total N
Adults	51% (1112)	49% (1089)	2201
#1 Issue: Economy	50% (287)	50% (289)	576
#1 Issue: Security	52% (201)	48% (187)	388
#1 Issue: Health Care	50% (241)	50% (245)	486
#1 Issue: Medicare / Social Security	63% (183)	37% (106)	289
#1 Issue: Women's Issues	38% (44)	62% (72)	116
#1 Issue: Education	45% (66)	55% (80)	146
#1 Issue: Energy	49% (57)	51% (59)	116
#1 Issue: Other	40% (34)	60% (51)	85
2016 Vote: Democrat Hillary Clinton	47% (336)	53% (372)	708
2016 Vote: Republican Donald Trump	61% (463)	39% (290)	753
2016 Vote: Someone else	42% (75)	58% (106)	180
2012 Vote: Barack Obama	49% (421)	51% (430)	851
2012 Vote: Mitt Romney	60% (326)	40% (215)	541
2012 Vote: Other	43% (50)	57% (65)	115
2012 Vote: Didn't Vote	45% (312)	55% (377)	689
4-Region: Northeast	55% (221)	45% (181)	402
4-Region: Midwest	47% (221)	53% (252)	474
4-Region: South	51% (414)	49% (401)	815
4-Region: West	50% (256)	50% (255)	511

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

Table BRD5: Do you think McDonalds gives back to its communities in terms of charitable contributions?

Demographic	Yes	No	Total N
Adults	73% (1605)	27% (596)	2201
Gender: Male	72% (763)	28% (296)	1060
Gender: Female	74% (841)	26% (300)	1141
Age: 18-29	64% (299)	36% (170)	468
Age: 30-44	75% (425)	25% (142)	567
Age: 45-54	76% (314)	24% (96)	410
Age: 55-64	76% (272)	24% (86)	358
Age: 65+	74% (296)	26% (102)	398
PID: Dem (no lean)	74% (536)	26% (184)	720
PID: Ind (no lean)	67% (524)	33% (264)	788
PID: Rep (no lean)	79% (544)	21% (148)	693
PID/Gender: Dem Men	73% (247)	27% (91)	339
PID/Gender: Dem Women	76% (289)	24% (93)	382
PID/Gender: Ind Men	65% (243)	35% (130)	372
PID/Gender: Ind Women	68% (282)	32% (134)	416
PID/Gender: Rep Men	78% (274)	22% (75)	349
PID/Gender: Rep Women	79% (271)	21% (73)	344
Tea Party: Supporter	79% (462)	21% (123)	586
Tea Party: Not Supporter	71% (1133)	29% (467)	1600
Ideo: Liberal (1-3)	72% (557)	28% (217)	774
Ideo: Moderate (4)	74% (363)	26% (125)	488
Ideo: Conservative (5-7)	78% (513)	22% (146)	660
Educ: < College	71% (1115)	29% (451)	1567
Educ: Bachelors degree	77% (319)	23% (96)	416
Educ: Post-grad	78% (170)	22% (48)	219
Income: Under 50k	69% (926)	31% (409)	1335
Income: 50k-100k	77% (460)	23% (140)	600
Income: 100k+	82% (218)	18% (47)	265
Ethnicity: White	75% (1306)	25% (445)	1750
Ethnicity: Hispanic	70% (229)	30% (100)	329
Ethnicity: Afr. Am.	72% (193)	28% (75)	269

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Table BRD5: Do you think McDonalds gives back to its communities in terms of charitable contributions?

Demographic	Yes	No	Total N
Adults	73% (1605)	27% (596)	2201
Ethnicity: Other	58% (106)	42% (76)	182
Relig: Protestant	81% (437)	19% (106)	542
Relig: Roman Catholic	78% (341)	22% (96)	436
Relig: Ath./Agn./None	65% (392)	35% (211)	603
Relig: Something Else	67% (221)	33% (110)	331
Relig: Evangelical	80% (556)	20% (143)	699
Relig: Non-Evang. Catholics	77% (433)	23% (132)	565
Relig: All Christian	78% (989)	22% (275)	1264
Relig: All Non-Christian	66% (613)	34% (321)	934
Community: Urban	72% (428)	28% (169)	597
Community: Suburban	76% (712)	24% (227)	939
Community: Rural	70% (465)	30% (200)	665
Employ: Private Sector	76% (535)	24% (171)	707
Employ: Government	75% (113)	25% (37)	151
Employ: Self-Employed	72% (149)	28% (58)	208
Employ: Homemaker	75% (137)	25% (47)	184
Employ: Student	61% (61)	39% (38)	99
Employ: Retired	76% (331)	24% (104)	435
Employ: Unemployed	67% (155)	33% (75)	229
Employ: Other	65% (123)	35% (66)	189
Military HH: Yes	77% (334)	23% (99)	433
Military HH: No	72% (1270)	28% (497)	1768
RD/WT: Right Direction	77% (633)	23% (190)	823
RD/WT: Wrong Track	71% (972)	29% (406)	1378
Strongly Approve	76% (342)	24% (105)	447
Somewhat Approve	77% (374)	23% (110)	485
Somewhat Disapprove	72% (197)	28% (77)	274
Strongly Disapprove	70% (586)	30% (249)	836
Don't Know / No Opinion	66% (105)	34% (54)	159

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Table BRD5: Do you think McDonalds gives back to its communities in terms of charitable contributions?

Demographic	Yes	No	Total N
Adults	73% (1605)	27% (596)	2201
#1 Issue: Economy	74% (429)	26% (148)	576
#1 Issue: Security	76% (295)	24% (93)	388
#1 Issue: Health Care	72% (348)	28% (138)	486
#1 Issue: Medicare / Social Security	77% (224)	23% (66)	289
#1 Issue: Women's Issues	68% (78)	32% (37)	116
#1 Issue: Education	70% (102)	30% (44)	146
#1 Issue: Energy	70% (81)	30% (35)	116
#1 Issue: Other	57% (48)	43% (36)	85
2016 Vote: Democrat Hillary Clinton	74% (523)	26% (185)	708
2016 Vote: Republican Donald Trump	81% (612)	19% (141)	753
2016 Vote: Someone else	71% (129)	29% (52)	180
2012 Vote: Barack Obama	73% (622)	27% (229)	851
2012 Vote: Mitt Romney	81% (439)	19% (103)	541
2012 Vote: Other	71% (81)	29% (34)	115
2012 Vote: Didn't Vote	67% (459)	33% (230)	689
4-Region: Northeast	77% (307)	23% (94)	402
4-Region: Midwest	70% (330)	30% (143)	474
4-Region: South	74% (607)	26% (208)	815
4-Region: West	71% (361)	29% (150)	511

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	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	468	21%
	Age: 30-44	567	26%
	Age: 45-54	410	19%
	Age: 55-64	358	16%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	720	33%
	PID: Ind (no lean)	788	36%
	PID: Rep (no lean)	693	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	339	15%
	PID/Gender: Dem Women	382	17%
	PID/Gender: Ind Men	372	17%
	PID/Gender: Ind Women	416	19%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	344	16%
	N	2201	
xdemTea	Tea Party: Supporter	586	27%
	Tea Party: Not Supporter	1600	73%
	N	2185	
xdemIdeo3	Ideo: Liberal (1-3)	774	35%
	Ideo: Moderate (4)	488	22%
	Ideo: Conservative (5-7)	660	30%
	N	1921	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1335	61%
	Income: 50k-100k	600	27%
	Income: 100k+	265	12%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	542	25%
	Relig: Roman Catholic	436	20%
	Relig: Ath./Agn./None	603	27%
	Relig: Something Else	331	15%
	N	1913	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	699	32%
	Relig: Non-Evang. Catholics	565	26%
	N	1264	
xreligion3	Relig: All Christian	1264	57%
	Relig: All Non-Christian	934	42%
	N	2198	
xdemUsr	Community: Urban	597	27%
	Community: Suburban	939	43%
	Community: Rural	665	30%
	N	2201	
xdemEmploy	Employ: Private Sector	707	32%
	Employ: Government	151	7%
	Employ: Self-Employed	208	9%
	Employ: Homemaker	184	8%
	Employ: Student	99	4%
	Employ: Retired	435	20%
	Employ: Unemployed	229	10%
	Employ: Other	189	9%
	N	2201	
xdemMilHH1	Military HH: Yes	433	20%
	Military HH: No	1768	80%
	N	2201	
xnr1	RD/WT: Right Direction	823	37%
	RD/WT: Wrong Track	1378	63%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	447	20%
	Somewhat Approve	485	22%
	Somewhat Disapprove	274	12%
	Strongly Disapprove	836	38%
	Don't Know / No Opinion	159	7%
	N	2201	
xnr3	#1 Issue: Economy	576	26%
	#1 Issue: Security	388	18%
	#1 Issue: Health Care	486	22%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	116	5%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	116	5%
	#1 Issue: Other	85	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	708	32%
	2016 Vote: Republican Donald Trump	753	34%
	2016 Vote: Someone else	180	8%
	N	1642	
xsubVote12O	2012 Vote: Barack Obama	851	39%
	2012 Vote: Mitt Romney	541	25%
	2012 Vote: Other	115	5%
	2012 Vote: Didn't Vote	689	31%
	N	2196	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

