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Morning Consult
National Tracking Poll #171102
November 02-06, 2017

Crosstabulation Results

Methodology:

This poll was conducted from November 02-06, 2017, among a national sample of 1991 registered voters. The interviews were conducted online and the data were weighted to approximate a target sample of registered voters 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 BRD8: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping		Dining out		Traveling		Saving for retirement		Paying down debt		None of the above		Total N
Registered Voters	8%	(162)	4%	(70)	7%	(132)	24%	(474)	46%	(908)	12%	(246)	1991
Gender: Male	9%	(84)	4%	(39)	8%	(73)	26%	(241)	40%	(369)	13%	(122)	928
Gender: Female	7%	(78)	3%	(31)	6%	(59)	22%	(233)	51%	(539)	12%	(124)	1063
Age: 18-29	12%	(41)	8%	(28)	8%	(27)	20%	(67)	36%	(122)	15%	(50)	336
Age: 30-44	12%	(57)	4%	(18)	9%	(42)	17%	(81)	46%	(222)	12%	(59)	478
Age: 45-54	9%	(35)	2%	(8)	4%	(16)	30%	(114)	46%	(174)	9%	(35)	382
Age: 55-64	3%	(11)	1%	(4)	5%	(17)	33%	(120)	48%	(178)	11%	(39)	370
Age: 65+	4%	(18)	3%	(11)	7%	(30)	22%	(92)	50%	(212)	15%	(62)	425
PID: Dem (no lean)	9%	(58)	4%	(25)	7%	(48)	24%	(159)	48%	(317)	9%	(59)	665
PID: Ind (no lean)	9%	(57)	3%	(22)	5%	(36)	22%	(142)	42%	(274)	19%	(122)	652
PID: Rep (no lean)	7%	(48)	3%	(23)	7%	(48)	26%	(172)	47%	(317)	10%	(65)	673
PID/Gender: Dem Men	12%	(32)	5%	(12)	9%	(24)	23%	(64)	44%	(122)	8%	(21)	276
PID/Gender: Dem Women	7%	(26)	3%	(12)	6%	(24)	24%	(95)	50%	(195)	10%	(38)	390
PID/Gender: Ind Men	8%	(26)	5%	(15)	6%	(18)	25%	(78)	35%	(108)	22%	(68)	313
PID/Gender: Ind Women	9%	(31)	2%	(7)	5%	(17)	19%	(64)	49%	(165)	16%	(54)	339
PID/Gender: Rep Men	8%	(26)	4%	(12)	9%	(30)	29%	(98)	41%	(139)	10%	(33)	340
PID/Gender: Rep Women	6%	(22)	3%	(11)	5%	(18)	22%	(74)	53%	(178)	9%	(32)	334
Tea Party: Supporter	12%	(61)	3%	(17)	8%	(42)	24%	(122)	44%	(222)	9%	(45)	509
Tea Party: Not Supporter	7%	(101)	4%	(53)	6%	(88)	24%	(349)	46%	(680)	14%	(199)	1470
Ideo: Liberal (1-3)	10%	(63)	5%	(36)	9%	(60)	22%	(145)	42%	(278)	12%	(82)	663
Ideo: Moderate (4)	10%	(43)	3%	(12)	7%	(29)	25%	(110)	46%	(200)	9%	(39)	434
Ideo: Conservative (5-7)	6%	(41)	2%	(15)	5%	(37)	26%	(173)	50%	(337)	10%	(67)	669
Educ: < College	9%	(122)	4%	(53)	5%	(65)	20%	(267)	48%	(623)	14%	(179)	1309
Educ: Bachelors degree	5%	(20)	2%	(9)	10%	(43)	31%	(135)	44%	(193)	9%	(42)	442
Educ: Post-grad	8%	(20)	3%	(8)	10%	(24)	30%	(72)	38%	(92)	11%	(25)	240
Income: Under 50k	10%	(107)	4%	(47)	5%	(61)	20%	(223)	46%	(519)	15%	(165)	1121
Income: 50k-100k	6%	(36)	3%	(15)	7%	(40)	26%	(156)	48%	(284)	11%	(62)	593
Income: 100k+	7%	(19)	3%	(8)	11%	(31)	34%	(94)	38%	(106)	7%	(18)	277

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Table BRD8: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Registered Voters	8% (162)	4% (70)	7% (132)	24% (474)	46% (908)	12% (246)	1991
Ethnicity: White	7% (116)	3% (56)	6% (101)	24% (388)	47% (757)	13% (204)	1621
Ethnicity: Hispanic	13% (23)	6% (10)	9% (17)	17% (29)	38% (67)	18% (31)	178
Ethnicity: Afr. Am.	13% (32)	2% (5)	9% (23)	21% (54)	46% (117)	10% (25)	256
Ethnicity: Other	13% (15)	8% (9)	6% (7)	28% (32)	30% (34)	15% (17)	114
Relig: Protestant	6% (30)	3% (17)	5% (27)	25% (127)	50% (257)	11% (57)	515
Relig: Roman Catholic	8% (31)	4% (15)	8% (32)	28% (108)	43% (165)	9% (34)	385
Relig: Ath./Agn./None	8% (44)	4% (22)	7% (39)	22% (123)	43% (241)	15% (85)	555
Relig: Something Else	11% (33)	4% (13)	7% (22)	22% (68)	42% (131)	14% (43)	310
Relig: Evangelical	10% (56)	3% (18)	6% (33)	23% (134)	49% (285)	10% (59)	584
Relig: Non-Evang. Catholics	5% (29)	3% (18)	7% (37)	28% (149)	46% (250)	11% (58)	541
Relig: All Christian	8% (85)	3% (36)	6% (69)	25% (282)	48% (535)	10% (117)	1125
Relig: All Non-Christian	9% (77)	4% (34)	7% (61)	22% (191)	43% (372)	15% (128)	864
Community: Urban	9% (44)	4% (19)	6% (31)	21% (104)	46% (231)	14% (73)	503
Community: Suburban	7% (66)	4% (32)	8% (69)	27% (240)	44% (394)	10% (91)	891
Community: Rural	9% (52)	3% (18)	5% (32)	22% (129)	47% (283)	14% (82)	596
Employ: Private Sector	8% (50)	2% (15)	7% (49)	27% (182)	49% (325)	7% (46)	667
Employ: Government	9% (12)	6% (8)	8% (11)	28% (39)	40% (56)	9% (13)	139
Employ: Self-Employed	12% (16)	8% (11)	10% (14)	20% (29)	39% (55)	11% (15)	140
Employ: Homemaker	13% (23)	1% (2)	5% (10)	25% (47)	45% (83)	11% (20)	184
Employ: Student	15% (10)	11% (8)	10% (7)	12% (8)	28% (20)	24% (17)	70
Employ: Retired	5% (22)	3% (17)	5% (27)	23% (113)	49% (241)	14% (68)	488
Employ: Unemployed	8% (13)	3% (5)	5% (8)	18% (27)	45% (68)	20% (29)	150
Employ: Other	10% (15)	3% (4)	4% (7)	19% (29)	40% (61)	25% (38)	153
Military HH: Yes	6% (22)	3% (11)	6% (23)	26% (98)	48% (179)	11% (40)	373
Military HH: No	9% (140)	4% (59)	7% (108)	23% (376)	45% (729)	13% (206)	1618
RD/WT: Right Direction	10% (72)	4% (32)	8% (63)	24% (180)	45% (336)	9% (71)	754
RD/WT: Wrong Track	7% (90)	3% (38)	6% (69)	24% (293)	46% (572)	14% (175)	1237

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Table BRD8: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Registered Voters	8% (162)	4% (70)	7% (132)	24% (474)	46% (908)	12% (246)	1991
Strongly Approve	9% (40)	3% (12)	9% (42)	26% (114)	43% (192)	10% (44)	445
Somewhat Approve	9% (38)	4% (19)	5% (22)	23% (101)	48% (212)	11% (48)	440
Somewhat Disapprove	9% (22)	3% (8)	5% (12)	31% (78)	45% (113)	8% (21)	254
Strongly Disapprove	7% (53)	4% (30)	7% (53)	22% (169)	46% (349)	13% (100)	754
Dont Know / No Opinion	9% (9)	2% (2)	2% (2)	12% (12)	41% (41)	33% (33)	99
#1 Issue: Economy	7% (35)	3% (15)	5% (26)	27% (137)	47% (242)	11% (59)	515
#1 Issue: Security	8% (35)	3% (14)	7% (31)	25% (110)	45% (196)	11% (47)	433
#1 Issue: Health Care	10% (46)	3% (13)	7% (32)	23% (100)	46% (203)	11% (48)	443
#1 Issue: Medicare / Social Security	4% (11)	4% (11)	6% (15)	27% (70)	46% (118)	12% (31)	256
#1 Issue: Women's Issues	15% (13)	4% (4)	8% (7)	18% (15)	45% (38)	10% (8)	86
#1 Issue: Education	10% (11)	3% (3)	10% (10)	12% (13)	50% (54)	16% (17)	109
#1 Issue: Energy	4% (3)	11% (8)	11% (7)	23% (15)	41% (27)	10% (7)	67
#1 Issue: Other	9% (7)	3% (2)	4% (3)	16% (13)	34% (28)	34% (28)	82
2016 Vote: Democrat Hillary Clinton	8% (56)	4% (27)	9% (61)	24% (168)	46% (328)	10% (69)	709
2016 Vote: Republican Donald Trump	7% (59)	3% (24)	7% (57)	26% (202)	47% (369)	10% (79)	790
2016 Vote: Someone else	7% (12)	4% (7)	3% (5)	25% (42)	45% (75)	16% (26)	168
2012 Vote: Barack Obama	7% (57)	4% (30)	8% (69)	24% (196)	48% (396)	9% (76)	823
2012 Vote: Mitt Romney	7% (41)	3% (15)	6% (39)	27% (161)	47% (283)	11% (64)	604
2012 Vote: Other	8% (8)	1% (1)	6% (5)	29% (27)	40% (37)	15% (14)	91
2012 Vote: Didn't Vote	12% (57)	5% (23)	4% (18)	19% (89)	41% (192)	20% (92)	471
4-Region: Northeast	7% (27)	2% (8)	8% (30)	28% (101)	43% (157)	11% (42)	364
4-Region: Midwest	8% (37)	4% (17)	5% (24)	23% (106)	49% (229)	12% (57)	470
4-Region: South	9% (66)	4% (30)	6% (44)	23% (172)	46% (342)	12% (86)	739
4-Region: West	8% (33)	4% (16)	8% (34)	23% (95)	43% (179)	15% (61)	418

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

Table BRD9: Do you tend to shop more...

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Registered Voters	24%	(486)	41%	(826)	27%	(538)	7%	(141)	1991
Gender: Male	26%	(240)	40%	(369)	24%	(227)	10%	(92)	928
Gender: Female	23%	(246)	43%	(457)	29%	(311)	5%	(49)	1063
Age: 18-29	30%	(100)	33%	(112)	27%	(92)	10%	(32)	336
Age: 30-44	27%	(130)	39%	(186)	26%	(126)	8%	(36)	478
Age: 45-54	29%	(109)	39%	(148)	27%	(102)	6%	(22)	382
Age: 55-64	19%	(71)	43%	(159)	31%	(116)	7%	(24)	370
Age: 65+	18%	(76)	52%	(221)	24%	(103)	6%	(26)	425
PID: Dem (no lean)	25%	(165)	43%	(283)	27%	(180)	5%	(36)	665
PID: Ind (no lean)	23%	(153)	40%	(261)	27%	(174)	10%	(64)	652
PID: Rep (no lean)	25%	(167)	42%	(281)	27%	(184)	6%	(41)	673
PID/Gender: Dem Men	28%	(78)	40%	(110)	23%	(63)	9%	(24)	276
PID/Gender: Dem Women	22%	(87)	44%	(173)	30%	(117)	3%	(12)	390
PID/Gender: Ind Men	23%	(73)	38%	(120)	24%	(77)	14%	(43)	313
PID/Gender: Ind Women	24%	(80)	42%	(141)	29%	(98)	6%	(20)	339
PID/Gender: Rep Men	26%	(89)	41%	(139)	26%	(87)	7%	(25)	340
PID/Gender: Rep Women	24%	(79)	43%	(142)	29%	(97)	5%	(16)	334
Tea Party: Supporter	27%	(136)	40%	(204)	29%	(148)	4%	(21)	509
Tea Party: Not Supporter	24%	(350)	42%	(614)	26%	(386)	8%	(119)	1470
Ideo: Liberal (1-3)	29%	(195)	38%	(253)	28%	(183)	5%	(33)	663
Ideo: Moderate (4)	22%	(97)	43%	(186)	28%	(121)	7%	(30)	434
Ideo: Conservative (5-7)	25%	(166)	41%	(275)	29%	(196)	5%	(32)	669
Educ: < College	21%	(271)	45%	(584)	26%	(337)	9%	(116)	1309
Educ: Bachelors degree	30%	(131)	37%	(164)	29%	(129)	4%	(18)	442
Educ: Post-grad	35%	(83)	33%	(78)	30%	(72)	3%	(7)	240
Income: Under 50k	20%	(226)	47%	(529)	24%	(270)	9%	(97)	1121
Income: 50k-100k	28%	(167)	38%	(224)	29%	(172)	5%	(30)	593
Income: 100k+	34%	(93)	26%	(73)	35%	(97)	5%	(14)	277
Ethnicity: White	25%	(403)	42%	(674)	28%	(446)	6%	(98)	1621
Ethnicity: Hispanic	26%	(47)	38%	(67)	26%	(47)	10%	(17)	178

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Table BRD9: Do you tend to shop more...

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	24%	(486)	41%	(826)	27%	(538)	7%	(141)	1991
Ethnicity: Afr. Am.	23%	(58)	41%	(104)	25%	(65)	11%	(29)	256
Ethnicity: Other	23%	(26)	42%	(48)	24%	(27)	12%	(13)	114
Relig: Protestant	25%	(131)	45%	(232)	27%	(140)	3%	(13)	515
Relig: Roman Catholic	24%	(94)	42%	(163)	27%	(104)	6%	(24)	385
Relig: Ath./Agn./None	25%	(137)	38%	(213)	28%	(155)	9%	(50)	555
Relig: Something Else	26%	(80)	40%	(124)	28%	(85)	7%	(20)	310
Relig: Evangelical	24%	(143)	43%	(248)	26%	(150)	7%	(43)	584
Relig: Non-Evang. Catholics	23%	(126)	44%	(239)	27%	(148)	5%	(27)	541
Relig: All Christian	24%	(269)	43%	(488)	27%	(299)	6%	(70)	1125
Relig: All Non-Christian	25%	(217)	39%	(337)	28%	(240)	8%	(70)	864
Community: Urban	27%	(135)	41%	(209)	23%	(113)	9%	(46)	503
Community: Suburban	24%	(213)	40%	(360)	31%	(277)	5%	(41)	891
Community: Rural	23%	(137)	43%	(257)	25%	(148)	9%	(54)	596
Employ: Private Sector	32%	(216)	35%	(232)	30%	(199)	3%	(21)	667
Employ: Government	30%	(42)	43%	(60)	22%	(30)	5%	(6)	139
Employ: Self-Employed	25%	(35)	36%	(51)	31%	(44)	8%	(11)	140
Employ: Homemaker	18%	(33)	48%	(88)	29%	(53)	6%	(10)	184
Employ: Student	19%	(13)	32%	(22)	32%	(23)	17%	(12)	70
Employ: Retired	18%	(89)	51%	(247)	25%	(124)	6%	(27)	488
Employ: Unemployed	19%	(29)	45%	(67)	23%	(34)	13%	(19)	150
Employ: Other	18%	(28)	38%	(58)	21%	(32)	23%	(35)	153
Military HH: Yes	23%	(86)	42%	(157)	28%	(105)	7%	(24)	373
Military HH: No	25%	(400)	41%	(669)	27%	(433)	7%	(117)	1618
RD/WT: Right Direction	24%	(177)	43%	(325)	26%	(200)	7%	(52)	754
RD/WT: Wrong Track	25%	(308)	40%	(501)	27%	(339)	7%	(89)	1237
Strongly Approve	22%	(98)	44%	(194)	29%	(127)	6%	(26)	445
Somewhat Approve	26%	(114)	44%	(196)	23%	(103)	6%	(27)	440
Somewhat Disapprove	25%	(64)	40%	(101)	29%	(74)	6%	(15)	254
Strongly Disapprove	26%	(192)	40%	(302)	28%	(212)	6%	(48)	754
Dont Know / No Opinion	18%	(18)	34%	(34)	23%	(22)	26%	(25)	99

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Table BRD9: Do you tend to shop more...

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Registered Voters	24%	(486)	41%	(826)	27%	(538)	7%	(141)	1991
#1 Issue: Economy	27%	(138)	39%	(200)	27%	(138)	7%	(39)	515
#1 Issue: Security	23%	(99)	44%	(191)	27%	(119)	6%	(24)	433
#1 Issue: Health Care	24%	(107)	42%	(185)	27%	(120)	7%	(31)	443
#1 Issue: Medicare / Social Security	17%	(44)	53%	(136)	23%	(58)	7%	(18)	256
#1 Issue: Women's Issues	33%	(28)	38%	(33)	26%	(23)	3%	(2)	86
#1 Issue: Education	31%	(34)	25%	(27)	34%	(37)	10%	(11)	109
#1 Issue: Energy	37%	(25)	23%	(16)	36%	(24)	4%	(2)	67
#1 Issue: Other	13%	(10)	46%	(38)	25%	(20)	16%	(14)	82
2016 Vote: Democrat Hillary Clinton	26%	(181)	39%	(278)	31%	(216)	5%	(33)	709
2016 Vote: Republican Donald Trump	25%	(195)	43%	(342)	26%	(207)	6%	(46)	790
2016 Vote: Someone else	26%	(44)	37%	(62)	33%	(55)	5%	(8)	168
2012 Vote: Barack Obama	26%	(210)	43%	(352)	27%	(226)	4%	(35)	823
2012 Vote: Mitt Romney	23%	(139)	45%	(270)	28%	(166)	5%	(28)	604
2012 Vote: Other	20%	(18)	34%	(31)	38%	(34)	8%	(7)	91
2012 Vote: Didn't Vote	25%	(118)	36%	(172)	24%	(111)	15%	(70)	471
4-Region: Northeast	29%	(106)	36%	(132)	29%	(105)	6%	(21)	364
4-Region: Midwest	20%	(96)	47%	(220)	27%	(124)	6%	(29)	470
4-Region: South	25%	(187)	40%	(299)	26%	(196)	8%	(58)	739
4-Region: West	23%	(97)	42%	(174)	27%	(113)	8%	(34)	418

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

Table BRD10: *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Registered Voters	32%	(634)	35%	(689)	24%	(483)	9%	(185)	1991
Gender: Male	33%	(306)	35%	(320)	20%	(190)	12%	(112)	928
Gender: Female	31%	(328)	35%	(369)	28%	(293)	7%	(73)	1063
Age: 18-29	35%	(118)	31%	(103)	25%	(84)	9%	(32)	336
Age: 30-44	34%	(162)	32%	(154)	26%	(125)	8%	(37)	478
Age: 45-54	32%	(122)	34%	(128)	26%	(101)	8%	(30)	382
Age: 55-64	34%	(126)	34%	(125)	22%	(82)	10%	(36)	370
Age: 65+	25%	(106)	42%	(179)	21%	(91)	12%	(50)	425
PID: Dem (no lean)	33%	(222)	34%	(225)	27%	(179)	6%	(40)	665
PID: Ind (no lean)	30%	(193)	33%	(216)	23%	(151)	14%	(92)	652
PID: Rep (no lean)	33%	(220)	37%	(248)	23%	(153)	8%	(52)	673
PID/Gender: Dem Men	37%	(103)	32%	(87)	21%	(58)	10%	(27)	276
PID/Gender: Dem Women	30%	(119)	35%	(137)	31%	(121)	3%	(13)	390
PID/Gender: Ind Men	30%	(93)	33%	(104)	19%	(59)	18%	(57)	313
PID/Gender: Ind Women	30%	(100)	33%	(112)	27%	(92)	10%	(35)	339
PID/Gender: Rep Men	32%	(110)	38%	(129)	21%	(72)	8%	(28)	340
PID/Gender: Rep Women	33%	(109)	36%	(120)	24%	(81)	7%	(24)	334
Tea Party: Supporter	36%	(184)	37%	(189)	21%	(108)	5%	(28)	509
Tea Party: Not Supporter	31%	(450)	33%	(492)	25%	(371)	11%	(156)	1470
Ideo: Liberal (1-3)	39%	(258)	29%	(193)	25%	(167)	7%	(45)	663
Ideo: Moderate (4)	28%	(120)	35%	(150)	27%	(118)	10%	(46)	434
Ideo: Conservative (5-7)	34%	(229)	35%	(235)	23%	(155)	8%	(50)	669
Educ: < College	28%	(370)	38%	(501)	23%	(298)	11%	(140)	1309
Educ: Bachelors degree	36%	(161)	29%	(127)	28%	(124)	7%	(30)	442
Educ: Post-grad	43%	(103)	26%	(61)	25%	(61)	6%	(15)	240
Income: Under 50k	26%	(289)	41%	(455)	22%	(246)	12%	(131)	1121
Income: 50k-100k	38%	(224)	29%	(169)	27%	(161)	6%	(38)	593
Income: 100k+	44%	(121)	23%	(64)	27%	(75)	6%	(16)	277
Ethnicity: White	33%	(536)	34%	(550)	24%	(394)	9%	(142)	1621
Ethnicity: Hispanic	30%	(54)	38%	(67)	22%	(40)	10%	(17)	178

Continued on next page

Table BRD10: *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Registered Voters	32%	(634)	35%	(689)	24%	(483)	9%	(185)	1991
Ethnicity: Afr. Am.	22%	(58)	40%	(103)	27%	(68)	11%	(27)	256
Ethnicity: Other	36%	(41)	32%	(36)	18%	(21)	14%	(16)	114
Relig: Protestant	32%	(163)	36%	(186)	27%	(138)	5%	(28)	515
Relig: Roman Catholic	32%	(123)	37%	(142)	24%	(94)	7%	(26)	385
Relig: Ath./Agn./None	34%	(187)	29%	(161)	25%	(137)	13%	(70)	555
Relig: Something Else	33%	(102)	34%	(106)	23%	(70)	10%	(31)	310
Relig: Evangelical	29%	(171)	38%	(223)	25%	(146)	8%	(44)	584
Relig: Non-Evang. Catholics	32%	(174)	37%	(198)	24%	(128)	7%	(40)	541
Relig: All Christian	31%	(345)	37%	(421)	24%	(275)	7%	(84)	1125
Relig: All Non-Christian	33%	(289)	31%	(268)	24%	(208)	12%	(100)	864
Community: Urban	31%	(157)	32%	(162)	23%	(115)	14%	(70)	503
Community: Suburban	33%	(294)	35%	(309)	27%	(238)	6%	(50)	891
Community: Rural	31%	(183)	37%	(219)	22%	(130)	11%	(64)	596
Employ: Private Sector	39%	(258)	30%	(201)	27%	(178)	5%	(30)	667
Employ: Government	32%	(44)	34%	(47)	29%	(40)	5%	(7)	139
Employ: Self-Employed	32%	(45)	31%	(44)	24%	(34)	12%	(17)	140
Employ: Homemaker	27%	(49)	36%	(66)	30%	(54)	7%	(14)	184
Employ: Student	25%	(17)	33%	(23)	26%	(18)	16%	(11)	70
Employ: Retired	28%	(135)	40%	(195)	22%	(107)	10%	(51)	488
Employ: Unemployed	28%	(42)	39%	(59)	20%	(29)	13%	(20)	150
Employ: Other	29%	(44)	34%	(52)	15%	(22)	22%	(34)	153
Military HH: Yes	27%	(102)	36%	(135)	26%	(98)	10%	(38)	373
Military HH: No	33%	(532)	34%	(554)	24%	(386)	9%	(147)	1618
RD/WT: Right Direction	32%	(242)	39%	(291)	20%	(154)	9%	(67)	754
RD/WT: Wrong Track	32%	(393)	32%	(398)	27%	(329)	9%	(117)	1237
Strongly Approve	27%	(120)	43%	(193)	22%	(98)	8%	(34)	445
Somewhat Approve	38%	(166)	34%	(148)	20%	(89)	8%	(37)	440
Somewhat Disapprove	33%	(83)	33%	(84)	28%	(70)	6%	(16)	254
Strongly Disapprove	32%	(245)	31%	(233)	28%	(209)	9%	(67)	754
Dont Know / No Opinion	21%	(21)	32%	(32)	17%	(17)	30%	(30)	99

Continued on next page

Table BRD10: *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Registered Voters	32%	(634)	35%	(689)	24%	(483)	9%	(185)	1991
#1 Issue: Economy	34%	(174)	32%	(163)	24%	(126)	10%	(52)	515
#1 Issue: Security	32%	(139)	36%	(155)	22%	(97)	10%	(42)	433
#1 Issue: Health Care	32%	(142)	35%	(154)	24%	(107)	9%	(40)	443
#1 Issue: Medicare / Social Security	26%	(66)	44%	(112)	22%	(57)	8%	(20)	256
#1 Issue: Women's Issues	38%	(33)	34%	(29)	25%	(22)	3%	(2)	86
#1 Issue: Education	30%	(33)	27%	(30)	32%	(34)	11%	(12)	109
#1 Issue: Energy	44%	(29)	18%	(12)	31%	(21)	7%	(5)	67
#1 Issue: Other	22%	(18)	41%	(34)	22%	(18)	14%	(12)	82
2016 Vote: Democrat Hillary Clinton	34%	(239)	32%	(224)	28%	(199)	7%	(47)	709
2016 Vote: Republican Donald Trump	33%	(260)	36%	(285)	22%	(177)	9%	(68)	790
2016 Vote: Someone else	35%	(58)	31%	(51)	26%	(44)	8%	(14)	168
2012 Vote: Barack Obama	32%	(267)	33%	(275)	28%	(228)	7%	(54)	823
2012 Vote: Mitt Romney	33%	(199)	37%	(223)	23%	(137)	8%	(45)	604
2012 Vote: Other	26%	(24)	31%	(28)	27%	(25)	16%	(14)	91
2012 Vote: Didn't Vote	31%	(145)	34%	(162)	20%	(94)	15%	(71)	471
4-Region: Northeast	33%	(121)	32%	(116)	26%	(95)	9%	(31)	364
4-Region: Midwest	29%	(136)	36%	(171)	26%	(124)	8%	(39)	470
4-Region: South	32%	(235)	36%	(263)	24%	(181)	8%	(61)	739
4-Region: West	34%	(143)	33%	(139)	20%	(84)	13%	(53)	418

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

Table BRD11_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't Know / No Opinion		Total N
Registered Voters	73%	(1445)	19%	(378)	3%	(60)	1%	(19)	4%	(89)	1991
Gender: Male	68%	(634)	21%	(198)	3%	(27)	1%	(13)	6%	(56)	928
Gender: Female	76%	(812)	17%	(180)	3%	(32)	1%	(6)	3%	(33)	1063
Age: 18-29	75%	(250)	12%	(39)	4%	(14)	2%	(6)	8%	(26)	336
Age: 30-44	76%	(364)	15%	(72)	2%	(12)	1%	(2)	6%	(29)	478
Age: 45-54	75%	(286)	19%	(74)	1%	(4)	1%	(3)	4%	(15)	382
Age: 55-64	73%	(272)	21%	(79)	2%	(9)	1%	(4)	2%	(6)	370
Age: 65+	64%	(274)	27%	(113)	5%	(21)	1%	(5)	3%	(13)	425
PID: Dem (no lean)	75%	(497)	18%	(119)	3%	(23)	1%	(6)	3%	(20)	665
PID: Ind (no lean)	68%	(441)	20%	(130)	3%	(22)	1%	(6)	8%	(52)	652
PID: Rep (no lean)	75%	(507)	19%	(128)	2%	(15)	1%	(6)	3%	(17)	673
PID/Gender: Dem Men	71%	(197)	20%	(56)	3%	(8)	1%	(4)	4%	(11)	276
PID/Gender: Dem Women	77%	(300)	16%	(64)	4%	(15)	1%	(3)	2%	(8)	390
PID/Gender: Ind Men	61%	(191)	23%	(72)	4%	(13)	2%	(5)	10%	(31)	313
PID/Gender: Ind Women	74%	(250)	17%	(58)	3%	(9)	—	(1)	6%	(21)	339
PID/Gender: Rep Men	72%	(246)	21%	(70)	2%	(6)	1%	(4)	4%	(14)	340
PID/Gender: Rep Women	78%	(261)	17%	(58)	3%	(9)	1%	(2)	1%	(3)	334
Tea Party: Supporter	75%	(383)	19%	(96)	4%	(18)	1%	(6)	1%	(6)	509
Tea Party: Not Supporter	72%	(1055)	19%	(277)	3%	(42)	1%	(13)	6%	(82)	1470
Ideo: Liberal (1-3)	73%	(487)	19%	(123)	3%	(20)	2%	(12)	3%	(21)	663
Ideo: Moderate (4)	72%	(312)	22%	(94)	2%	(7)	—	(0)	5%	(21)	434
Ideo: Conservative (5-7)	74%	(497)	19%	(127)	4%	(25)	1%	(8)	2%	(13)	669
Educ: < College	71%	(935)	19%	(244)	3%	(44)	1%	(12)	6%	(74)	1309
Educ: Bachelors degree	74%	(329)	21%	(91)	2%	(9)	1%	(3)	2%	(10)	442
Educ: Post-grad	75%	(181)	18%	(43)	3%	(7)	2%	(4)	2%	(5)	240
Income: Under 50k	70%	(780)	20%	(226)	4%	(43)	1%	(12)	5%	(60)	1121
Income: 50k-100k	77%	(454)	17%	(101)	2%	(11)	1%	(3)	4%	(23)	593
Income: 100k+	76%	(211)	19%	(51)	2%	(5)	1%	(4)	2%	(5)	277

Continued on next page

Table BRD11_1: How familiar are you with each of the following?**Black Friday**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't Know / No Opinion		Total N
Registered Voters	73%	(1445)	19%	(378)	3%	(60)	1%	(19)	4%	(89)	1991
Ethnicity: White	72%	(1166)	20%	(323)	3%	(50)	1%	(18)	4%	(65)	1621
Ethnicity: Hispanic	69%	(122)	18%	(32)	4%	(8)	—	(0)	9%	(15)	178
Ethnicity: Afr. Am.	76%	(194)	14%	(37)	3%	(9)	—	(1)	6%	(16)	256
Ethnicity: Other	75%	(86)	16%	(18)	1%	(2)	—	(0)	7%	(8)	114
Relig: Protestant	74%	(379)	22%	(111)	3%	(16)	1%	(3)	1%	(6)	515
Relig: Roman Catholic	74%	(286)	21%	(80)	2%	(8)	1%	(4)	2%	(9)	385
Relig: Ath./Agn./None	71%	(396)	16%	(90)	4%	(20)	1%	(7)	8%	(42)	555
Relig: Something Else	72%	(222)	20%	(63)	2%	(7)	1%	(3)	4%	(14)	310
Relig: Evangelical	74%	(431)	19%	(110)	3%	(19)	—	(2)	4%	(22)	584
Relig: Non-Evang. Catholics	73%	(396)	21%	(114)	2%	(13)	1%	(7)	2%	(11)	541
Relig: All Christian	73%	(827)	20%	(224)	3%	(32)	1%	(9)	3%	(33)	1125
Relig: All Non-Christian	71%	(618)	18%	(153)	3%	(28)	1%	(10)	6%	(55)	864
Community: Urban	73%	(366)	18%	(92)	2%	(12)	1%	(6)	5%	(26)	503
Community: Suburban	74%	(658)	20%	(176)	3%	(24)	—	(4)	3%	(30)	891
Community: Rural	71%	(421)	18%	(110)	4%	(24)	2%	(10)	5%	(32)	596
Employ: Private Sector	80%	(535)	17%	(111)	1%	(5)	1%	(6)	1%	(10)	667
Employ: Government	75%	(104)	19%	(26)	3%	(4)	1%	(1)	2%	(3)	139
Employ: Self-Employed	69%	(97)	22%	(30)	4%	(5)	1%	(1)	4%	(6)	140
Employ: Homemaker	75%	(138)	15%	(28)	4%	(7)	—	(0)	6%	(10)	184
Employ: Student	59%	(41)	12%	(8)	8%	(5)	3%	(2)	19%	(13)	70
Employ: Retired	67%	(327)	26%	(125)	4%	(20)	1%	(4)	2%	(12)	488
Employ: Unemployed	70%	(106)	15%	(22)	6%	(9)	3%	(4)	6%	(9)	150
Employ: Other	64%	(98)	17%	(26)	3%	(4)	—	(0)	17%	(25)	153
Military HH: Yes	72%	(267)	21%	(80)	3%	(11)	1%	(3)	3%	(12)	373
Military HH: No	73%	(1178)	18%	(298)	3%	(49)	1%	(17)	5%	(77)	1618
RD/WT: Right Direction	71%	(539)	21%	(157)	3%	(24)	1%	(11)	3%	(23)	754
RD/WT: Wrong Track	73%	(906)	18%	(221)	3%	(36)	1%	(8)	5%	(66)	1237

Continued on next page

Table BRD11_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't Know / No Opinion		Total N
Registered Voters	73%	(1445)	19%	(378)	3%	(60)	1%	(19)	4%	(89)	1991
Strongly Approve	75%	(335)	16%	(72)	5%	(21)	2%	(8)	2%	(10)	445
Somewhat Approve	68%	(300)	26%	(113)	3%	(13)	—	(1)	3%	(13)	440
Somewhat Disapprove	75%	(189)	20%	(52)	1%	(2)	1%	(3)	3%	(7)	254
Strongly Disapprove	75%	(562)	16%	(122)	3%	(21)	1%	(7)	5%	(41)	754
Dont Know / No Opinion	60%	(59)	20%	(19)	2%	(2)	—	(0)	18%	(18)	99
#1 Issue: Economy	74%	(381)	19%	(99)	2%	(9)	1%	(4)	4%	(21)	515
#1 Issue: Security	74%	(319)	19%	(83)	4%	(16)	—	(2)	3%	(13)	433
#1 Issue: Health Care	72%	(317)	19%	(86)	3%	(11)	2%	(7)	5%	(22)	443
#1 Issue: Medicare / Social Security	69%	(178)	22%	(55)	4%	(11)	2%	(5)	3%	(7)	256
#1 Issue: Women's Issues	84%	(72)	10%	(9)	—	(0)	2%	(2)	4%	(4)	86
#1 Issue: Education	74%	(80)	15%	(16)	—	(0)	—	(0)	11%	(12)	109
#1 Issue: Energy	68%	(46)	21%	(14)	9%	(6)	—	(0)	1%	(1)	67
#1 Issue: Other	63%	(52)	18%	(15)	7%	(6)	—	(0)	11%	(9)	82
2016 Vote: Democrat Hillary Clinton	74%	(527)	20%	(141)	2%	(17)	—	(2)	3%	(22)	709
2016 Vote: Republican Donald Trump	73%	(579)	20%	(154)	4%	(29)	1%	(7)	3%	(20)	790
2016 Vote: Someone else	75%	(126)	16%	(28)	2%	(3)	1%	(2)	5%	(8)	168
2012 Vote: Barack Obama	75%	(615)	19%	(160)	3%	(26)	1%	(6)	2%	(16)	823
2012 Vote: Mitt Romney	74%	(448)	19%	(118)	2%	(13)	1%	(6)	3%	(19)	604
2012 Vote: Other	62%	(57)	28%	(25)	5%	(4)	1%	(1)	5%	(4)	91
2012 Vote: Didn't Vote	69%	(326)	16%	(74)	3%	(16)	1%	(6)	10%	(49)	471
4-Region: Northeast	72%	(262)	20%	(74)	3%	(10)	2%	(6)	3%	(12)	364
4-Region: Midwest	72%	(338)	21%	(100)	2%	(11)	1%	(3)	4%	(17)	470
4-Region: South	73%	(539)	19%	(140)	3%	(19)	1%	(8)	5%	(34)	739
4-Region: West	73%	(306)	15%	(64)	5%	(20)	1%	(3)	6%	(26)	418

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

Table BRD11_4: How familiar are you with each of the following?
 Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	57% (1144)	26% (513)	7% (130)	4% (80)	6% (124)	1991
Gender: Male	54% (503)	26% (241)	7% (62)	5% (49)	8% (73)	928
Gender: Female	60% (640)	26% (273)	6% (68)	3% (31)	5% (50)	1063
Age: 18-29	56% (189)	20% (67)	8% (27)	6% (21)	9% (32)	336
Age: 30-44	65% (313)	21% (100)	4% (19)	2% (11)	8% (36)	478
Age: 45-54	60% (229)	27% (105)	5% (19)	3% (12)	4% (17)	382
Age: 55-64	60% (221)	27% (99)	7% (24)	3% (10)	4% (16)	370
Age: 65+	45% (192)	34% (144)	9% (40)	6% (26)	5% (23)	425
PID: Dem (no lean)	61% (408)	25% (166)	6% (40)	3% (21)	5% (31)	665
PID: Ind (no lean)	52% (339)	27% (174)	8% (53)	3% (22)	10% (65)	652
PID: Rep (no lean)	59% (397)	26% (174)	6% (37)	5% (36)	4% (28)	673
PID/Gender: Dem Men	59% (163)	26% (72)	4% (12)	5% (14)	5% (15)	276
PID/Gender: Dem Women	63% (244)	24% (93)	7% (28)	2% (7)	4% (16)	390
PID/Gender: Ind Men	48% (151)	26% (80)	9% (28)	5% (16)	12% (37)	313
PID/Gender: Ind Women	55% (188)	28% (93)	7% (24)	2% (6)	8% (27)	339
PID/Gender: Rep Men	56% (189)	26% (88)	6% (22)	6% (19)	6% (21)	340
PID/Gender: Rep Women	62% (208)	26% (86)	5% (16)	5% (17)	2% (7)	334
Tea Party: Supporter	62% (318)	25% (127)	5% (24)	5% (23)	3% (17)	509
Tea Party: Not Supporter	56% (819)	26% (386)	7% (103)	4% (55)	7% (106)	1470
Ideo: Liberal (1-3)	61% (407)	25% (163)	6% (37)	4% (29)	4% (27)	663
Ideo: Moderate (4)	60% (261)	26% (112)	5% (23)	2% (8)	7% (30)	434
Ideo: Conservative (5-7)	59% (394)	27% (182)	6% (43)	4% (28)	3% (22)	669
Educ: < College	53% (689)	27% (348)	8% (99)	5% (69)	8% (104)	1309
Educ: Bachelors degree	67% (298)	24% (107)	5% (21)	— (2)	3% (13)	442
Educ: Post-grad	65% (156)	24% (59)	4% (9)	4% (9)	3% (7)	240
Income: Under 50k	50% (561)	29% (325)	8% (89)	5% (59)	8% (86)	1121
Income: 50k-100k	67% (395)	21% (125)	5% (29)	2% (13)	5% (31)	593
Income: 100k+	68% (187)	23% (64)	4% (12)	3% (7)	2% (7)	277

Continued on next page

Table BRD11_4: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	57% (1144)	26% (513)	7% (130)	4% (80)	6% (124)	1991
Ethnicity: White	58% (942)	26% (418)	7% (107)	4% (59)	6% (94)	1621
Ethnicity: Hispanic	53% (95)	25% (45)	7% (12)	4% (7)	10% (18)	178
Ethnicity: Afr. Am.	56% (142)	26% (66)	6% (16)	5% (14)	7% (18)	256
Ethnicity: Other	52% (59)	26% (30)	5% (6)	6% (7)	10% (12)	114
Relig: Protestant	60% (308)	28% (144)	7% (36)	3% (16)	2% (12)	515
Relig: Roman Catholic	59% (227)	28% (108)	5% (21)	3% (13)	4% (16)	385
Relig: Ath./Agn./None	57% (315)	25% (137)	5% (28)	5% (26)	9% (48)	555
Relig: Something Else	55% (171)	25% (79)	7% (23)	6% (17)	7% (20)	310
Relig: Evangelical	59% (343)	24% (141)	8% (44)	3% (19)	6% (37)	584
Relig: Non-Evang. Catholics	58% (314)	29% (155)	6% (35)	3% (18)	3% (18)	541
Relig: All Christian	58% (658)	26% (296)	7% (79)	3% (37)	5% (55)	1125
Relig: All Non-Christian	56% (486)	25% (216)	6% (50)	5% (44)	8% (69)	864
Community: Urban	59% (298)	24% (120)	6% (28)	5% (24)	7% (33)	503
Community: Suburban	60% (535)	25% (226)	6% (58)	3% (27)	5% (45)	891
Community: Rural	52% (310)	28% (167)	7% (44)	5% (29)	8% (46)	596
Employ: Private Sector	69% (459)	23% (152)	4% (25)	3% (17)	2% (14)	667
Employ: Government	65% (90)	25% (35)	5% (7)	1% (1)	4% (6)	139
Employ: Self-Employed	53% (74)	26% (37)	8% (11)	7% (10)	6% (8)	140
Employ: Homemaker	57% (104)	24% (45)	11% (20)	— (0)	8% (15)	184
Employ: Student	46% (32)	18% (12)	8% (5)	9% (6)	20% (14)	70
Employ: Retired	49% (239)	33% (161)	8% (38)	6% (30)	4% (20)	488
Employ: Unemployed	52% (78)	24% (35)	10% (15)	6% (9)	9% (13)	150
Employ: Other	44% (67)	24% (36)	6% (8)	5% (7)	23% (35)	153
Military HH: Yes	55% (205)	27% (100)	8% (30)	5% (18)	5% (19)	373
Military HH: No	58% (938)	26% (413)	6% (99)	4% (62)	6% (105)	1618
RD/WT: Right Direction	56% (426)	26% (199)	7% (54)	5% (35)	6% (42)	754
RD/WT: Wrong Track	58% (718)	25% (315)	6% (76)	4% (46)	7% (82)	1237

Continued on next page

Table BRD11_4: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	57% (1144)	26% (513)	7% (130)	4% (80)	6% (124)	1991
Strongly Approve	60% (265)	23% (103)	8% (35)	5% (24)	4% (18)	445
Somewhat Approve	55% (241)	30% (133)	7% (30)	4% (17)	5% (20)	440
Somewhat Disapprove	59% (151)	28% (70)	5% (12)	4% (10)	4% (11)	254
Strongly Disapprove	60% (455)	24% (184)	5% (41)	3% (24)	7% (49)	754
Dont Know / No Opinion	33% (32)	24% (24)	11% (11)	6% (6)	26% (26)	99
#1 Issue: Economy	59% (306)	24% (122)	8% (39)	4% (18)	6% (30)	515
#1 Issue: Security	59% (255)	25% (109)	7% (28)	4% (17)	5% (23)	433
#1 Issue: Health Care	59% (261)	26% (114)	5% (24)	3% (15)	7% (29)	443
#1 Issue: Medicare / Social Security	47% (120)	34% (86)	7% (18)	7% (19)	5% (12)	256
#1 Issue: Women's Issues	70% (60)	17% (15)	4% (4)	5% (4)	4% (4)	86
#1 Issue: Education	60% (66)	23% (25)	4% (4)	1% (1)	12% (13)	109
#1 Issue: Energy	63% (42)	23% (15)	8% (6)	4% (2)	2% (1)	67
#1 Issue: Other	41% (33)	32% (27)	8% (7)	5% (4)	14% (12)	82
2016 Vote: Democrat Hillary Clinton	61% (434)	27% (189)	5% (37)	3% (18)	4% (31)	709
2016 Vote: Republican Donald Trump	59% (464)	25% (201)	8% (60)	4% (32)	4% (34)	790
2016 Vote: Someone else	62% (104)	24% (39)	5% (8)	3% (4)	7% (12)	168
2012 Vote: Barack Obama	64% (524)	25% (203)	5% (44)	3% (22)	4% (30)	823
2012 Vote: Mitt Romney	57% (346)	27% (164)	7% (43)	4% (26)	4% (24)	604
2012 Vote: Other	47% (43)	32% (29)	5% (5)	5% (5)	10% (9)	91
2012 Vote: Didn't Vote	49% (231)	25% (116)	8% (37)	6% (27)	13% (61)	471
4-Region: Northeast	62% (224)	26% (95)	5% (19)	2% (9)	5% (17)	364
4-Region: Midwest	56% (262)	29% (136)	7% (33)	2% (11)	6% (28)	470
4-Region: South	58% (427)	25% (183)	6% (46)	5% (36)	6% (47)	739
4-Region: West	55% (230)	24% (99)	8% (31)	6% (25)	8% (33)	418

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

**Table BRD12_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	26%	(515)	18%	(366)	21%	(425)	25%	(501)	9%	(184)	1991
Gender: Male	28%	(264)	16%	(152)	23%	(210)	23%	(212)	10%	(91)	928
Gender: Female	24%	(251)	20%	(214)	20%	(215)	27%	(289)	9%	(93)	1063
Age: 18-29	44%	(146)	20%	(66)	18%	(60)	10%	(33)	9%	(31)	336
Age: 30-44	35%	(168)	22%	(105)	17%	(79)	17%	(80)	10%	(46)	478
Age: 45-54	24%	(90)	21%	(81)	22%	(84)	26%	(98)	7%	(29)	382
Age: 55-64	19%	(71)	15%	(54)	22%	(81)	35%	(130)	9%	(34)	370
Age: 65+	9%	(40)	14%	(60)	28%	(120)	38%	(161)	11%	(45)	425
PID: Dem (no lean)	29%	(192)	18%	(117)	21%	(137)	25%	(164)	8%	(55)	665
PID: Ind (no lean)	21%	(136)	19%	(124)	22%	(145)	25%	(160)	13%	(87)	652
PID: Rep (no lean)	28%	(187)	19%	(125)	21%	(143)	26%	(176)	6%	(42)	673
PID/Gender: Dem Men	35%	(98)	15%	(42)	21%	(57)	19%	(53)	10%	(26)	276
PID/Gender: Dem Women	24%	(95)	19%	(75)	21%	(80)	29%	(111)	7%	(29)	390
PID/Gender: Ind Men	22%	(69)	15%	(48)	25%	(78)	24%	(75)	14%	(43)	313
PID/Gender: Ind Women	20%	(67)	22%	(76)	20%	(67)	25%	(85)	13%	(44)	339
PID/Gender: Rep Men	29%	(97)	18%	(61)	22%	(76)	25%	(84)	6%	(22)	340
PID/Gender: Rep Women	27%	(89)	19%	(64)	20%	(68)	28%	(93)	6%	(20)	334
Tea Party: Supporter	35%	(179)	18%	(92)	19%	(98)	23%	(117)	4%	(23)	509
Tea Party: Not Supporter	23%	(332)	19%	(272)	22%	(324)	26%	(380)	11%	(161)	1470
Ideo: Liberal (1-3)	31%	(206)	17%	(114)	22%	(146)	23%	(153)	7%	(45)	663
Ideo: Moderate (4)	26%	(114)	20%	(86)	21%	(92)	23%	(101)	9%	(41)	434
Ideo: Conservative (5-7)	21%	(144)	18%	(119)	23%	(151)	32%	(211)	7%	(44)	669
Educ: < College	27%	(348)	18%	(234)	20%	(267)	24%	(320)	11%	(139)	1309
Educ: Bachelors degree	26%	(113)	18%	(82)	23%	(100)	28%	(123)	5%	(24)	442
Educ: Post-grad	22%	(54)	21%	(50)	24%	(58)	24%	(57)	9%	(21)	240
Income: Under 50k	25%	(283)	17%	(189)	21%	(235)	26%	(292)	11%	(121)	1121
Income: 50k-100k	26%	(154)	21%	(124)	22%	(132)	23%	(138)	8%	(45)	593
Income: 100k+	28%	(77)	19%	(53)	21%	(58)	26%	(71)	7%	(18)	277

Continued on next page

**Table BRD12_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	26%	(515)	18%	(366)	21%	(425)	25%	(501)	9%	(184)	1991
Ethnicity: White	23%	(371)	19%	(301)	23%	(370)	27%	(446)	8%	(134)	1621
Ethnicity: Hispanic	39%	(70)	19%	(34)	19%	(34)	13%	(22)	10%	(18)	178
Ethnicity: Afr. Am.	40%	(101)	16%	(40)	14%	(37)	16%	(41)	14%	(37)	256
Ethnicity: Other	37%	(42)	22%	(25)	16%	(18)	13%	(14)	12%	(13)	114
Relig: Protestant	19%	(99)	18%	(93)	27%	(137)	30%	(156)	6%	(30)	515
Relig: Roman Catholic	29%	(111)	19%	(74)	19%	(73)	25%	(95)	8%	(32)	385
Relig: Ath./Agn./None	27%	(150)	15%	(84)	21%	(119)	24%	(133)	12%	(68)	555
Relig: Something Else	27%	(84)	21%	(66)	19%	(60)	24%	(74)	9%	(27)	310
Relig: Evangelical	28%	(163)	20%	(117)	21%	(124)	22%	(130)	9%	(50)	584
Relig: Non-Evang. Catholics	22%	(118)	18%	(98)	23%	(123)	30%	(163)	7%	(40)	541
Relig: All Christian	25%	(281)	19%	(215)	22%	(247)	26%	(293)	8%	(89)	1125
Relig: All Non-Christian	27%	(234)	17%	(150)	21%	(178)	24%	(207)	11%	(95)	864
Community: Urban	29%	(148)	17%	(87)	23%	(115)	20%	(103)	10%	(50)	503
Community: Suburban	25%	(223)	19%	(167)	22%	(200)	26%	(230)	8%	(71)	891
Community: Rural	24%	(144)	19%	(112)	18%	(110)	28%	(168)	11%	(63)	596
Employ: Private Sector	32%	(213)	19%	(126)	21%	(142)	23%	(156)	5%	(30)	667
Employ: Government	31%	(43)	29%	(40)	22%	(31)	12%	(17)	5%	(8)	139
Employ: Self-Employed	29%	(40)	19%	(26)	25%	(34)	21%	(29)	7%	(10)	140
Employ: Homemaker	30%	(55)	20%	(36)	19%	(34)	22%	(40)	10%	(19)	184
Employ: Student	33%	(23)	23%	(16)	13%	(9)	12%	(9)	19%	(13)	70
Employ: Retired	12%	(60)	14%	(69)	26%	(127)	37%	(181)	10%	(50)	488
Employ: Unemployed	28%	(42)	13%	(20)	21%	(31)	25%	(38)	13%	(20)	150
Employ: Other	25%	(38)	22%	(33)	11%	(17)	20%	(31)	22%	(34)	153
Military HH: Yes	20%	(76)	19%	(71)	21%	(80)	32%	(120)	7%	(26)	373
Military HH: No	27%	(439)	18%	(295)	21%	(345)	24%	(381)	10%	(158)	1618
RD/WT: Right Direction	29%	(221)	20%	(152)	21%	(155)	24%	(177)	7%	(50)	754
RD/WT: Wrong Track	24%	(294)	17%	(214)	22%	(270)	26%	(323)	11%	(134)	1237

Continued on next page

**Table BRD12_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	26%	(515)	18%	(366)	21%	(425)	25%	(501)	9%	(184)	1991
Strongly Approve	28%	(125)	18%	(80)	23%	(103)	25%	(112)	6%	(25)	445
Somewhat Approve	23%	(103)	21%	(93)	20%	(86)	28%	(125)	7%	(33)	440
Somewhat Disapprove	29%	(72)	22%	(55)	22%	(56)	23%	(58)	5%	(12)	254
Strongly Disapprove	26%	(195)	16%	(120)	22%	(163)	26%	(193)	11%	(83)	754
Dont Know / No Opinion	20%	(20)	18%	(17)	17%	(17)	14%	(14)	31%	(31)	99
#1 Issue: Economy	29%	(147)	19%	(98)	22%	(112)	21%	(109)	10%	(49)	515
#1 Issue: Security	27%	(118)	19%	(83)	19%	(82)	29%	(124)	6%	(27)	433
#1 Issue: Health Care	28%	(123)	20%	(90)	19%	(85)	24%	(108)	8%	(37)	443
#1 Issue: Medicare / Social Security	16%	(40)	13%	(34)	28%	(71)	33%	(84)	11%	(27)	256
#1 Issue: Women's Issues	31%	(27)	19%	(16)	17%	(14)	24%	(20)	9%	(8)	86
#1 Issue: Education	28%	(31)	23%	(24)	25%	(27)	10%	(11)	15%	(16)	109
#1 Issue: Energy	23%	(16)	17%	(11)	27%	(18)	31%	(21)	3%	(2)	67
#1 Issue: Other	18%	(15)	12%	(10)	20%	(17)	29%	(24)	21%	(17)	82
2016 Vote: Democrat Hillary Clinton	25%	(180)	17%	(121)	22%	(159)	26%	(185)	9%	(63)	709
2016 Vote: Republican Donald Trump	27%	(210)	18%	(143)	21%	(169)	28%	(218)	6%	(49)	790
2016 Vote: Someone else	27%	(45)	19%	(32)	20%	(34)	20%	(33)	15%	(24)	168
2012 Vote: Barack Obama	28%	(232)	19%	(155)	21%	(169)	25%	(206)	8%	(62)	823
2012 Vote: Mitt Romney	21%	(125)	18%	(108)	21%	(130)	32%	(193)	8%	(48)	604
2012 Vote: Other	21%	(19)	19%	(17)	31%	(28)	19%	(18)	10%	(9)	91
2012 Vote: Didn't Vote	29%	(139)	18%	(86)	21%	(98)	18%	(83)	14%	(65)	471
4-Region: Northeast	25%	(89)	20%	(73)	22%	(82)	25%	(91)	8%	(29)	364
4-Region: Midwest	23%	(107)	15%	(73)	22%	(104)	31%	(145)	9%	(41)	470
4-Region: South	30%	(221)	20%	(145)	19%	(137)	23%	(167)	9%	(68)	739
4-Region: West	23%	(97)	18%	(76)	24%	(102)	23%	(98)	11%	(46)	418

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

Table BRD12_4: Which of the following do you plan on shopping during?
 Cyber Monday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	24%	(469)	25%	(498)	22%	(433)	18%	(363)	11%	(228)	1991
Gender: Male	24%	(226)	24%	(226)	23%	(209)	17%	(162)	11%	(106)	928
Gender: Female	23%	(243)	26%	(272)	21%	(224)	19%	(201)	12%	(122)	1063
Age: 18-29	34%	(114)	29%	(97)	20%	(68)	5%	(18)	12%	(39)	336
Age: 30-44	35%	(167)	28%	(132)	18%	(84)	10%	(49)	10%	(46)	478
Age: 45-54	22%	(85)	26%	(101)	23%	(86)	17%	(65)	12%	(45)	382
Age: 55-64	18%	(68)	22%	(81)	23%	(83)	26%	(98)	11%	(40)	370
Age: 65+	8%	(35)	20%	(87)	26%	(111)	32%	(134)	14%	(58)	425
PID: Dem (no lean)	25%	(164)	26%	(176)	22%	(146)	16%	(107)	11%	(73)	665
PID: Ind (no lean)	21%	(135)	22%	(146)	24%	(154)	18%	(121)	15%	(96)	652
PID: Rep (no lean)	25%	(170)	26%	(176)	20%	(132)	20%	(136)	9%	(59)	673
PID/Gender: Dem Men	28%	(76)	30%	(81)	20%	(55)	13%	(35)	10%	(28)	276
PID/Gender: Dem Women	23%	(88)	24%	(94)	23%	(91)	18%	(71)	11%	(44)	390
PID/Gender: Ind Men	20%	(62)	22%	(68)	26%	(81)	18%	(58)	14%	(43)	313
PID/Gender: Ind Women	21%	(73)	23%	(78)	22%	(73)	19%	(63)	16%	(53)	339
PID/Gender: Rep Men	26%	(87)	23%	(76)	21%	(73)	20%	(69)	10%	(34)	340
PID/Gender: Rep Women	25%	(82)	30%	(99)	18%	(60)	20%	(67)	8%	(25)	334
Tea Party: Supporter	32%	(165)	26%	(130)	18%	(89)	18%	(90)	7%	(35)	509
Tea Party: Not Supporter	21%	(302)	25%	(365)	23%	(340)	18%	(270)	13%	(193)	1470
Ideo: Liberal (1-3)	29%	(194)	26%	(175)	21%	(138)	15%	(99)	9%	(57)	663
Ideo: Moderate (4)	24%	(103)	26%	(113)	21%	(93)	17%	(74)	12%	(51)	434
Ideo: Conservative (5-7)	20%	(135)	26%	(177)	22%	(147)	23%	(157)	8%	(53)	669
Educ: < College	23%	(296)	24%	(309)	22%	(286)	19%	(243)	13%	(175)	1309
Educ: Bachelors degree	26%	(116)	27%	(117)	22%	(97)	18%	(81)	7%	(31)	442
Educ: Post-grad	24%	(56)	30%	(72)	21%	(50)	17%	(40)	9%	(22)	240
Income: Under 50k	19%	(217)	22%	(249)	24%	(265)	21%	(241)	13%	(149)	1121
Income: 50k-100k	27%	(159)	29%	(170)	20%	(118)	15%	(92)	9%	(53)	593
Income: 100k+	33%	(92)	28%	(78)	18%	(50)	11%	(30)	9%	(25)	277

Continued on next page

**Table BRD12_4: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	24%	(469)	25%	(498)	22%	(433)	18%	(363)	11%	(228)	1991
Ethnicity: White	23%	(367)	25%	(400)	23%	(368)	20%	(317)	10%	(169)	1621
Ethnicity: Hispanic	34%	(61)	26%	(47)	18%	(31)	11%	(20)	11%	(19)	178
Ethnicity: Afr. Am.	28%	(72)	24%	(62)	19%	(47)	12%	(32)	17%	(43)	256
Ethnicity: Other	26%	(30)	32%	(36)	15%	(17)	13%	(15)	14%	(16)	114
Relig: Protestant	19%	(98)	27%	(138)	25%	(131)	21%	(110)	7%	(38)	515
Relig: Roman Catholic	28%	(108)	25%	(96)	20%	(77)	18%	(70)	9%	(36)	385
Relig: Ath./Agn./None	24%	(135)	22%	(121)	23%	(126)	18%	(97)	14%	(76)	555
Relig: Something Else	23%	(72)	28%	(88)	20%	(61)	15%	(48)	13%	(40)	310
Relig: Evangelical	24%	(139)	26%	(155)	22%	(128)	17%	(97)	11%	(66)	584
Relig: Non-Evang. Catholics	23%	(122)	25%	(134)	22%	(118)	22%	(121)	8%	(46)	541
Relig: All Christian	23%	(261)	26%	(289)	22%	(246)	19%	(218)	10%	(112)	1125
Relig: All Non-Christian	24%	(208)	24%	(208)	22%	(187)	17%	(145)	13%	(116)	864
Community: Urban	27%	(136)	21%	(107)	24%	(119)	16%	(82)	12%	(59)	503
Community: Suburban	23%	(207)	28%	(249)	21%	(188)	17%	(153)	11%	(95)	891
Community: Rural	21%	(126)	24%	(142)	21%	(126)	21%	(128)	12%	(74)	596
Employ: Private Sector	31%	(208)	28%	(186)	22%	(147)	14%	(93)	5%	(34)	667
Employ: Government	31%	(44)	29%	(40)	26%	(36)	8%	(11)	6%	(8)	139
Employ: Self-Employed	27%	(38)	27%	(38)	19%	(27)	18%	(25)	9%	(12)	140
Employ: Homemaker	31%	(57)	21%	(39)	19%	(35)	12%	(23)	16%	(29)	184
Employ: Student	18%	(13)	34%	(24)	18%	(13)	8%	(6)	21%	(15)	70
Employ: Retired	11%	(54)	23%	(111)	23%	(113)	30%	(148)	13%	(63)	488
Employ: Unemployed	18%	(27)	21%	(32)	22%	(34)	22%	(33)	16%	(24)	150
Employ: Other	19%	(28)	18%	(28)	19%	(29)	16%	(24)	28%	(43)	153
Military HH: Yes	20%	(76)	26%	(98)	19%	(70)	23%	(84)	12%	(44)	373
Military HH: No	24%	(392)	25%	(400)	22%	(363)	17%	(279)	11%	(183)	1618
RD/WT: Right Direction	28%	(210)	24%	(179)	19%	(145)	19%	(145)	10%	(75)	754
RD/WT: Wrong Track	21%	(259)	26%	(319)	23%	(288)	18%	(218)	12%	(153)	1237

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**Table BRD12_4: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	24%	(469)	25%	(498)	22%	(433)	18%	(363)	11%	(228)	1991
Strongly Approve	28%	(126)	23%	(103)	18%	(82)	21%	(93)	9%	(42)	445
Somewhat Approve	22%	(95)	29%	(127)	21%	(95)	19%	(86)	9%	(38)	440
Somewhat Disapprove	22%	(56)	30%	(75)	24%	(61)	17%	(43)	8%	(19)	254
Strongly Disapprove	24%	(178)	24%	(179)	23%	(175)	17%	(127)	13%	(95)	754
Dont Know / No Opinion	15%	(15)	14%	(14)	21%	(21)	15%	(15)	35%	(35)	99
#1 Issue: Economy	24%	(125)	29%	(149)	19%	(97)	16%	(83)	12%	(60)	515
#1 Issue: Security	24%	(106)	26%	(114)	19%	(82)	22%	(95)	8%	(36)	433
#1 Issue: Health Care	25%	(111)	25%	(111)	23%	(101)	16%	(70)	11%	(50)	443
#1 Issue: Medicare / Social Security	13%	(34)	18%	(47)	28%	(71)	29%	(75)	11%	(29)	256
#1 Issue: Women's Issues	37%	(32)	19%	(17)	20%	(17)	10%	(8)	13%	(11)	86
#1 Issue: Education	29%	(32)	27%	(29)	24%	(27)	3%	(3)	17%	(18)	109
#1 Issue: Energy	27%	(18)	27%	(18)	26%	(17)	17%	(11)	4%	(3)	67
#1 Issue: Other	14%	(12)	16%	(13)	25%	(21)	21%	(17)	23%	(19)	82
2016 Vote: Democrat Hillary Clinton	24%	(167)	28%	(197)	21%	(152)	16%	(114)	11%	(79)	709
2016 Vote: Republican Donald Trump	25%	(199)	24%	(191)	21%	(169)	20%	(162)	9%	(69)	790
2016 Vote: Someone else	28%	(48)	19%	(31)	24%	(40)	15%	(26)	13%	(22)	168
2012 Vote: Barack Obama	27%	(222)	25%	(205)	20%	(167)	19%	(153)	9%	(76)	823
2012 Vote: Mitt Romney	21%	(125)	25%	(152)	21%	(126)	23%	(139)	10%	(61)	604
2012 Vote: Other	17%	(16)	27%	(24)	29%	(27)	11%	(10)	16%	(15)	91
2012 Vote: Didn't Vote	23%	(106)	25%	(117)	24%	(112)	13%	(61)	16%	(76)	471
4-Region: Northeast	24%	(88)	25%	(93)	22%	(79)	19%	(70)	9%	(34)	364
4-Region: Midwest	19%	(91)	24%	(111)	24%	(115)	22%	(102)	11%	(51)	470
4-Region: South	28%	(209)	24%	(176)	20%	(149)	16%	(122)	11%	(83)	739
4-Region: West	19%	(81)	28%	(119)	22%	(90)	17%	(69)	14%	(59)	418

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

Table BRD13: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Registered Voters	46%	(916)	54%	(1075)	1991
Gender: Male	48%	(443)	52%	(485)	928
Gender: Female	44%	(473)	56%	(590)	1063
Age: 18-29	53%	(179)	47%	(157)	336
Age: 30-44	51%	(244)	49%	(234)	478
Age: 45-54	47%	(179)	53%	(202)	382
Age: 55-64	37%	(138)	63%	(232)	370
Age: 65+	41%	(175)	59%	(250)	425
PID: Dem (no lean)	45%	(301)	55%	(364)	665
PID: Ind (no lean)	44%	(290)	56%	(362)	652
PID: Rep (no lean)	48%	(325)	52%	(349)	673
PID/Gender: Dem Men	51%	(139)	49%	(136)	276
PID/Gender: Dem Women	42%	(162)	58%	(228)	390
PID/Gender: Ind Men	44%	(138)	56%	(175)	313
PID/Gender: Ind Women	45%	(152)	55%	(187)	339
PID/Gender: Rep Men	49%	(166)	51%	(173)	340
PID/Gender: Rep Women	47%	(158)	53%	(175)	334
Tea Party: Supporter	47%	(240)	53%	(269)	509
Tea Party: Not Supporter	46%	(671)	54%	(799)	1470
Ideo: Liberal (1-3)	45%	(296)	55%	(367)	663
Ideo: Moderate (4)	48%	(209)	52%	(225)	434
Ideo: Conservative (5-7)	41%	(273)	59%	(396)	669
Educ: < College	50%	(656)	50%	(653)	1309
Educ: Bachelors degree	38%	(168)	62%	(275)	442
Educ: Post-grad	38%	(92)	62%	(148)	240
Income: Under 50k	49%	(553)	51%	(568)	1121
Income: 50k-100k	42%	(251)	58%	(342)	593
Income: 100k+	40%	(111)	60%	(165)	277
Ethnicity: White	44%	(715)	56%	(906)	1621
Ethnicity: Hispanic	53%	(94)	47%	(84)	178
Ethnicity: Afr. Am.	55%	(141)	45%	(115)	256

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Table BRD13: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Registered Voters	46%	(916)	54%	(1075)	1991
Ethnicity: Other	53%	(60)	47%	(54)	114
Relig: Protestant	39%	(200)	61%	(316)	515
Relig: Roman Catholic	46%	(178)	54%	(208)	385
Relig: Ath./Agn./None	45%	(249)	55%	(305)	555
Relig: Something Else	50%	(155)	50%	(155)	310
Relig: Evangelical	50%	(294)	50%	(290)	584
Relig: Non-Evang. Catholics	40%	(216)	60%	(325)	541
Relig: All Christian	45%	(510)	55%	(615)	1125
Relig: All Non-Christian	47%	(404)	53%	(460)	864
Community: Urban	46%	(232)	54%	(272)	503
Community: Suburban	45%	(401)	55%	(490)	891
Community: Rural	47%	(283)	53%	(313)	596
Employ: Private Sector	44%	(295)	56%	(372)	667
Employ: Government	46%	(64)	54%	(75)	139
Employ: Self-Employed	51%	(71)	49%	(69)	140
Employ: Homemaker	49%	(91)	51%	(93)	184
Employ: Student	47%	(33)	53%	(37)	70
Employ: Retired	40%	(198)	60%	(290)	488
Employ: Unemployed	55%	(82)	45%	(68)	150
Employ: Other	53%	(82)	47%	(71)	153
Military HH: Yes	41%	(154)	59%	(219)	373
Military HH: No	47%	(762)	53%	(856)	1618
RD/WT: Right Direction	49%	(372)	51%	(382)	754
RD/WT: Wrong Track	44%	(544)	56%	(693)	1237
Strongly Approve	47%	(208)	53%	(237)	445
Somewhat Approve	46%	(202)	54%	(238)	440
Somewhat Disapprove	56%	(141)	44%	(113)	254
Strongly Disapprove	42%	(316)	58%	(438)	754
Dont Know / No Opinion	50%	(50)	50%	(49)	99

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Table BRD13: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Registered Voters	46%	(916)	54%	(1075)	1991
#1 Issue: Economy	46%	(239)	54%	(277)	515
#1 Issue: Security	44%	(191)	56%	(242)	433
#1 Issue: Health Care	45%	(200)	55%	(243)	443
#1 Issue: Medicare / Social Security	49%	(126)	51%	(130)	256
#1 Issue: Women's Issues	53%	(45)	47%	(40)	86
#1 Issue: Education	50%	(54)	50%	(55)	109
#1 Issue: Energy	31%	(21)	69%	(46)	67
#1 Issue: Other	48%	(40)	52%	(42)	82
2016 Vote: Democrat Hillary Clinton	42%	(296)	58%	(412)	709
2016 Vote: Republican Donald Trump	45%	(358)	55%	(432)	790
2016 Vote: Someone else	45%	(76)	55%	(91)	168
2012 Vote: Barack Obama	44%	(359)	56%	(465)	823
2012 Vote: Mitt Romney	43%	(259)	57%	(345)	604
2012 Vote: Other	51%	(46)	49%	(45)	91
2012 Vote: Didn't Vote	53%	(251)	47%	(221)	471
4-Region: Northeast	45%	(164)	55%	(200)	364
4-Region: Midwest	48%	(225)	52%	(244)	470
4-Region: South	45%	(335)	55%	(404)	739
4-Region: West	46%	(192)	54%	(227)	418

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

Table BRD14: And, how much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	33% (651)	16% (311)	16% (319)	11% (210)	7% (145)	7% (130)	2% (37)	3% (50)	1% (16)	1% (18)	3% (65)	2% (39)
Gender: Male	31% (286)	15% (141)	15% (142)	10% (89)	9% (86)	6% (55)	2% (17)	3% (27)	1% (9)	1% (10)	4% (41)	3% (26)
Gender: Female	34% (366)	16% (170)	17% (177)	11% (120)	6% (59)	7% (75)	2% (20)	2% (24)	1% (7)	1% (8)	2% (23)	1% (13)
Age: 18-29	24% (80)	19% (65)	19% (63)	14% (47)	5% (16)	5% (18)	2% (8)	4% (14)	1% (2)	— (1)	3% (11)	3% (10)
Age: 30-44	21% (98)	14% (67)	19% (89)	11% (52)	10% (49)	8% (40)	3% (15)	3% (16)	2% (11)	1% (5)	4% (20)	3% (15)
Age: 45-54	30% (113)	16% (60)	14% (53)	12% (45)	6% (24)	9% (35)	2% (7)	3% (13)	— (1)	2% (9)	4% (15)	2% (7)
Age: 55-64	43% (158)	13% (46)	13% (48)	9% (33)	9% (34)	8% (28)	— (2)	1% (3)	— (2)	— (1)	3% (11)	1% (2)
Age: 65+	48% (202)	17% (72)	15% (65)	8% (32)	5% (22)	2% (8)	1% (6)	1% (3)	— (0)	— (2)	2% (7)	1% (5)
PID: Dem (no lean)	30% (202)	17% (111)	18% (118)	10% (66)	8% (53)	7% (45)	2% (11)	2% (15)	1% (3)	1% (5)	3% (20)	2% (14)
PID: Ind (no lean)	36% (237)	16% (103)	14% (90)	10% (65)	7% (48)	6% (40)	1% (7)	3% (17)	1% (5)	— (3)	3% (23)	2% (14)
PID: Rep (no lean)	31% (212)	14% (97)	17% (112)	12% (78)	6% (43)	7% (45)	3% (19)	3% (19)	1% (7)	1% (9)	3% (22)	2% (11)
PID/Gender: Dem Men	25% (68)	19% (51)	14% (40)	11% (29)	9% (25)	6% (15)	2% (6)	3% (9)	1% (3)	1% (4)	6% (15)	4% (11)
PID/Gender: Dem Women	35% (135)	15% (60)	20% (78)	10% (37)	7% (28)	8% (30)	1% (5)	2% (6)	— (1)	— (2)	1% (5)	1% (3)
PID/Gender: Ind Men	37% (116)	13% (41)	14% (43)	8% (24)	10% (31)	4% (14)	1% (3)	3% (9)	1% (3)	1% (2)	5% (15)	3% (10)
PID/Gender: Ind Women	36% (121)	18% (62)	14% (46)	12% (41)	5% (17)	8% (26)	1% (4)	2% (8)	1% (3)	— (1)	2% (7)	1% (4)
PID/Gender: Rep Men	30% (102)	14% (48)	17% (59)	11% (36)	9% (29)	7% (25)	2% (7)	3% (9)	1% (4)	1% (5)	3% (11)	1% (5)
PID/Gender: Rep Women	33% (110)	15% (49)	16% (52)	13% (42)	4% (14)	6% (19)	3% (12)	3% (9)	1% (3)	1% (5)	3% (11)	2% (6)
Tea Party: Supporter	28% (144)	15% (77)	14% (71)	13% (67)	7% (38)	6% (33)	3% (16)	3% (15)	1% (6)	1% (7)	5% (24)	3% (13)
Tea Party: Not Supporter	34% (505)	16% (231)	17% (245)	10% (141)	7% (107)	7% (97)	1% (22)	2% (35)	1% (10)	1% (11)	3% (40)	2% (26)
Ideo: Liberal (1-3)	29% (191)	17% (111)	16% (107)	11% (71)	8% (53)	7% (49)	2% (10)	3% (21)	1% (8)	1% (5)	4% (24)	2% (14)
Ideo: Moderate (4)	33% (144)	13% (57)	17% (76)	11% (47)	6% (28)	7% (30)	2% (11)	2% (9)	1% (4)	1% (5)	3% (15)	2% (8)
Ideo: Conservative (5-7)	36% (239)	15% (102)	14% (92)	12% (78)	7% (45)	6% (41)	2% (13)	2% (14)	1% (4)	1% (8)	3% (21)	2% (11)
Educ: < College	34% (445)	16% (215)	17% (221)	10% (137)	7% (90)	6% (80)	2% (20)	3% (33)	1% (9)	1% (8)	3% (35)	1% (15)
Educ: Bachelors degree	31% (137)	15% (66)	15% (65)	11% (47)	7% (32)	7% (31)	3% (12)	3% (12)	1% (4)	2% (7)	5% (20)	2% (9)
Educ: Post-grad	29% (69)	12% (29)	13% (32)	11% (26)	9% (22)	8% (19)	2% (5)	2% (6)	1% (3)	1% (3)	4% (9)	6% (15)
Income: Under 50k	40% (449)	18% (207)	17% (187)	9% (97)	6% (69)	5% (51)	1% (13)	1% (16)	— (5)	— (4)	1% (14)	1% (8)
Income: 50k-100k	24% (143)	12% (74)	16% (94)	15% (87)	8% (45)	9% (53)	3% (16)	4% (21)	1% (7)	2% (10)	5% (29)	2% (15)
Income: 100k+	22% (60)	11% (30)	14% (38)	9% (26)	11% (30)	9% (26)	3% (8)	5% (13)	1% (4)	1% (4)	8% (22)	6% (16)
Ethnicity: White	34% (547)	16% (260)	16% (259)	10% (165)	7% (116)	6% (98)	1% (23)	3% (41)	1% (15)	1% (14)	3% (55)	2% (30)
Ethnicity: Hispanic	22% (39)	12% (22)	17% (31)	15% (27)	7% (13)	6% (12)	3% (5)	5% (8)	1% (2)	2% (3)	4% (7)	5% (9)
Ethnicity: Afr. Am.	29% (75)	12% (32)	17% (43)	11% (29)	8% (22)	9% (23)	4% (10)	3% (7)	— (1)	1% (2)	2% (6)	2% (6)
Ethnicity: Other	26% (30)	17% (19)	15% (17)	14% (16)	6% (7)	8% (9)	4% (5)	1% (2)	— (0)	2% (2)	3% (3)	3% (4)
Relig: Protestant	37% (193)	16% (81)	16% (82)	11% (56)	6% (31)	5% (28)	2% (8)	1% (8)	1% (4)	1% (6)	2% (12)	2% (8)
Relig: Roman Catholic	25% (98)	16% (60)	19% (72)	11% (43)	7% (28)	8% (30)	1% (4)	3% (12)	1% (4)	2% (7)	5% (18)	2% (8)
Relig: Ath./Agn./None	34% (188)	15% (83)	15% (82)	11% (62)	8% (46)	5% (29)	2% (11)	3% (17)	1% (4)	— (2)	3% (19)	2% (12)
Relig: Something Else	29% (89)	15% (47)	15% (47)	11% (35)	9% (27)	7% (22)	4% (12)	3% (10)	1% (3)	1% (4)	3% (8)	2% (6)
Relig: Evangelical	35% (203)	16% (96)	16% (93)	10% (61)	6% (32)	8% (47)	1% (6)	2% (11)	1% (4)	1% (3)	3% (17)	2% (11)
Relig: Non-Evang. Catholics	32% (171)	16% (84)	18% (97)	10% (52)	7% (39)	6% (32)	1% (8)	2% (12)	1% (5)	2% (9)	4% (21)	2% (11)
Relig: All Christian	33% (374)	16% (180)	17% (190)	10% (113)	6% (72)	7% (79)	1% (14)	2% (23)	1% (9)	1% (13)	3% (38)	2% (21)
Relig: All Non-Christian	32% (277)	15% (130)	15% (129)	11% (97)	8% (73)	6% (51)	3% (24)	3% (27)	1% (7)	1% (5)	3% (27)	2% (18)
Community: Urban	37% (187)	11% (56)	14% (69)	11% (57)	8% (38)	7% (36)	2% (10)	2% (12)	1% (6)	1% (3)	3% (17)	3% (14)
Community: Suburban	29% (261)	18% (158)	17% (153)	10% (91)	7% (63)	7% (64)	2% (18)	3% (23)	1% (7)	1% (12)	3% (25)	2% (14)
Community: Rural	34% (203)	16% (97)	16% (97)	10% (62)	7% (43)	5% (29)	2% (10)	3% (15)	— (3)	1% (3)	4% (23)	2% (11)

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Table BRD14: And, how much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	33% (651)	16% (311)	16% (319)	11% (210)	7% (145)	7% (130)	2% (37)	3% (50)	1% (16)	1% (18)	3% (65)	2% (39)
Employ: Private Sector	24% (162)	12% (80)	15% (100)	13% (84)	11% (71)	8% (56)	2% (17)	5% (30)	1% (8)	1% (10)	5% (32)	3% (17)
Employ: Government	18% (25)	16% (22)	19% (26)	14% (19)	11% (15)	7% (10)	2% (3)	5% (6)	2% (2)	2% (2)	3% (5)	2% (3)
Employ: Self-Employed	27% (38)	15% (20)	15% (21)	13% (19)	6% (9)	8% (11)	1% (2)	4% (6)	1% (2)	— (0)	6% (9)	4% (5)
Employ: Homemaker	29% (53)	18% (32)	19% (35)	14% (26)	6% (10)	6% (11)	2% (3)	2% (3)	— (1)	1% (1)	2% (3)	2% (3)
Employ: Student	27% (19)	19% (13)	12% (8)	18% (12)	3% (2)	5% (4)	— (0)	1% (1)	— (0)	2% (1)	5% (4)	9% (6)
Employ: Retired	47% (231)	17% (85)	16% (79)	6% (29)	4% (19)	4% (20)	1% (6)	1% (3)	— (1)	1% (3)	2% (11)	— (1)
Employ: Unemployed	47% (70)	19% (29)	17% (25)	5% (8)	3% (4)	5% (8)	3% (4)	1% (1)	— (0)	— (0)	— (1)	— (1)
Employ: Other	35% (54)	19% (29)	16% (24)	8% (12)	10% (15)	6% (10)	2% (3)	— (0)	2% (2)	— (0)	1% (1)	1% (2)
Military HH: Yes	34% (127)	10% (37)	19% (69)	13% (50)	6% (22)	7% (26)	1% (4)	3% (9)	— (1)	2% (6)	4% (15)	2% (6)
Military HH: No	32% (524)	17% (273)	15% (249)	10% (160)	8% (123)	6% (104)	2% (34)	3% (41)	1% (15)	1% (12)	3% (49)	2% (33)
RD/WT: Right Direction	31% (237)	13% (102)	16% (118)	12% (88)	8% (61)	8% (57)	2% (18)	3% (21)	1% (9)	1% (10)	3% (22)	2% (12)
RD/WT: Wrong Track	33% (414)	17% (209)	16% (201)	10% (122)	7% (84)	6% (73)	2% (20)	2% (30)	1% (7)	1% (8)	3% (43)	2% (27)
Strongly Approve	33% (146)	14% (61)	15% (68)	11% (49)	7% (32)	6% (24)	3% (11)	2% (10)	2% (8)	2% (8)	4% (18)	2% (9)
Somewhat Approve	32% (140)	14% (62)	15% (68)	13% (56)	8% (35)	9% (38)	1% (5)	3% (12)	1% (4)	— (2)	2% (11)	2% (8)
Somewhat Disapprove	25% (63)	17% (42)	21% (52)	10% (25)	7% (19)	6% (16)	4% (9)	4% (11)	1% (3)	1% (2)	5% (12)	1% (2)
Strongly Disapprove	34% (259)	17% (130)	16% (122)	10% (73)	7% (51)	6% (47)	1% (11)	2% (16)	— (1)	1% (7)	3% (21)	2% (16)
Dont Know / No Opinion	45% (45)	16% (16)	8% (8)	6% (6)	8% (8)	5% (5)	1% (1)	2% (2)	— (0)	— (0)	3% (3)	4% (4)
#1 Issue: Economy	26% (132)	13% (67)	20% (102)	11% (55)	8% (43)	8% (42)	2% (10)	4% (19)	— (2)	1% (7)	5% (24)	3% (13)
#1 Issue: Security	32% (139)	15% (66)	16% (67)	11% (47)	8% (34)	8% (34)	2% (8)	2% (7)	1% (4)	1% (3)	4% (16)	2% (9)
#1 Issue: Health Care	34% (149)	15% (68)	14% (64)	11% (48)	8% (37)	6% (27)	2% (10)	3% (11)	1% (6)	1% (6)	2% (11)	2% (8)
#1 Issue: Medicare / Social Security	43% (110)	17% (44)	16% (40)	8% (19)	5% (13)	5% (14)	1% (3)	2% (4)	— (0)	— (0)	2% (6)	1% (2)
#1 Issue: Women's Issues	33% (28)	18% (15)	16% (13)	16% (14)	3% (3)	3% (3)	1% (1)	2% (2)	1% (1)	— (0)	5% (4)	2% (2)
#1 Issue: Education	28% (31)	24% (27)	11% (12)	11% (11)	9% (9)	2% (3)	3% (3)	5% (5)	1% (1)	2% (3)	3% (3)	1% (1)
#1 Issue: Energy	37% (25)	15% (10)	18% (12)	10% (7)	3% (2)	3% (2)	1% (1)	— (0)	4% (3)	— (0)	2% (2)	6% (4)
#1 Issue: Other	46% (37)	17% (14)	11% (9)	10% (8)	3% (3)	7% (6)	3% (2)	3% (3)	— (0)	— (0)	— (0)	1% (1)
2016 Vote: Democrat Hillary Clinton	32% (229)	16% (113)	18% (125)	10% (70)	7% (49)	7% (47)	2% (11)	3% (20)	— (3)	1% (7)	3% (20)	2% (15)
2016 Vote: Republican Donald Trump	34% (265)	13% (101)	15% (117)	11% (88)	8% (64)	7% (54)	3% (20)	2% (19)	1% (11)	1% (11)	4% (30)	2% (12)
2016 Vote: Someone else	32% (53)	19% (32)	18% (30)	8% (13)	7% (11)	6% (9)	1% (2)	2% (3)	— (1)	— (1)	5% (8)	2% (4)
2012 Vote: Barack Obama	31% (259)	16% (128)	17% (138)	10% (82)	8% (68)	7% (56)	2% (14)	2% (18)	1% (4)	1% (10)	3% (28)	2% (17)
2012 Vote: Mitt Romney	36% (219)	13% (77)	16% (95)	12% (70)	7% (39)	7% (42)	1% (8)	2% (12)	1% (5)	1% (8)	4% (23)	1% (7)
2012 Vote: Other	28% (26)	19% (17)	22% (20)	7% (6)	8% (8)	1% (1)	2% (2)	5% (4)	1% (1)	1% (1)	4% (4)	2% (1)
2012 Vote: Didn't Vote	31% (148)	19% (88)	14% (66)	11% (51)	6% (30)	7% (31)	3% (13)	3% (15)	1% (6)	— (0)	2% (10)	3% (14)
4-Region: Northeast	29% (105)	20% (72)	15% (54)	9% (33)	6% (21)	8% (28)	1% (5)	2% (8)	1% (5)	1% (3)	5% (17)	3% (13)
4-Region: Midwest	37% (175)	14% (66)	17% (79)	10% (45)	6% (29)	6% (27)	2% (10)	3% (15)	1% (4)	1% (4)	3% (14)	1% (2)
4-Region: South	29% (217)	15% (108)	16% (115)	12% (87)	10% (71)	6% (47)	2% (15)	3% (19)	1% (6)	1% (8)	4% (29)	2% (17)
4-Region: West	37% (154)	15% (65)	17% (70)	11% (45)	6% (24)	7% (28)	2% (7)	2% (9)	— (1)	1% (3)	1% (5)	2% (7)

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

Table BRD15: *And, how much do you plan on spending in person at brick and mortar stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	53% (1064)	17% (339)	10% (195)	7% (130)	5% (90)	3% (64)	2% (33)	1% (19)	— (5)	1% (12)	1% (15)	1% (26)
Gender: Male	49% (459)	16% (152)	9% (85)	6% (59)	6% (56)	5% (44)	2% (22)	1% (11)	— (2)	1% (8)	1% (9)	2% (19)
Gender: Female	57% (604)	18% (186)	10% (110)	7% (71)	3% (34)	2% (19)	1% (11)	1% (8)	— (2)	— (4)	1% (6)	1% (7)
Age: 18-29	52% (176)	17% (57)	8% (28)	10% (33)	4% (13)	4% (14)	1% (3)	1% (2)	— (1)	1% (3)	— (0)	2% (5)
Age: 30-44	43% (208)	16% (79)	12% (58)	7% (33)	7% (34)	4% (21)	4% (17)	2% (10)	— (1)	1% (5)	1% (6)	2% (7)
Age: 45-54	49% (189)	16% (61)	13% (50)	7% (25)	4% (14)	5% (17)	2% (6)	1% (3)	1% (3)	1% (4)	1% (4)	1% (5)
Age: 55-64	59% (217)	17% (62)	8% (31)	6% (23)	4% (14)	2% (7)	1% (5)	1% (3)	— (0)	— (0)	1% (3)	1% (4)
Age: 65+	65% (275)	19% (80)	7% (28)	4% (17)	3% (15)	1% (4)	— (1)	— (0)	— (0)	— (0)	— (1)	1% (4)
PID: Dem (no lean)	52% (343)	16% (109)	11% (76)	7% (44)	5% (33)	4% (24)	2% (12)	1% (5)	— (1)	— (3)	1% (5)	1% (10)
PID: Ind (no lean)	57% (370)	18% (117)	8% (55)	5% (31)	5% (32)	2% (16)	2% (11)	1% (7)	— (2)	— (0)	— (1)	2% (10)
PID: Rep (no lean)	52% (351)	17% (113)	9% (63)	8% (55)	4% (25)	4% (24)	1% (10)	1% (7)	— (2)	1% (9)	1% (9)	1% (6)
PID/Gender: Dem Men	45% (125)	17% (46)	10% (27)	7% (19)	6% (16)	5% (15)	3% (8)	1% (4)	— (0)	1% (3)	2% (5)	3% (8)
PID/Gender: Dem Women	56% (219)	16% (62)	13% (49)	6% (25)	4% (17)	2% (9)	1% (4)	— (1)	— (1)	— (0)	— (1)	— (2)
PID/Gender: Ind Men	56% (176)	16% (49)	8% (25)	4% (13)	7% (21)	4% (11)	3% (8)	1% (2)	— (1)	— (0)	— (0)	2% (8)
PID/Gender: Ind Women	57% (194)	20% (68)	9% (31)	5% (18)	3% (10)	1% (5)	1% (3)	2% (5)	— (1)	— (0)	— (1)	1% (3)
PID/Gender: Rep Men	47% (159)	17% (57)	10% (33)	8% (27)	5% (18)	5% (18)	2% (6)	2% (5)	1% (2)	2% (5)	1% (4)	1% (3)
PID/Gender: Rep Women	57% (191)	17% (56)	9% (30)	8% (28)	2% (7)	2% (6)	1% (4)	1% (2)	— (1)	1% (4)	1% (4)	1% (3)
Tea Party: Supporter	47% (238)	17% (87)	11% (54)	8% (39)	5% (26)	4% (21)	3% (16)	1% (5)	— (2)	1% (4)	2% (8)	2% (10)
Tea Party: Not Supporter	56% (819)	17% (251)	10% (141)	6% (90)	4% (63)	3% (43)	1% (17)	1% (13)	— (3)	1% (8)	— (6)	1% (16)
Ideo: Liberal (1-3)	48% (320)	17% (110)	11% (72)	8% (55)	5% (36)	4% (26)	3% (18)	1% (10)	— (1)	1% (5)	— (3)	1% (8)
Ideo: Moderate (4)	51% (223)	20% (86)	11% (47)	4% (18)	4% (16)	3% (14)	2% (8)	1% (4)	1% (3)	1% (2)	1% (6)	1% (6)
Ideo: Conservative (5-7)	56% (378)	16% (109)	9% (59)	7% (46)	4% (30)	3% (22)	1% (7)	— (3)	— (0)	1% (5)	1% (6)	1% (5)
Educ: < College	56% (736)	17% (229)	10% (126)	6% (77)	4% (54)	3% (36)	1% (18)	1% (9)	— (0)	— (6)	— (5)	1% (13)
Educ: Bachelors degree	49% (217)	18% (77)	9% (39)	8% (35)	5% (24)	4% (17)	3% (13)	1% (5)	1% (3)	— (2)	1% (5)	1% (4)
Educ: Post-grad	46% (111)	13% (32)	12% (30)	8% (18)	5% (12)	4% (11)	1% (3)	2% (5)	1% (2)	2% (4)	2% (5)	4% (8)
Income: Under 50k	61% (683)	18% (205)	8% (92)	5% (58)	3% (39)	2% (17)	1% (10)	— (4)	— (0)	— (3)	— (2)	1% (8)
Income: 50k-100k	43% (255)	18% (106)	12% (74)	8% (48)	6% (37)	4% (26)	2% (14)	1% (7)	1% (3)	1% (5)	1% (8)	1% (9)
Income: 100k+	45% (126)	10% (27)	11% (30)	9% (24)	5% (14)	7% (20)	3% (9)	3% (8)	— (1)	1% (3)	2% (4)	4% (10)
Ethnicity: White	55% (887)	18% (284)	9% (146)	6% (99)	4% (62)	3% (52)	2% (29)	1% (18)	— (4)	1% (12)	1% (9)	1% (20)
Ethnicity: Hispanic	43% (77)	15% (28)	11% (20)	6% (10)	9% (16)	3% (6)	3% (6)	2% (4)	— (0)	2% (3)	1% (2)	4% (7)
Ethnicity: Afr. Am.	46% (118)	15% (40)	14% (37)	9% (22)	7% (19)	3% (8)	2% (4)	— (1)	— (0)	— (0)	1% (3)	1% (3)
Ethnicity: Other	52% (59)	13% (15)	11% (12)	8% (9)	7% (8)	3% (4)	— (1)	— (0)	1% (1)	— (0)	2% (2)	2% (3)
Relig: Protestant	56% (290)	18% (93)	8% (43)	7% (38)	4% (19)	2% (9)	1% (8)	1% (4)	— (1)	— (2)	1% (3)	1% (5)
Relig: Roman Catholic	48% (183)	16% (63)	11% (41)	8% (32)	5% (21)	3% (13)	2% (9)	1% (6)	1% (2)	2% (6)	2% (6)	1% (3)
Relig: Ath./Agn./None	54% (301)	18% (98)	10% (54)	5% (29)	5% (25)	4% (21)	1% (8)	1% (7)	— (1)	— (1)	— (1)	2% (8)
Relig: Something Else	51% (158)	14% (44)	12% (37)	8% (25)	5% (15)	5% (17)	2% (7)	— (1)	— (0)	— (1)	1% (2)	2% (5)
Relig: Evangelical	55% (321)	18% (108)	8% (49)	6% (37)	4% (22)	2% (14)	1% (9)	1% (5)	— (3)	1% (3)	1% (6)	2% (9)
Relig: Non-Evang. Catholics	53% (284)	16% (87)	10% (55)	7% (40)	5% (27)	2% (12)	2% (9)	1% (7)	— (2)	1% (7)	1% (6)	1% (4)
Relig: All Christian	54% (605)	17% (195)	9% (104)	7% (77)	4% (49)	2% (26)	2% (18)	1% (12)	— (4)	1% (10)	1% (12)	1% (13)
Relig: All Non-Christian	53% (459)	16% (142)	10% (91)	6% (53)	5% (41)	4% (37)	2% (15)	1% (7)	— (1)	— (2)	— (3)	2% (13)

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Table BRD15: And, how much do you plan on spending in person at brick and mortar stores the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	53% (1064)	17% (339)	10% (195)	7% (130)	5% (90)	3% (64)	2% (33)	1% (19)	— (5)	1% (12)	1% (15)	1% (26)
Community: Urban	55% (277)	16% (82)	7% (35)	7% (34)	5% (25)	4% (22)	1% (7)	1% (4)	— (0)	1% (3)	1% (4)	2% (11)
Community: Suburban	50% (447)	18% (162)	12% (108)	6% (57)	4% (38)	3% (30)	2% (16)	1% (10)	1% (5)	— (4)	1% (7)	1% (7)
Community: Rural	57% (340)	16% (95)	9% (51)	7% (39)	4% (26)	2% (12)	2% (10)	1% (5)	— (0)	1% (5)	1% (4)	1% (8)
Employ: Private Sector	42% (280)	17% (111)	13% (84)	8% (53)	7% (44)	5% (32)	3% (22)	1% (7)	1% (4)	1% (9)	2% (11)	1% (10)
Employ: Government	42% (58)	13% (19)	13% (17)	14% (19)	7% (10)	4% (6)	1% (1)	1% (1)	— (0)	2% (3)	2% (3)	2% (2)
Employ: Self-Employed	49% (69)	13% (18)	12% (17)	7% (10)	5% (8)	6% (8)	3% (4)	2% (3)	— (0)	— (0)	— (0)	3% (4)
Employ: Homemaker	60% (110)	19% (35)	7% (13)	8% (14)	1% (3)	2% (4)	— (1)	2% (3)	1% (1)	— (0)	— (0)	— (0)
Employ: Student	58% (40)	13% (9)	6% (4)	8% (6)	2% (1)	3% (2)	1% (1)	1% (1)	— (0)	— (0)	— (0)	7% (5)
Employ: Retired	65% (318)	18% (86)	8% (38)	4% (19)	3% (14)	1% (4)	1% (4)	— (2)	— (0)	— (0)	— (0)	1% (4)
Employ: Unemployed	69% (104)	17% (26)	5% (7)	1% (2)	2% (4)	3% (4)	— (1)	1% (1)	— (0)	— (1)	— (0)	— (1)
Employ: Other	55% (84)	23% (35)	10% (15)	4% (7)	4% (7)	2% (3)	— (0)	1% (1)	— (0)	— (0)	— (1)	— (1)
Military HH: Yes	52% (196)	17% (65)	10% (38)	8% (29)	4% (14)	3% (11)	1% (5)	1% (2)	— (1)	1% (5)	1% (3)	1% (4)
Military HH: No	54% (868)	17% (274)	10% (157)	6% (101)	5% (76)	3% (53)	2% (28)	1% (17)	— (4)	— (7)	1% (11)	1% (23)
RD/WT: Right Direction	48% (364)	18% (137)	10% (72)	8% (64)	5% (35)	4% (28)	2% (16)	1% (9)	— (3)	1% (8)	1% (11)	1% (9)
RD/WT: Wrong Track	57% (700)	16% (201)	10% (123)	5% (67)	4% (55)	3% (35)	1% (17)	1% (10)	— (2)	— (4)	— (4)	1% (17)
Strongly Approve	49% (216)	16% (71)	11% (47)	8% (36)	4% (20)	3% (14)	2% (9)	2% (8)	1% (3)	1% (6)	2% (7)	2% (7)
Somewhat Approve	55% (240)	16% (72)	9% (40)	6% (28)	5% (21)	4% (19)	1% (6)	1% (2)	— (1)	— (1)	1% (3)	1% (5)
Somewhat Disapprove	48% (123)	20% (52)	10% (25)	6% (15)	6% (15)	4% (11)	2% (6)	1% (3)	— (0)	1% (3)	— (0)	— (1)
Strongly Disapprove	56% (421)	17% (131)	10% (75)	7% (49)	4% (28)	3% (19)	1% (10)	1% (5)	— (1)	— (2)	— (4)	1% (9)
Dont Know / No Opinion	64% (63)	13% (13)	7% (7)	2% (2)	5% (5)	— (0)	2% (2)	1% (1)	— (0)	— (0)	1% (1)	4% (4)
#1 Issue: Economy	52% (266)	17% (88)	9% (48)	6% (29)	6% (30)	4% (23)	2% (11)	1% (6)	— (2)	— (2)	1% (5)	1% (5)
#1 Issue: Security	50% (218)	17% (73)	11% (46)	9% (39)	5% (20)	3% (12)	2% (7)	1% (3)	— (2)	— (1)	1% (6)	2% (7)
#1 Issue: Health Care	52% (232)	16% (72)	10% (44)	7% (33)	5% (20)	3% (14)	2% (10)	1% (6)	— (1)	1% (2)	1% (2)	2% (8)
#1 Issue: Medicare / Social Security	57% (147)	21% (54)	11% (27)	4% (10)	3% (6)	2% (4)	1% (2)	— (1)	— (0)	— (1)	— (0)	1% (3)
#1 Issue: Women's Issues	53% (46)	22% (19)	11% (10)	4% (4)	2% (2)	2% (2)	1% (1)	1% (1)	— (0)	1% (1)	1% (1)	1% (1)
#1 Issue: Education	56% (61)	14% (15)	8% (9)	7% (8)	5% (6)	3% (3)	3% (3)	1% (1)	— (0)	2% (2)	1% (1)	— (0)
#1 Issue: Energy	57% (38)	17% (11)	7% (5)	4% (3)	2% (2)	6% (4)	— (0)	— (0)	1% (1)	2% (2)	— (0)	4% (3)
#1 Issue: Other	68% (56)	8% (7)	9% (7)	5% (4)	4% (4)	3% (3)	— (0)	1% (1)	— (0)	1% (1)	— (0)	— (0)
2016 Vote: Democrat Hillary Clinton	50% (354)	20% (141)	10% (71)	6% (45)	6% (39)	3% (22)	2% (12)	1% (8)	— (1)	— (2)	— (3)	1% (9)
2016 Vote: Republican Donald Trump	52% (409)	17% (132)	10% (76)	7% (56)	5% (41)	3% (27)	2% (15)	1% (9)	— (3)	1% (8)	1% (7)	1% (7)
2016 Vote: Someone else	57% (95)	15% (26)	9% (15)	8% (14)	1% (2)	4% (6)	3% (5)	— (1)	— (0)	— (0)	2% (3)	— (1)
2012 Vote: Barack Obama	51% (421)	18% (149)	11% (93)	6% (49)	5% (40)	3% (25)	2% (15)	1% (12)	— (2)	— (3)	1% (7)	1% (10)
2012 Vote: Mitt Romney	53% (322)	16% (99)	10% (59)	7% (45)	4% (25)	4% (24)	1% (6)	1% (4)	— (2)	1% (5)	1% (6)	1% (6)
2012 Vote: Other	53% (49)	24% (22)	9% (8)	4% (4)	2% (2)	1% (1)	2% (2)	3% (2)	— (0)	1% (1)	— (0)	2% (1)
2012 Vote: Didn't Vote	58% (272)	14% (68)	7% (35)	7% (33)	5% (23)	3% (15)	2% (11)	— (1)	— (1)	1% (3)	— (2)	2% (9)
4-Region: Northeast	53% (192)	17% (64)	7% (25)	7% (25)	3% (11)	5% (18)	2% (6)	2% (9)	— (1)	1% (2)	1% (4)	2% (7)
4-Region: Midwest	59% (275)	17% (79)	9% (41)	6% (30)	3% (15)	3% (13)	1% (5)	1% (3)	— (1)	— (2)	— (1)	1% (4)
4-Region: South	47% (348)	18% (130)	13% (94)	7% (51)	6% (45)	2% (18)	2% (17)	1% (7)	— (2)	1% (5)	1% (7)	2% (13)
4-Region: West	59% (248)	16% (66)	8% (35)	6% (24)	4% (18)	3% (14)	1% (5)	— (1)	— (1)	1% (3)	— (2)	— (2)

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

Table BRD16: *And, how much do you plan on spending at online websites and retailers the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	47% (931)	19% (387)	12% (233)	6% (118)	5% (101)	5% (92)	1% (30)	1% (23)	1% (23)	— (6)	1% (22)	1% (26)
Gender: Male	44% (404)	19% (178)	11% (103)	6% (56)	6% (53)	5% (51)	2% (19)	1% (13)	2% (15)	— (4)	1% (13)	2% (19)
Gender: Female	50% (526)	20% (209)	12% (129)	6% (63)	5% (48)	4% (41)	1% (10)	1% (10)	1% (8)	— (2)	1% (9)	1% (7)
Age: 18-29	39% (130)	24% (81)	14% (46)	6% (20)	4% (14)	5% (17)	2% (5)	2% (5)	1% (4)	1% (2)	2% (5)	2% (7)
Age: 30-44	33% (160)	22% (105)	13% (63)	8% (38)	8% (40)	5% (26)	3% (13)	2% (10)	3% (13)	— (0)	1% (6)	1% (6)
Age: 45-54	43% (164)	18% (70)	11% (44)	8% (29)	6% (23)	8% (30)	1% (5)	1% (5)	— (0)	— (2)	1% (6)	1% (5)
Age: 55-64	53% (195)	17% (63)	13% (47)	5% (17)	4% (13)	3% (13)	2% (6)	1% (3)	1% (4)	— (1)	2% (6)	1% (3)
Age: 65+	66% (281)	16% (68)	8% (33)	4% (15)	3% (12)	1% (6)	— (1)	— (0)	— (2)	— (1)	— (0)	1% (5)
PID: Dem (no lean)	44% (295)	21% (139)	12% (82)	7% (46)	5% (32)	4% (26)	2% (12)	1% (8)	1% (7)	— (2)	1% (7)	1% (9)
PID: Ind (no lean)	51% (336)	18% (118)	11% (70)	6% (36)	4% (29)	5% (30)	1% (8)	1% (6)	1% (5)	— (2)	1% (6)	1% (8)
PID: Rep (no lean)	44% (299)	19% (130)	12% (81)	5% (37)	6% (41)	5% (35)	1% (10)	1% (9)	2% (11)	— (2)	1% (10)	1% (9)
PID/Gender: Dem Men	36% (98)	23% (63)	10% (28)	8% (22)	6% (18)	5% (14)	2% (7)	2% (5)	2% (6)	1% (2)	2% (5)	3% (9)
PID/Gender: Dem Women	51% (197)	19% (76)	14% (54)	6% (23)	4% (14)	3% (13)	1% (5)	1% (3)	— (2)	— (0)	1% (2)	— (1)
PID/Gender: Ind Men	51% (159)	17% (52)	11% (33)	5% (17)	4% (13)	5% (16)	2% (5)	1% (3)	1% (2)	1% (2)	1% (4)	2% (7)
PID/Gender: Ind Women	52% (177)	19% (66)	11% (37)	6% (19)	5% (15)	4% (15)	1% (3)	1% (3)	1% (2)	— (0)	1% (2)	— (1)
PID/Gender: Rep Men	43% (148)	18% (62)	12% (42)	5% (17)	7% (22)	6% (21)	2% (8)	1% (4)	2% (7)	— (0)	1% (5)	1% (4)
PID/Gender: Rep Women	45% (152)	20% (67)	12% (39)	6% (20)	6% (18)	4% (14)	1% (2)	1% (5)	1% (4)	1% (2)	2% (5)	2% (5)
Tea Party: Supporter	40% (201)	19% (97)	12% (60)	6% (32)	5% (27)	6% (33)	3% (16)	2% (10)	2% (11)	1% (3)	2% (10)	2% (9)
Tea Party: Not Supporter	49% (720)	20% (288)	12% (172)	6% (86)	5% (74)	4% (59)	1% (14)	1% (12)	1% (11)	— (4)	1% (12)	1% (17)
Ideo: Liberal (1-3)	40% (263)	21% (138)	13% (87)	7% (46)	6% (40)	4% (29)	2% (15)	2% (13)	2% (12)	— (0)	1% (9)	2% (11)
Ideo: Moderate (4)	47% (205)	21% (91)	13% (56)	4% (18)	6% (25)	5% (20)	1% (4)	1% (3)	1% (2)	— (2)	1% (5)	1% (4)
Ideo: Conservative (5-7)	49% (327)	18% (118)	12% (78)	7% (44)	4% (26)	5% (35)	1% (9)	— (3)	1% (8)	1% (4)	1% (9)	1% (7)
Educ: < College	51% (661)	20% (264)	12% (151)	5% (68)	4% (48)	4% (58)	1% (12)	1% (11)	1% (7)	— (5)	1% (13)	1% (10)
Educ: Bachelors degree	41% (180)	19% (84)	11% (48)	6% (28)	8% (37)	5% (21)	3% (15)	1% (6)	2% (9)	— (1)	2% (7)	1% (6)
Educ: Post-grad	37% (89)	16% (39)	14% (34)	9% (22)	7% (17)	5% (13)	1% (3)	2% (5)	3% (7)	— (0)	1% (2)	4% (10)
Income: Under 50k	59% (665)	19% (209)	9% (106)	4% (43)	3% (32)	3% (29)	1% (11)	1% (6)	— (5)	— (4)	— (4)	1% (6)
Income: 50k-100k	33% (194)	22% (131)	15% (88)	8% (49)	8% (45)	6% (33)	1% (8)	2% (9)	2% (12)	— (1)	2% (13)	2% (10)
Income: 100k+	26% (72)	17% (47)	14% (38)	10% (27)	9% (25)	10% (29)	4% (10)	3% (7)	2% (6)	— (1)	2% (5)	4% (10)
Ethnicity: White	48% (781)	19% (311)	11% (179)	6% (99)	5% (75)	4% (73)	2% (25)	1% (18)	1% (20)	— (4)	1% (16)	1% (20)
Ethnicity: Hispanic	35% (63)	16% (29)	13% (23)	6% (11)	10% (18)	6% (10)	3% (5)	1% (2)	5% (9)	— (0)	2% (4)	3% (5)
Ethnicity: Afr. Am.	39% (100)	22% (57)	14% (35)	4% (11)	7% (17)	6% (14)	2% (4)	2% (5)	— (1)	1% (2)	2% (6)	1% (4)
Ethnicity: Other	43% (49)	17% (19)	16% (18)	7% (8)	8% (9)	4% (5)	— (0)	— (1)	1% (1)	— (0)	— (0)	3% (3)
Relig: Protestant	53% (272)	16% (81)	11% (58)	7% (35)	4% (23)	3% (17)	1% (4)	1% (6)	1% (5)	— (1)	1% (7)	1% (7)
Relig: Roman Catholic	37% (142)	23% (87)	13% (49)	8% (29)	8% (30)	4% (15)	3% (10)	2% (6)	1% (6)	— (1)	1% (6)	1% (3)
Relig: Ath./Agn./None	50% (275)	21% (116)	10% (56)	5% (29)	4% (24)	5% (29)	1% (5)	1% (5)	1% (7)	— (0)	1% (3)	1% (5)
Relig: Something Else	42% (129)	17% (54)	16% (48)	6% (19)	5% (17)	7% (20)	3% (9)	1% (2)	1% (4)	— (0)	1% (2)	2% (6)
Relig: Evangelical	50% (292)	17% (99)	12% (69)	6% (32)	4% (25)	4% (21)	1% (5)	2% (10)	1% (8)	1% (5)	1% (8)	2% (10)
Relig: Non-Evang. Catholics	43% (235)	22% (117)	11% (60)	7% (38)	7% (35)	4% (21)	2% (11)	1% (5)	1% (3)	— (1)	2% (8)	1% (6)
Relig: All Christian	47% (526)	19% (216)	11% (129)	6% (70)	5% (60)	4% (42)	1% (17)	1% (15)	1% (12)	1% (6)	2% (17)	1% (16)
Relig: All Non-Christian	47% (404)	20% (170)	12% (104)	6% (48)	5% (41)	6% (50)	2% (13)	1% (8)	1% (11)	— (0)	1% (5)	1% (10)

Continued on next page

Table BRD16: And, how much do you plan on spending at online websites and retailers the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$99	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 to \$499	\$500 to \$599	\$600 to \$699	\$700 to \$799	\$800 to \$899	\$900 to \$999	\$1,000 to \$1,499	\$1,500 or more
Registered Voters	47% (931)	19% (387)	12% (233)	6% (118)	5% (101)	5% (92)	1% (30)	1% (23)	1% (23)	— (6)	1% (22)	1% (26)
Community: Urban	48% (239)	18% (90)	9% (47)	7% (35)	6% (30)	5% (27)	2% (9)	1% (3)	1% (6)	— (0)	2% (10)	2% (8)
Community: Suburban	44% (396)	21% (190)	13% (116)	5% (42)	5% (44)	6% (50)	1% (13)	1% (11)	2% (13)	— (2)	1% (5)	1% (9)
Community: Rural	50% (296)	18% (108)	12% (70)	7% (42)	4% (27)	3% (15)	1% (8)	1% (9)	1% (3)	1% (4)	1% (7)	1% (9)
Employ: Private Sector	34% (230)	19% (128)	14% (93)	8% (52)	9% (60)	6% (38)	2% (15)	1% (8)	2% (13)	— (2)	2% (14)	2% (15)
Employ: Government	30% (42)	24% (33)	16% (23)	9% (12)	5% (6)	8% (11)	3% (4)	2% (3)	2% (3)	— (0)	1% (1)	1% (1)
Employ: Self-Employed	43% (60)	16% (23)	11% (15)	6% (8)	6% (8)	7% (9)	3% (4)	3% (5)	2% (2)	— (0)	3% (4)	2% (2)
Employ: Homemaker	47% (86)	24% (44)	13% (23)	6% (12)	3% (6)	2% (4)	1% (2)	2% (4)	— (1)	1% (1)	— (0)	1% (1)
Employ: Student	44% (31)	23% (16)	6% (4)	8% (6)	2% (1)	5% (3)	1% (1)	— (0)	— (0)	— (0)	3% (2)	7% (5)
Employ: Retired	64% (312)	16% (80)	9% (46)	4% (18)	2% (11)	3% (15)	— (1)	— (0)	1% (3)	— (1)	— (2)	— (1)
Employ: Unemployed	64% (96)	18% (26)	8% (12)	1% (1)	2% (3)	3% (5)	2% (4)	— (0)	— (0)	1% (2)	— (0)	— (1)
Employ: Other	48% (73)	24% (36)	11% (17)	6% (9)	4% (6)	3% (5)	— (0)	2% (4)	1% (1)	— (0)	— (0)	1% (1)
Military HH: Yes	44% (164)	23% (85)	10% (37)	7% (24)	5% (17)	4% (16)	1% (4)	2% (6)	1% (5)	— (2)	2% (6)	2% (7)
Military HH: No	47% (767)	19% (301)	12% (196)	6% (94)	5% (84)	5% (76)	2% (26)	1% (17)	1% (18)	— (5)	1% (16)	1% (19)
RD/WT: Right Direction	46% (347)	17% (132)	11% (80)	5% (41)	6% (44)	6% (45)	2% (15)	2% (14)	2% (16)	— (1)	1% (9)	1% (11)
RD/WT: Wrong Track	47% (583)	21% (255)	12% (153)	6% (77)	5% (58)	4% (47)	1% (15)	1% (9)	1% (6)	— (5)	1% (13)	1% (16)
Strongly Approve	46% (202)	19% (85)	10% (42)	6% (26)	5% (22)	5% (21)	3% (12)	2% (8)	2% (9)	— (1)	2% (9)	1% (5)
Somewhat Approve	48% (213)	17% (75)	12% (54)	6% (26)	5% (21)	6% (26)	1% (2)	1% (4)	5% (3)	1% (5)	1% (3)	2% (7)
Somewhat Disapprove	45% (114)	21% (53)	11% (29)	9% (22)	6% (16)	3% (8)	2% (5)	1% (3)	1% (3)	— (0)	1% (2)	— (0)
Strongly Disapprove	46% (345)	22% (163)	13% (99)	5% (38)	5% (38)	4% (32)	1% (8)	1% (7)	1% (7)	— (0)	1% (5)	1% (11)
Dont Know / No Opinion	57% (57)	11% (11)	9% (9)	6% (6)	4% (4)	4% (4)	2% (2)	— (0)	— (0)	— (0)	3% (3)	4% (4)
#1 Issue: Economy	39% (202)	22% (111)	13% (67)	6% (33)	6% (31)	7% (34)	2% (8)	2% (8)	1% (6)	— (1)	2% (8)	1% (6)
#1 Issue: Security	44% (191)	20% (85)	12% (54)	8% (36)	5% (21)	3% (14)	1% (6)	1% (6)	5% (4)	— (1)	2% (9)	1% (6)
#1 Issue: Health Care	47% (208)	18% (81)	11% (50)	5% (24)	6% (25)	6% (27)	2% (9)	1% (4)	1% (4)	— (2)	1% (2)	2% (7)
#1 Issue: Medicare / Social Security	60% (153)	20% (52)	9% (22)	3% (8)	3% (8)	2% (6)	1% (2)	— (1)	1% (1)	— (0)	1% (2)	— (1)
#1 Issue: Women's Issues	46% (39)	21% (18)	15% (13)	6% (5)	3% (3)	— (0)	3% (3)	1% (1)	1% (1)	— (0)	— (0)	3% (3)
#1 Issue: Education	47% (51)	15% (16)	13% (14)	6% (6)	9% (10)	3% (4)	1% (1)	2% (2)	3% (3)	— (0)	1% (1)	1% (1)
#1 Issue: Energy	50% (33)	16% (11)	11% (7)	4% (3)	4% (3)	7% (4)	— (0)	— (0)	5% (3)	— (0)	— (0)	3% (2)
#1 Issue: Other	64% (52)	17% (14)	7% (5)	5% (4)	1% (1)	3% (3)	— (0)	— (0)	1% (1)	3% (2)	— (0)	— (0)
2016 Vote: Democrat Hillary Clinton	42% (300)	22% (159)	13% (91)	7% (46)	6% (40)	5% (32)	2% (11)	1% (5)	1% (8)	— (0)	1% (5)	1% (10)
2016 Vote: Republican Donald Trump	48% (377)	17% (135)	11% (88)	5% (42)	6% (46)	5% (41)	2% (14)	2% (13)	1% (11)	— (2)	2% (13)	1% (8)
2016 Vote: Someone else	46% (77)	19% (32)	17% (29)	5% (8)	3% (5)	5% (8)	1% (1)	— (0)	1% (1)	1% (2)	2% (4)	1% (2)
2012 Vote: Barack Obama	44% (365)	21% (169)	12% (98)	6% (46)	6% (51)	4% (37)	2% (16)	1% (10)	1% (10)	— (0)	1% (10)	1% (10)
2012 Vote: Mitt Romney	48% (288)	19% (112)	12% (74)	7% (40)	4% (26)	4% (26)	1% (7)	1% (6)	1% (8)	1% (4)	1% (8)	1% (5)
2012 Vote: Other	45% (41)	15% (14)	17% (16)	8% (7)	7% (6)	2% (2)	1% (1)	2% (2)	— (0)	— (0)	1% (1)	2% (1)
2012 Vote: Didn't Vote	50% (235)	19% (91)	10% (45)	5% (25)	4% (18)	6% (26)	1% (5)	1% (5)	1% (5)	— (2)	1% (4)	2% (9)
4-Region: Northeast	42% (154)	21% (76)	12% (44)	6% (23)	5% (17)	6% (20)	3% (10)	2% (6)	2% (6)	— (1)	1% (3)	1% (3)
4-Region: Midwest	54% (256)	19% (90)	11% (50)	5% (22)	4% (21)	3% (12)	1% (5)	1% (3)	1% (2)	— (0)	1% (4)	1% (5)
4-Region: South	41% (302)	21% (156)	11% (85)	6% (47)	6% (46)	5% (40)	2% (13)	2% (11)	1% (9)	1% (5)	2% (15)	2% (11)
4-Region: West	52% (218)	16% (65)	13% (54)	6% (26)	4% (18)	5% (19)	— (2)	1% (3)	1% (5)	— (0)	— (0)	2% (7)

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

Table BRD17: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Registered Voters	15%	(306)	14%	(288)	19%	(381)	37%	(735)	14%	(281)	1991
Gender: Male	19%	(173)	16%	(150)	17%	(162)	32%	(294)	16%	(150)	928
Gender: Female	13%	(133)	13%	(138)	21%	(219)	42%	(441)	12%	(131)	1063
Age: 18-29	23%	(77)	19%	(65)	19%	(63)	23%	(77)	16%	(54)	336
Age: 30-44	22%	(103)	17%	(81)	16%	(74)	33%	(158)	13%	(62)	478
Age: 45-54	15%	(57)	14%	(53)	18%	(67)	39%	(149)	14%	(55)	382
Age: 55-64	11%	(40)	14%	(50)	20%	(74)	41%	(153)	14%	(52)	370
Age: 65+	7%	(28)	9%	(39)	24%	(102)	47%	(198)	14%	(59)	425
PID: Dem (no lean)	21%	(139)	15%	(102)	19%	(127)	31%	(209)	13%	(89)	665
PID: Ind (no lean)	12%	(76)	14%	(89)	20%	(128)	37%	(240)	18%	(119)	652
PID: Rep (no lean)	14%	(91)	14%	(97)	19%	(125)	43%	(287)	11%	(73)	673
PID/Gender: Dem Men	27%	(75)	19%	(53)	18%	(49)	23%	(63)	13%	(37)	276
PID/Gender: Dem Women	16%	(64)	13%	(49)	20%	(78)	37%	(146)	14%	(53)	390
PID/Gender: Ind Men	12%	(38)	14%	(43)	18%	(57)	32%	(101)	23%	(73)	313
PID/Gender: Ind Women	11%	(38)	14%	(46)	21%	(71)	41%	(138)	13%	(46)	339
PID/Gender: Rep Men	18%	(60)	16%	(55)	16%	(55)	38%	(130)	12%	(40)	340
PID/Gender: Rep Women	9%	(32)	13%	(43)	21%	(70)	47%	(157)	10%	(33)	334
Tea Party: Supporter	22%	(114)	18%	(90)	18%	(90)	33%	(167)	9%	(47)	509
Tea Party: Not Supporter	13%	(192)	13%	(197)	20%	(290)	38%	(562)	16%	(229)	1470
Ideo: Liberal (1-3)	20%	(135)	17%	(111)	18%	(118)	33%	(220)	12%	(79)	663
Ideo: Moderate (4)	15%	(64)	14%	(60)	20%	(88)	35%	(151)	16%	(71)	434
Ideo: Conservative (5-7)	11%	(72)	12%	(82)	21%	(141)	46%	(305)	10%	(70)	669
Educ: < College	17%	(226)	16%	(206)	18%	(235)	34%	(444)	15%	(198)	1309
Educ: Bachelors degree	10%	(46)	12%	(55)	21%	(92)	45%	(198)	12%	(52)	442
Educ: Post-grad	14%	(35)	11%	(27)	22%	(54)	39%	(94)	13%	(31)	240
Income: Under 50k	18%	(201)	15%	(173)	18%	(200)	33%	(371)	16%	(178)	1121
Income: 50k-100k	12%	(72)	14%	(81)	21%	(127)	40%	(236)	13%	(76)	593
Income: 100k+	12%	(33)	12%	(34)	20%	(54)	46%	(128)	10%	(27)	277
Ethnicity: White	13%	(205)	14%	(221)	19%	(316)	41%	(658)	14%	(221)	1621
Ethnicity: Hispanic	29%	(52)	19%	(34)	15%	(27)	23%	(42)	13%	(23)	178

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Table BRD17: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Registered Voters	15%	(306)	14%	(288)	19%	(381)	37%	(735)	14%	(281)	1991
Ethnicity: Afr. Am.	29%	(74)	20%	(51)	17%	(43)	18%	(47)	16%	(41)	256
Ethnicity: Other	24%	(28)	14%	(16)	19%	(21)	27%	(30)	16%	(18)	114
Relig: Protestant	8%	(41)	13%	(66)	24%	(122)	46%	(236)	10%	(51)	515
Relig: Roman Catholic	14%	(55)	13%	(51)	23%	(87)	39%	(150)	11%	(42)	385
Relig: Ath./Agn./None	19%	(104)	16%	(88)	17%	(93)	30%	(168)	18%	(102)	555
Relig: Something Else	19%	(58)	13%	(40)	19%	(59)	35%	(107)	15%	(46)	310
Relig: Evangelical	17%	(99)	15%	(87)	16%	(96)	39%	(229)	13%	(74)	584
Relig: Non-Evang. Catholics	8%	(46)	14%	(74)	25%	(133)	43%	(231)	11%	(57)	541
Relig: All Christian	13%	(145)	14%	(160)	20%	(229)	41%	(459)	12%	(132)	1125
Relig: All Non-Christian	19%	(161)	15%	(128)	18%	(152)	32%	(275)	17%	(149)	864
Community: Urban	23%	(114)	16%	(79)	17%	(86)	28%	(141)	17%	(84)	503
Community: Suburban	11%	(98)	14%	(122)	20%	(183)	42%	(372)	13%	(116)	891
Community: Rural	16%	(94)	15%	(87)	19%	(113)	37%	(222)	14%	(81)	596
Employ: Private Sector	18%	(117)	15%	(103)	18%	(120)	39%	(257)	11%	(70)	667
Employ: Government	12%	(17)	22%	(31)	20%	(28)	39%	(54)	7%	(10)	139
Employ: Self-Employed	14%	(20)	21%	(30)	18%	(26)	28%	(39)	18%	(25)	140
Employ: Homemaker	19%	(35)	14%	(25)	16%	(30)	39%	(72)	12%	(22)	184
Employ: Student	20%	(14)	16%	(11)	19%	(14)	25%	(17)	19%	(13)	70
Employ: Retired	8%	(37)	11%	(53)	25%	(121)	43%	(208)	14%	(70)	488
Employ: Unemployed	30%	(45)	10%	(15)	14%	(21)	27%	(41)	19%	(28)	150
Employ: Other	14%	(22)	13%	(20)	15%	(23)	30%	(46)	28%	(43)	153
Military HH: Yes	11%	(42)	15%	(56)	18%	(69)	42%	(156)	14%	(51)	373
Military HH: No	16%	(265)	14%	(232)	19%	(312)	36%	(579)	14%	(230)	1618
RD/WT: Right Direction	18%	(135)	17%	(125)	20%	(148)	35%	(262)	11%	(84)	754
RD/WT: Wrong Track	14%	(171)	13%	(163)	19%	(233)	38%	(473)	16%	(197)	1237
Strongly Approve	22%	(98)	13%	(58)	16%	(70)	40%	(177)	10%	(43)	445
Somewhat Approve	9%	(41)	17%	(75)	23%	(103)	40%	(174)	11%	(48)	440
Somewhat Disapprove	14%	(36)	17%	(44)	23%	(59)	35%	(89)	11%	(27)	254
Strongly Disapprove	16%	(123)	13%	(99)	18%	(135)	36%	(274)	16%	(123)	754
Dont Know / No Opinion	9%	(9)	13%	(13)	15%	(15)	21%	(21)	41%	(41)	99

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Table BRD17: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Registered Voters	15%	(306)	14%	(288)	19%	(381)	37%	(735)	14%	(281)	1991
#1 Issue: Economy	14%	(70)	14%	(71)	22%	(114)	39%	(199)	12%	(60)	515
#1 Issue: Security	17%	(73)	14%	(59)	21%	(92)	37%	(161)	11%	(47)	433
#1 Issue: Health Care	17%	(75)	17%	(74)	16%	(72)	31%	(136)	19%	(86)	443
#1 Issue: Medicare / Social Security	14%	(35)	13%	(33)	19%	(50)	44%	(112)	10%	(26)	256
#1 Issue: Women's Issues	21%	(18)	16%	(14)	19%	(16)	32%	(27)	12%	(11)	86
#1 Issue: Education	11%	(12)	20%	(22)	15%	(17)	36%	(39)	17%	(18)	109
#1 Issue: Energy	20%	(13)	9%	(6)	13%	(9)	39%	(26)	19%	(13)	67
#1 Issue: Other	12%	(9)	11%	(9)	13%	(10)	40%	(33)	25%	(21)	82
2016 Vote: Democrat Hillary Clinton	17%	(122)	15%	(105)	19%	(137)	35%	(245)	14%	(99)	709
2016 Vote: Republican Donald Trump	13%	(101)	14%	(111)	19%	(152)	43%	(338)	11%	(87)	790
2016 Vote: Someone else	17%	(28)	11%	(18)	19%	(32)	40%	(66)	14%	(23)	168
2012 Vote: Barack Obama	17%	(141)	15%	(126)	19%	(158)	36%	(297)	12%	(102)	823
2012 Vote: Mitt Romney	12%	(71)	10%	(61)	22%	(130)	45%	(274)	11%	(67)	604
2012 Vote: Other	10%	(9)	11%	(10)	19%	(18)	40%	(37)	19%	(17)	91
2012 Vote: Didn't Vote	18%	(85)	19%	(90)	16%	(75)	27%	(126)	20%	(95)	471
4-Region: Northeast	13%	(48)	12%	(44)	19%	(67)	44%	(162)	12%	(43)	364
4-Region: Midwest	13%	(60)	15%	(69)	21%	(98)	39%	(184)	12%	(58)	470
4-Region: South	19%	(144)	16%	(116)	18%	(131)	33%	(241)	15%	(108)	739
4-Region: West	13%	(54)	14%	(59)	20%	(83)	36%	(149)	17%	(73)	418

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

Table BRD18: *And, do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Registered Voters	42% (831)	32% (630)	8% (154)	5% (90)	14% (286)	1991
Gender: Male	40% (369)	30% (279)	8% (78)	5% (45)	17% (158)	928
Gender: Female	43% (462)	33% (351)	7% (76)	4% (45)	12% (129)	1063
Age: 18-29	42% (141)	26% (89)	12% (41)	5% (15)	15% (50)	336
Age: 30-44	46% (222)	29% (137)	8% (38)	4% (18)	13% (64)	478
Age: 45-54	44% (167)	32% (123)	6% (22)	6% (25)	12% (45)	382
Age: 55-64	39% (146)	32% (120)	6% (23)	5% (19)	17% (62)	370
Age: 65+	36% (155)	38% (162)	7% (30)	3% (13)	15% (66)	425
PID: Dem (no lean)	44% (295)	33% (217)	7% (45)	4% (28)	12% (82)	665
PID: Ind (no lean)	36% (235)	30% (195)	9% (57)	6% (36)	20% (129)	652
PID: Rep (no lean)	45% (301)	32% (218)	8% (52)	4% (27)	11% (76)	673
PID/Gender: Dem Men	50% (138)	29% (79)	5% (13)	3% (8)	14% (39)	276
PID/Gender: Dem Women	40% (157)	35% (138)	8% (32)	5% (20)	11% (43)	390
PID/Gender: Ind Men	29% (90)	30% (94)	10% (31)	7% (21)	24% (76)	313
PID/Gender: Ind Women	43% (146)	30% (101)	8% (26)	4% (15)	15% (52)	339
PID/Gender: Rep Men	42% (141)	31% (105)	10% (34)	5% (16)	13% (43)	340
PID/Gender: Rep Women	48% (160)	34% (112)	5% (18)	3% (10)	10% (33)	334
Tea Party: Supporter	49% (250)	32% (161)	8% (41)	2% (11)	9% (46)	509
Tea Party: Not Supporter	39% (577)	32% (467)	7% (110)	5% (79)	16% (237)	1470
Ideo: Liberal (1-3)	41% (275)	31% (209)	11% (70)	5% (32)	12% (79)	663
Ideo: Moderate (4)	44% (193)	30% (130)	5% (22)	4% (19)	16% (69)	434
Ideo: Conservative (5-7)	43% (290)	34% (229)	7% (48)	4% (27)	11% (75)	669
Educ: < College	42% (544)	31% (405)	8% (99)	4% (58)	15% (202)	1309
Educ: Bachelors degree	41% (182)	34% (152)	8% (33)	5% (22)	12% (53)	442
Educ: Post-grad	44% (105)	30% (73)	9% (21)	4% (10)	13% (31)	240
Income: Under 50k	42% (468)	30% (331)	8% (86)	5% (55)	16% (181)	1121
Income: 50k-100k	41% (243)	34% (203)	8% (47)	4% (26)	13% (75)	593
Income: 100k+	43% (120)	35% (96)	7% (21)	4% (10)	11% (30)	277
Ethnicity: White	42% (686)	32% (513)	7% (119)	4% (70)	14% (233)	1621
Ethnicity: Hispanic	44% (79)	31% (56)	7% (13)	7% (12)	11% (19)	178

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Table BRD18: And, do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Registered Voters	42%	(831)	32%	(630)	8%	(154)	5%	(90)	14%	(286)	1991
Ethnicity: Afr. Am.	41%	(105)	32%	(81)	9%	(23)	5%	(14)	13%	(33)	256
Ethnicity: Other	35%	(40)	31%	(36)	10%	(12)	6%	(6)	17%	(20)	114
Relig: Protestant	41%	(211)	35%	(181)	8%	(39)	5%	(28)	11%	(56)	515
Relig: Roman Catholic	44%	(170)	34%	(132)	7%	(28)	4%	(16)	10%	(40)	385
Relig: Ath./Agn./None	39%	(216)	29%	(164)	8%	(45)	4%	(23)	19%	(107)	555
Relig: Something Else	43%	(134)	28%	(87)	10%	(31)	4%	(14)	14%	(44)	310
Relig: Evangelical	44%	(256)	33%	(191)	6%	(35)	4%	(25)	13%	(78)	584
Relig: Non-Evang. Catholics	42%	(225)	35%	(187)	8%	(43)	5%	(29)	11%	(57)	541
Relig: All Christian	43%	(481)	34%	(378)	7%	(78)	5%	(54)	12%	(135)	1125
Relig: All Non-Christian	40%	(350)	29%	(251)	9%	(76)	4%	(37)	18%	(152)	864
Community: Urban	41%	(207)	32%	(161)	8%	(39)	6%	(28)	14%	(69)	503
Community: Suburban	41%	(364)	34%	(299)	7%	(64)	4%	(38)	14%	(125)	891
Community: Rural	44%	(260)	28%	(170)	8%	(50)	4%	(24)	15%	(92)	596
Employ: Private Sector	47%	(315)	32%	(213)	7%	(47)	4%	(26)	10%	(66)	667
Employ: Government	46%	(64)	27%	(38)	13%	(18)	6%	(8)	8%	(11)	139
Employ: Self-Employed	33%	(46)	37%	(52)	8%	(12)	6%	(9)	16%	(22)	140
Employ: Homemaker	53%	(97)	21%	(38)	8%	(14)	4%	(7)	15%	(27)	184
Employ: Student	28%	(20)	28%	(19)	15%	(11)	6%	(4)	22%	(16)	70
Employ: Retired	37%	(178)	37%	(179)	8%	(38)	4%	(18)	15%	(75)	488
Employ: Unemployed	44%	(67)	32%	(48)	—	(1)	5%	(7)	19%	(28)	150
Employ: Other	29%	(45)	27%	(42)	9%	(14)	7%	(11)	27%	(41)	153
Military HH: Yes	38%	(143)	33%	(123)	9%	(33)	6%	(21)	14%	(52)	373
Military HH: No	42%	(688)	31%	(507)	7%	(120)	4%	(69)	14%	(235)	1618
RD/WT: Right Direction	45%	(338)	32%	(242)	8%	(62)	3%	(26)	11%	(86)	754
RD/WT: Wrong Track	40%	(492)	31%	(388)	7%	(92)	5%	(64)	16%	(200)	1237
Strongly Approve	48%	(212)	29%	(130)	9%	(39)	4%	(16)	11%	(48)	445
Somewhat Approve	40%	(176)	37%	(162)	8%	(35)	3%	(15)	12%	(52)	440
Somewhat Disapprove	43%	(110)	33%	(84)	7%	(17)	6%	(14)	11%	(28)	254
Strongly Disapprove	41%	(309)	31%	(231)	8%	(57)	5%	(39)	16%	(118)	754
Dont Know / No Opinion	25%	(25)	24%	(24)	6%	(6)	6%	(6)	40%	(39)	99

Continued on next page

Table BRD18: And, do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Registered Voters	42% (831)	32% (630)	8% (154)	5% (90)	14% (286)	1991
#1 Issue: Economy	43% (222)	35% (180)	8% (40)	4% (18)	11% (55)	515
#1 Issue: Security	47% (202)	30% (131)	7% (30)	4% (16)	13% (55)	433
#1 Issue: Health Care	41% (183)	29% (128)	6% (25)	6% (26)	18% (80)	443
#1 Issue: Medicare / Social Security	35% (91)	38% (98)	10% (27)	4% (11)	12% (30)	256
#1 Issue: Women's Issues	51% (44)	21% (18)	11% (9)	6% (5)	11% (10)	86
#1 Issue: Education	32% (35)	36% (39)	7% (8)	7% (7)	18% (20)	109
#1 Issue: Energy	30% (20)	26% (17)	17% (12)	5% (4)	22% (15)	67
#1 Issue: Other	42% (34)	22% (18)	4% (4)	4% (4)	27% (22)	82
2016 Vote: Democrat Hillary Clinton	40% (281)	35% (250)	8% (59)	4% (28)	13% (90)	709
2016 Vote: Republican Donald Trump	45% (357)	31% (247)	8% (60)	4% (33)	12% (92)	790
2016 Vote: Someone else	42% (70)	28% (47)	9% (14)	6% (11)	15% (26)	168
2012 Vote: Barack Obama	41% (338)	35% (292)	7% (60)	4% (34)	12% (99)	823
2012 Vote: Mitt Romney	46% (277)	30% (183)	8% (49)	5% (28)	11% (67)	604
2012 Vote: Other	35% (32)	27% (24)	8% (8)	6% (5)	24% (22)	91
2012 Vote: Didn't Vote	39% (184)	28% (131)	8% (37)	5% (22)	21% (98)	471
4-Region: Northeast	48% (175)	32% (116)	7% (26)	3% (10)	10% (37)	364
4-Region: Midwest	41% (193)	34% (159)	8% (39)	5% (22)	12% (56)	470
4-Region: South	41% (304)	30% (225)	7% (55)	4% (32)	17% (123)	739
4-Region: West	38% (160)	31% (129)	8% (34)	6% (25)	17% (70)	418

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

Table BRD19: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	33% (649)	20% (395)	3% (62)	3% (54)	33% (653)	9% (179)	1991
Gender: Male	31% (292)	21% (194)	4% (40)	3% (29)	29% (265)	12% (108)	928
Gender: Female	34% (356)	19% (201)	2% (22)	2% (24)	37% (388)	7% (71)	1063
Age: 18-29	26% (87)	19% (64)	6% (19)	5% (16)	34% (115)	10% (35)	336
Age: 30-44	36% (172)	20% (95)	5% (22)	3% (15)	27% (129)	10% (46)	478
Age: 45-54	34% (129)	21% (81)	3% (10)	2% (8)	31% (120)	9% (34)	382
Age: 55-64	31% (114)	16% (58)	1% (5)	2% (8)	41% (152)	9% (33)	370
Age: 65+	34% (147)	23% (97)	1% (6)	2% (6)	32% (137)	7% (32)	425
PID: Dem (no lean)	31% (209)	20% (133)	3% (21)	2% (15)	36% (242)	7% (46)	665
PID: Ind (no lean)	28% (185)	20% (129)	3% (21)	4% (25)	34% (221)	11% (72)	652
PID: Rep (no lean)	38% (254)	20% (133)	3% (20)	2% (14)	28% (190)	9% (62)	673
PID/Gender: Dem Men	31% (86)	19% (54)	6% (16)	3% (8)	30% (83)	10% (29)	276
PID/Gender: Dem Women	31% (123)	20% (80)	1% (5)	2% (7)	41% (159)	4% (17)	390
PID/Gender: Ind Men	27% (84)	21% (66)	3% (10)	5% (16)	29% (91)	14% (44)	313
PID/Gender: Ind Women	30% (101)	18% (62)	3% (10)	3% (9)	38% (130)	8% (27)	339
PID/Gender: Rep Men	36% (122)	22% (74)	4% (13)	1% (5)	27% (91)	10% (35)	340
PID/Gender: Rep Women	40% (133)	18% (59)	2% (6)	3% (9)	30% (100)	8% (27)	334
Tea Party: Supporter	40% (201)	23% (115)	4% (20)	2% (12)	26% (131)	6% (29)	509
Tea Party: Not Supporter	30% (447)	19% (273)	3% (40)	3% (42)	35% (518)	10% (149)	1470
Ideo: Liberal (1-3)	33% (222)	21% (137)	4% (29)	4% (24)	32% (211)	6% (40)	663
Ideo: Moderate (4)	31% (135)	17% (74)	3% (13)	3% (13)	37% (162)	9% (37)	434
Ideo: Conservative (5-7)	33% (222)	24% (160)	3% (17)	2% (13)	31% (210)	7% (47)	669
Educ: < College	32% (423)	18% (229)	3% (41)	3% (38)	34% (447)	10% (131)	1309
Educ: Bachelors degree	34% (149)	25% (110)	2% (10)	3% (12)	30% (131)	7% (32)	442
Educ: Post-grad	32% (77)	23% (56)	5% (11)	1% (4)	31% (75)	7% (17)	240
Income: Under 50k	33% (371)	16% (183)	3% (31)	3% (34)	34% (383)	11% (119)	1121
Income: 50k-100k	33% (194)	23% (135)	4% (24)	2% (12)	31% (184)	8% (45)	593
Income: 100k+	30% (83)	28% (77)	3% (7)	3% (8)	31% (86)	6% (16)	277

Continued on next page

Table BRD19: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Somewhat more likely to visit the store		Somewhat less likely to visit the store		Much less likely to visit the store		Makes no difference either way		Don't Know / No Opinion		Total N		
	Much more likely to visit the store												
Registered Voters	33%	(649)	20%	(395)	3%	(62)	3%	(54)	33%	(653)	9%	(179)	1991
Ethnicity: White	32%	(517)	21%	(336)	3%	(50)	3%	(44)	33%	(532)	9%	(142)	1621
Ethnicity: Hispanic	34%	(60)	20%	(36)	7%	(13)	3%	(6)	29%	(52)	7%	(12)	178
Ethnicity: Afr. Am.	37%	(96)	15%	(38)	2%	(6)	2%	(6)	32%	(82)	11%	(28)	256
Ethnicity: Other	32%	(36)	18%	(21)	5%	(6)	4%	(4)	34%	(39)	8%	(9)	114
Relig: Protestant	35%	(182)	22%	(115)	2%	(12)	2%	(9)	33%	(169)	6%	(28)	515
Relig: Roman Catholic	28%	(107)	27%	(103)	4%	(15)	3%	(13)	31%	(120)	7%	(26)	385
Relig: Ath./Agn./None	30%	(164)	16%	(91)	3%	(16)	3%	(15)	35%	(195)	13%	(74)	555
Relig: Something Else	32%	(100)	18%	(55)	4%	(11)	4%	(13)	34%	(104)	9%	(27)	310
Relig: Evangelical	39%	(230)	20%	(116)	3%	(16)	2%	(9)	29%	(169)	8%	(44)	584
Relig: Non-Evang. Catholics	29%	(155)	24%	(132)	4%	(19)	3%	(16)	34%	(185)	6%	(34)	541
Relig: All Christian	34%	(385)	22%	(248)	3%	(35)	2%	(26)	31%	(354)	7%	(78)	1125
Relig: All Non-Christian	31%	(264)	17%	(146)	3%	(27)	3%	(28)	35%	(299)	12%	(101)	864
Community: Urban	31%	(155)	20%	(102)	3%	(16)	3%	(14)	34%	(171)	9%	(45)	503
Community: Suburban	33%	(297)	22%	(193)	3%	(28)	2%	(15)	31%	(277)	9%	(81)	891
Community: Rural	33%	(197)	17%	(100)	3%	(18)	4%	(25)	34%	(204)	9%	(53)	596
Employ: Private Sector	36%	(237)	23%	(151)	4%	(24)	2%	(15)	30%	(202)	6%	(38)	667
Employ: Government	34%	(47)	21%	(29)	7%	(10)	3%	(5)	29%	(40)	6%	(9)	139
Employ: Self-Employed	30%	(42)	22%	(31)	2%	(3)	5%	(7)	34%	(48)	7%	(10)	140
Employ: Homemaker	33%	(61)	16%	(30)	2%	(3)	4%	(7)	35%	(64)	10%	(18)	184
Employ: Student	9%	(6)	19%	(13)	14%	(9)	3%	(2)	40%	(28)	16%	(11)	70
Employ: Retired	32%	(156)	20%	(99)	1%	(5)	2%	(8)	37%	(182)	8%	(38)	488
Employ: Unemployed	31%	(46)	13%	(19)	2%	(3)	5%	(7)	34%	(50)	17%	(25)	150
Employ: Other	35%	(53)	15%	(23)	3%	(4)	2%	(3)	25%	(39)	21%	(32)	153
Military HH: Yes	37%	(139)	21%	(80)	3%	(12)	3%	(11)	28%	(105)	7%	(26)	373
Military HH: No	31%	(509)	19%	(315)	3%	(49)	3%	(42)	34%	(548)	9%	(154)	1618
RD/WT: Right Direction	37%	(283)	23%	(173)	3%	(24)	2%	(14)	26%	(197)	9%	(64)	754
RD/WT: Wrong Track	30%	(366)	18%	(222)	3%	(37)	3%	(40)	37%	(456)	9%	(115)	1237

Continued on next page

Table BRD19: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	33% (649)	20% (395)	3% (62)	3% (54)	33% (653)	9% (179)	1991
Strongly Approve	44% (196)	22% (98)	2% (10)	2% (9)	23% (103)	7% (29)	445
Somewhat Approve	30% (133)	25% (108)	4% (18)	1% (5)	33% (144)	7% (32)	440
Somewhat Disapprove	30% (75)	24% (60)	5% (13)	5% (12)	31% (78)	6% (16)	254
Strongly Disapprove	30% (223)	15% (116)	3% (20)	4% (27)	40% (298)	9% (69)	754
Dont Know / No Opinion	21% (21)	13% (13)	1% (1)	1% (1)	30% (29)	34% (34)	99
#1 Issue: Economy	31% (161)	21% (108)	4% (22)	2% (8)	34% (174)	8% (43)	515
#1 Issue: Security	34% (146)	22% (94)	2% (10)	4% (17)	30% (129)	9% (37)	433
#1 Issue: Health Care	32% (140)	18% (80)	2% (11)	3% (15)	35% (154)	9% (42)	443
#1 Issue: Medicare / Social Security	34% (86)	20% (50)	2% (6)	2% (4)	34% (86)	9% (23)	256
#1 Issue: Women's Issues	40% (34)	23% (20)	1% (1)	3% (3)	26% (23)	7% (6)	86
#1 Issue: Education	31% (34)	21% (23)	4% (4)	— (1)	35% (38)	8% (9)	109
#1 Issue: Energy	27% (18)	18% (12)	10% (6)	— (0)	30% (20)	16% (11)	67
#1 Issue: Other	34% (28)	11% (9)	3% (2)	6% (5)	36% (30)	10% (8)	82
2016 Vote: Democrat Hillary Clinton	31% (223)	21% (150)	3% (24)	3% (19)	35% (248)	6% (45)	709
2016 Vote: Republican Donald Trump	37% (290)	23% (183)	3% (20)	2% (15)	28% (223)	7% (58)	790
2016 Vote: Someone else	26% (44)	17% (29)	2% (3)	3% (5)	39% (65)	13% (22)	168
2012 Vote: Barack Obama	34% (281)	21% (170)	3% (28)	2% (19)	33% (275)	6% (51)	823
2012 Vote: Mitt Romney	37% (224)	20% (122)	3% (16)	2% (11)	31% (188)	7% (43)	604
2012 Vote: Other	31% (28)	28% (25)	1% (1)	— (0)	29% (26)	12% (11)	91
2012 Vote: Didn't Vote	25% (116)	16% (77)	4% (17)	5% (23)	35% (164)	16% (74)	471
4-Region: Northeast	30% (109)	20% (72)	4% (16)	2% (6)	35% (127)	9% (33)	364
4-Region: Midwest	33% (157)	18% (84)	3% (15)	3% (15)	35% (164)	7% (35)	470
4-Region: South	33% (242)	21% (155)	3% (19)	2% (18)	31% (228)	10% (76)	739
4-Region: West	33% (140)	20% (83)	3% (11)	3% (14)	32% (134)	8% (35)	418

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

Table BRD20: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	16% (319)	16% (323)	7% (144)	4% (88)	44% (884)	12% (233)	1991
Gender: Male	19% (172)	18% (165)	8% (78)	5% (43)	37% (347)	13% (123)	928
Gender: Female	14% (147)	15% (157)	6% (67)	4% (45)	51% (537)	10% (110)	1063
Age: 18-29	20% (68)	16% (53)	10% (32)	8% (27)	35% (117)	12% (39)	336
Age: 30-44	19% (93)	17% (82)	9% (44)	4% (21)	38% (180)	12% (59)	478
Age: 45-54	15% (58)	18% (68)	7% (26)	3% (10)	46% (176)	11% (43)	382
Age: 55-64	14% (53)	12% (45)	6% (21)	4% (17)	52% (193)	11% (42)	370
Age: 65+	11% (48)	17% (74)	5% (22)	3% (13)	51% (218)	12% (50)	425
PID: Dem (no lean)	17% (112)	19% (125)	6% (40)	4% (27)	45% (303)	9% (59)	665
PID: Ind (no lean)	14% (91)	16% (103)	6% (42)	5% (30)	44% (289)	15% (97)	652
PID: Rep (no lean)	17% (116)	14% (94)	9% (62)	5% (32)	43% (293)	11% (77)	673
PID/Gender: Dem Men	19% (53)	21% (59)	7% (18)	6% (17)	34% (95)	12% (34)	276
PID/Gender: Dem Women	15% (59)	17% (66)	6% (22)	2% (9)	53% (208)	6% (25)	390
PID/Gender: Ind Men	16% (51)	17% (52)	8% (24)	4% (11)	39% (123)	16% (51)	313
PID/Gender: Ind Women	12% (40)	15% (52)	5% (17)	5% (19)	49% (166)	13% (46)	339
PID/Gender: Rep Men	20% (68)	16% (55)	10% (35)	4% (14)	38% (129)	11% (38)	340
PID/Gender: Rep Women	14% (47)	12% (39)	8% (27)	5% (17)	49% (164)	12% (39)	334
Tea Party: Supporter	22% (113)	17% (88)	11% (55)	4% (19)	37% (187)	9% (47)	509
Tea Party: Not Supporter	14% (204)	16% (231)	6% (89)	5% (69)	47% (692)	13% (186)	1470
Ideo: Liberal (1-3)	20% (135)	20% (133)	6% (41)	5% (34)	41% (275)	7% (47)	663
Ideo: Moderate (4)	15% (64)	15% (67)	7% (29)	3% (14)	48% (208)	12% (53)	434
Ideo: Conservative (5-7)	14% (91)	14% (92)	9% (62)	5% (36)	47% (317)	10% (70)	669
Educ: < College	16% (216)	15% (200)	8% (101)	5% (59)	43% (563)	13% (170)	1309
Educ: Bachelors degree	16% (69)	18% (81)	6% (28)	4% (19)	46% (203)	10% (42)	442
Educ: Post-grad	14% (34)	17% (41)	6% (15)	4% (9)	49% (118)	9% (21)	240

Continued on next page

Table BRD20: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	16% (319)	16% (323)	7% (144)	4% (88)	44% (884)	12% (233)	1991
Income: Under 50k	17% (195)	16% (179)	7% (78)	5% (52)	42% (470)	13% (148)	1121
Income: 50k-100k	14% (82)	17% (100)	8% (47)	4% (24)	47% (276)	11% (64)	593
Income: 100k+	15% (42)	16% (44)	7% (20)	4% (12)	50% (138)	7% (20)	277
Ethnicity: White	14% (234)	15% (248)	8% (122)	5% (74)	47% (760)	11% (184)	1621
Ethnicity: Hispanic	25% (45)	18% (32)	8% (14)	8% (14)	33% (58)	9% (15)	178
Ethnicity: Afr. Am.	22% (57)	21% (54)	7% (17)	4% (10)	32% (81)	15% (38)	256
Ethnicity: Other	25% (29)	18% (21)	5% (6)	3% (4)	38% (44)	10% (11)	114
Relig: Protestant	15% (77)	14% (70)	7% (39)	4% (23)	52% (268)	8% (39)	515
Relig: Roman Catholic	14% (56)	19% (72)	8% (32)	4% (13)	45% (172)	10% (39)	385
Relig: Ath./Agn./None	16% (91)	14% (80)	7% (36)	4% (24)	42% (234)	16% (89)	555
Relig: Something Else	15% (45)	19% (60)	7% (23)	5% (17)	41% (128)	12% (37)	310
Relig: Evangelical	20% (118)	16% (94)	8% (46)	4% (25)	41% (241)	10% (61)	584
Relig: Non-Evang. Catholics	12% (65)	16% (89)	7% (39)	4% (21)	52% (281)	9% (47)	541
Relig: All Christian	16% (183)	16% (182)	8% (85)	4% (46)	46% (522)	10% (108)	1125
Relig: All Non-Christian	16% (136)	16% (140)	7% (59)	5% (41)	42% (363)	14% (125)	864
Community: Urban	19% (96)	16% (82)	6% (31)	4% (18)	43% (216)	12% (60)	503
Community: Suburban	16% (144)	16% (145)	6% (56)	4% (33)	46% (408)	12% (106)	891
Community: Rural	13% (79)	16% (95)	10% (58)	6% (37)	44% (261)	11% (66)	596
Employ: Private Sector	19% (123)	18% (117)	8% (54)	4% (30)	43% (288)	8% (55)	667
Employ: Government	18% (26)	16% (23)	15% (21)	3% (5)	40% (56)	7% (9)	139
Employ: Self-Employed	14% (20)	25% (35)	5% (7)	5% (6)	42% (59)	9% (13)	140
Employ: Homemaker	15% (28)	13% (23)	3% (5)	6% (12)	52% (95)	11% (21)	184
Employ: Student	7% (5)	12% (8)	14% (10)	10% (7)	43% (30)	15% (10)	70
Employ: Retired	12% (60)	16% (79)	6% (27)	2% (10)	53% (257)	11% (55)	488
Employ: Unemployed	21% (31)	8% (12)	6% (9)	5% (8)	39% (58)	21% (32)	150
Employ: Other	18% (28)	16% (24)	8% (12)	6% (10)	27% (41)	25% (38)	153
Military HH: Yes	16% (61)	20% (74)	8% (30)	4% (14)	42% (158)	10% (36)	373
Military HH: No	16% (258)	15% (249)	7% (114)	5% (74)	45% (726)	12% (197)	1618

Continued on next page

Table BRD20: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	16% (319)	16% (323)	7% (144)	4% (88)	44% (884)	12% (233)	1991
RD/WT: Right Direction	21% (155)	18% (139)	8% (63)	4% (32)	38% (288)	10% (77)	754
RD/WT: Wrong Track	13% (164)	15% (184)	7% (81)	4% (55)	48% (596)	13% (156)	1237
Strongly Approve	23% (103)	19% (83)	7% (31)	5% (22)	37% (165)	9% (40)	445
Somewhat Approve	14% (61)	15% (65)	9% (42)	4% (19)	47% (208)	10% (46)	440
Somewhat Disapprove	14% (34)	22% (57)	7% (17)	5% (13)	42% (106)	10% (26)	254
Strongly Disapprove	15% (115)	14% (102)	7% (51)	4% (32)	49% (370)	11% (84)	754
Dont Know / No Opinion	7% (7)	15% (15)	4% (4)	2% (2)	36% (35)	37% (37)	99
#1 Issue: Economy	14% (74)	15% (80)	9% (46)	3% (15)	47% (242)	11% (59)	515
#1 Issue: Security	17% (72)	16% (71)	7% (31)	5% (23)	43% (186)	12% (50)	433
#1 Issue: Health Care	16% (73)	18% (81)	7% (31)	5% (24)	43% (188)	10% (46)	443
#1 Issue: Medicare / Social Security	14% (37)	19% (48)	7% (17)	3% (8)	45% (115)	12% (32)	256
#1 Issue: Women's Issues	26% (23)	8% (7)	4% (4)	6% (5)	48% (42)	7% (6)	86
#1 Issue: Education	18% (19)	13% (15)	5% (6)	4% (5)	47% (51)	13% (14)	109
#1 Issue: Energy	20% (14)	16% (11)	5% (4)	5% (3)	33% (22)	21% (14)	67
#1 Issue: Other	10% (8)	13% (10)	8% (7)	7% (6)	46% (38)	16% (13)	82
2016 Vote: Democrat Hillary Clinton	15% (109)	18% (127)	7% (47)	4% (32)	46% (328)	9% (66)	709
2016 Vote: Republican Donald Trump	17% (136)	17% (134)	8% (67)	4% (29)	44% (348)	10% (76)	790
2016 Vote: Someone else	15% (24)	11% (18)	5% (9)	6% (10)	46% (76)	18% (29)	168
2012 Vote: Barack Obama	18% (147)	19% (159)	6% (52)	4% (34)	44% (360)	9% (72)	823
2012 Vote: Mitt Romney	16% (95)	14% (82)	7% (44)	4% (27)	49% (294)	10% (62)	604
2012 Vote: Other	10% (9)	24% (22)	8% (7)	4% (4)	39% (36)	15% (13)	91
2012 Vote: Didn't Vote	14% (68)	12% (58)	9% (41)	5% (23)	41% (194)	18% (86)	471
4-Region: Northeast	11% (39)	15% (55)	8% (28)	4% (14)	51% (186)	11% (41)	364
4-Region: Midwest	15% (73)	15% (72)	8% (38)	6% (26)	44% (208)	11% (53)	470
4-Region: South	18% (135)	17% (123)	7% (53)	4% (31)	42% (310)	12% (88)	739
4-Region: West	17% (72)	17% (73)	6% (26)	4% (17)	43% (179)	12% (51)	418

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	Registered Voters	1991	100%
xdemGender	Gender: Male	928	47%
	Gender: Female	1063	53%
	N	1991	
age5	Age: 18-29	336	17%
	Age: 30-44	478	24%
	Age: 45-54	382	19%
	Age: 55-64	370	19%
	Age: 65+	425	21%
	N	1991	
xpid3	PID: Dem (no lean)	665	33%
	PID: Ind (no lean)	652	33%
	PID: Rep (no lean)	673	34%
	N	1991	
xpidGender	PID/Gender: Dem Men	276	14%
	PID/Gender: Dem Women	390	20%
	PID/Gender: Ind Men	313	16%
	PID/Gender: Ind Women	339	17%
	PID/Gender: Rep Men	340	17%
	PID/Gender: Rep Women	334	17%
	N	1991	
xdemTea	Tea Party: Supporter	509	26%
	Tea Party: Not Supporter	1470	74%
	N	1979	
xdemIdeo3	Ideo: Liberal (1-3)	663	33%
	Ideo: Moderate (4)	434	22%
	Ideo: Conservative (5-7)	669	34%
	N	1766	
xeduc3	Educ: < College	1309	66%
	Educ: Bachelors degree	442	22%
	Educ: Post-grad	240	12%
	N	1991	
xdemInc3	Income: Under 50k	1121	56%
	Income: 50k-100k	593	30%
	Income: 100k+	277	14%
	N	1991	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1621	81%
xdemHispBin	Ethnicity: Hispanic	178	9%
demBlackBin	Ethnicity: Afr. Am.	256	13%
demRaceOther	Ethnicity: Other	114	6%
xrelNet	Relig: Protestant	515	26%
	Relig: Roman Catholic	385	19%
	Relig: Ath./Agn./None	555	28%
	Relig: Something Else	310	16%
	N	1765	
xreligion1	Relig: Jewish	44	2%
xreligion2	Relig: Evangelical	584	29%
	Relig: Non-Evang. Catholics	541	27%
	N	1125	
xreligion3	Relig: All Christian	1125	57%
	Relig: All Non-Christian	864	43%
	N	1990	
xdemUsr	Community: Urban	503	25%
	Community: Suburban	891	45%
	Community: Rural	596	30%
	N	1991	
xdemEmploy	Employ: Private Sector	667	33%
	Employ: Government	139	7%
	Employ: Self-Employed	140	7%
	Employ: Homemaker	184	9%
	Employ: Student	70	4%
	Employ: Retired	488	25%
	Employ: Unemployed	150	8%
	Employ: Other	153	8%
	N	1991	
xdemMilHH1	Military HH: Yes	373	19%
	Military HH: No	1618	81%
	N	1991	
xnr1	RD/WT: Right Direction	754	38%
	RD/WT: Wrong Track	1237	62%
	N	1991	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	445	22%
	Somewhat Approve	440	22%
	Somewhat Disapprove	254	13%
	Strongly Disapprove	754	38%
	Dont Know / No Opinion	99	5%
	N	1991	
xnr3	#1 Issue: Economy	515	26%
	#1 Issue: Security	433	22%
	#1 Issue: Health Care	443	22%
	#1 Issue: Medicare / Social Security	256	13%
	#1 Issue: Women's Issues	86	4%
	#1 Issue: Education	109	5%
	#1 Issue: Energy	67	3%
	#1 Issue: Other	82	4%
	N	1991	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	709	36%
	2016 Vote: Republican Donald Trump	790	40%
	2016 Vote: Someone else	168	8%
	N	1666	
xsubVote12O	2012 Vote: Barack Obama	823	41%
	2012 Vote: Mitt Romney	604	30%
	2012 Vote: Other	91	5%
	2012 Vote: Didn't Vote	471	24%
	N	1990	
xreg4	4-Region: Northeast	364	18%
	4-Region: Midwest	470	24%
	4-Region: South	739	37%
	4-Region: West	418	21%
	N	1991	

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

