



MORNING CONSULT

Morning Consult
BRD-v1-DK #171114
November 28-30, 2017

Crosstabulation Results

Methodology:

This poll was conducted from November 28-30, 2017, among a national sample of 2601 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	76% (1981)	7% (181)	17% (439)	2601
Gender: Male	75% (934)	9% (118)	16% (200)	1252
Gender: Female	78% (1047)	5% (63)	18% (239)	1349
Age: 18-29	66% (374)	13% (71)	22% (124)	570
Age: 30-44	75% (492)	6% (38)	19% (125)	654
Age: 45-54	78% (409)	6% (29)	16% (85)	523
Age: 55-64	81% (310)	6% (23)	13% (51)	384
Age: 65+	84% (397)	4% (20)	11% (53)	470
PID: Dem (no lean)	70% (612)	9% (76)	21% (183)	871
PID: Ind (no lean)	72% (682)	6% (60)	21% (200)	942
PID: Rep (no lean)	87% (687)	6% (46)	7% (56)	789
PID/Gender: Dem Men	70% (280)	11% (43)	20% (80)	403
PID/Gender: Dem Women	71% (332)	7% (33)	22% (103)	468
PID/Gender: Ind Men	72% (343)	8% (40)	19% (90)	473
PID/Gender: Ind Women	72% (339)	4% (20)	23% (110)	469
PID/Gender: Rep Men	83% (311)	9% (35)	8% (30)	377
PID/Gender: Rep Women	91% (376)	3% (10)	6% (26)	412
Tea Party: Supporter	81% (533)	10% (65)	9% (57)	655
Tea Party: Not Supporter	74% (1438)	6% (116)	20% (381)	1935
Ideo: Liberal (1-3)	65% (575)	14% (126)	21% (182)	883
Ideo: Moderate (4)	78% (439)	5% (26)	18% (99)	564
Ideo: Conservative (5-7)	90% (724)	3% (22)	8% (61)	807
Educ: < College	77% (1434)	6% (111)	17% (306)	1851
Educ: Bachelors degree	74% (365)	8% (38)	18% (89)	491
Educ: Post-grad	71% (183)	12% (32)	17% (44)	258
Income: Under 50k	74% (1172)	7% (103)	19% (306)	1581
Income: 50k-100k	80% (598)	7% (55)	13% (97)	749
Income: 100k+	78% (212)	9% (23)	13% (36)	270

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Table BRD1: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	76%	(1981)	7%	(181)	17%	(439)	2601
Ethnicity: White	78%	(1618)	6%	(124)	16%	(326)	2068
Ethnicity: Hispanic	71%	(277)	10%	(37)	19%	(75)	389
Ethnicity: Afr. Am.	68%	(215)	14%	(45)	18%	(58)	317
Ethnicity: Other	69%	(148)	5%	(12)	26%	(55)	215
Relig: Protestant	86%	(470)	4%	(24)	9%	(50)	543
Relig: Roman Catholic	86%	(460)	5%	(26)	10%	(51)	537
Relig: Ath./Agn./None	64%	(503)	9%	(69)	28%	(219)	791
Relig: Something Else	69%	(290)	12%	(52)	19%	(78)	420
Relig: Evangelical	85%	(571)	5%	(34)	9%	(63)	667
Relig: Non-Evang. Catholics	86%	(618)	4%	(25)	11%	(77)	720
Relig: All Christian	86%	(1188)	4%	(59)	10%	(141)	1388
Relig: All Non-Christian	65%	(793)	10%	(122)	24%	(297)	1211
Community: Urban	70%	(481)	12%	(84)	18%	(127)	692
Community: Suburban	77%	(850)	6%	(66)	17%	(193)	1108
Community: Rural	81%	(650)	4%	(31)	15%	(119)	801
Employ: Private Sector	78%	(612)	7%	(59)	15%	(117)	788
Employ: Government	79%	(141)	7%	(13)	14%	(25)	178
Employ: Self-Employed	69%	(175)	14%	(36)	17%	(43)	254
Employ: Homemaker	80%	(213)	5%	(13)	16%	(41)	267
Employ: Student	61%	(61)	10%	(10)	29%	(30)	101
Employ: Retired	83%	(425)	3%	(18)	13%	(69)	512
Employ: Unemployed	73%	(194)	4%	(11)	23%	(60)	266
Employ: Other	68%	(160)	9%	(21)	23%	(54)	236
Military HH: Yes	77%	(384)	11%	(54)	13%	(63)	501
Military HH: No	76%	(1597)	6%	(127)	18%	(375)	2100
RD/WT: Right Direction	84%	(845)	7%	(67)	10%	(98)	1009
RD/WT: Wrong Track	71%	(1136)	7%	(114)	21%	(341)	1592

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Table BRD1: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	76% (1981)	7% (181)	17% (439)	2601
Strongly Approve	88% (445)	6% (32)	6% (31)	508
Somewhat Approve	85% (475)	4% (22)	11% (60)	557
Somewhat Disapprove	77% (290)	7% (24)	16% (61)	376
Strongly Disapprove	68% (673)	9% (94)	23% (225)	993
Dont Know / No Opinion	58% (97)	5% (8)	37% (62)	167
#1 Issue: Economy	80% (608)	3% (26)	17% (126)	760
#1 Issue: Security	87% (402)	5% (22)	9% (40)	464
#1 Issue: Health Care	71% (359)	10% (51)	19% (98)	507
#1 Issue: Medicare / Social Security	79% (264)	7% (22)	14% (47)	332
#1 Issue: Women's Issues	63% (85)	10% (13)	28% (38)	136
#1 Issue: Education	73% (135)	7% (14)	20% (37)	186
#1 Issue: Energy	62% (63)	21% (21)	18% (18)	103
#1 Issue: Other	58% (65)	10% (12)	31% (35)	112
2016 Vote: Democrat Hillary Clinton	68% (577)	10% (88)	21% (178)	843
2016 Vote: Republican Donald Trump	88% (772)	5% (42)	7% (61)	875
2016 Vote: Someone else	75% (192)	6% (15)	19% (49)	255
2012 Vote: Barack Obama	71% (753)	9% (93)	21% (220)	1067
2012 Vote: Mitt Romney	90% (554)	5% (28)	6% (35)	617
2012 Vote: Other	76% (87)	8% (10)	15% (18)	114
2012 Vote: Didn't Vote	73% (586)	6% (50)	21% (165)	800
4-Region: Northeast	76% (362)	7% (33)	17% (80)	475
4-Region: Midwest	79% (443)	6% (33)	15% (85)	560
4-Region: South	76% (731)	7% (67)	17% (165)	963
4-Region: West	74% (446)	8% (48)	18% (110)	604

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

Table BRD2: Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	71%	(1838)	13%	(345)	16%	(418)	2601
Gender: Male	69%	(869)	15%	(183)	16%	(200)	1252
Gender: Female	72%	(969)	12%	(162)	16%	(218)	1349
Age: 18-29	71%	(405)	11%	(63)	18%	(102)	570
Age: 30-44	74%	(482)	9%	(59)	17%	(113)	654
Age: 45-54	67%	(353)	18%	(92)	15%	(78)	523
Age: 55-64	75%	(287)	11%	(42)	15%	(56)	384
Age: 65+	66%	(312)	19%	(89)	15%	(70)	470
PID: Dem (no lean)	76%	(663)	10%	(85)	14%	(123)	871
PID: Ind (no lean)	69%	(647)	11%	(101)	21%	(194)	942
PID: Rep (no lean)	67%	(528)	20%	(159)	13%	(102)	789
PID/Gender: Dem Men	76%	(307)	11%	(46)	12%	(50)	403
PID/Gender: Dem Women	76%	(356)	8%	(39)	16%	(73)	468
PID/Gender: Ind Men	68%	(324)	12%	(59)	19%	(90)	473
PID/Gender: Ind Women	69%	(323)	9%	(42)	22%	(104)	469
PID/Gender: Rep Men	63%	(238)	21%	(78)	16%	(60)	377
PID/Gender: Rep Women	70%	(290)	20%	(81)	10%	(42)	412
Tea Party: Supporter	68%	(442)	19%	(124)	14%	(89)	655
Tea Party: Not Supporter	72%	(1385)	11%	(221)	17%	(329)	1935
Ideo: Liberal (1-3)	77%	(682)	10%	(87)	13%	(114)	883
Ideo: Moderate (4)	73%	(411)	10%	(59)	17%	(94)	564
Ideo: Conservative (5-7)	66%	(531)	20%	(162)	14%	(114)	807
Educ: < College	68%	(1263)	14%	(261)	18%	(327)	1851
Educ: Bachelors degree	78%	(383)	10%	(50)	12%	(58)	491
Educ: Post-grad	74%	(192)	13%	(33)	13%	(33)	258
Income: Under 50k	68%	(1078)	13%	(204)	19%	(300)	1581
Income: 50k-100k	74%	(551)	14%	(108)	12%	(91)	749
Income: 100k+	77%	(209)	12%	(33)	10%	(28)	270
Ethnicity: White	70%	(1457)	14%	(297)	15%	(315)	2068
Ethnicity: Hispanic	72%	(280)	11%	(44)	17%	(65)	389

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Table BRD2: Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	71%	(1838)	13%	(345)	16%	(418)	2601
Ethnicity: Afr. Am.	74%	(234)	9%	(28)	17%	(55)	317
Ethnicity: Other	69%	(148)	9%	(20)	22%	(48)	215
Relig: Protestant	67%	(361)	18%	(96)	16%	(85)	543
Relig: Roman Catholic	74%	(398)	16%	(88)	10%	(51)	537
Relig: Ath./Agn./None	71%	(566)	7%	(53)	22%	(173)	791
Relig: Something Else	71%	(300)	13%	(53)	16%	(67)	420
Relig: Evangelical	67%	(447)	20%	(133)	13%	(87)	667
Relig: Non-Evang. Catholics	73%	(525)	15%	(106)	12%	(90)	720
Relig: All Christian	70%	(972)	17%	(238)	13%	(177)	1388
Relig: All Non-Christian	71%	(866)	9%	(106)	20%	(239)	1211
Community: Urban	72%	(500)	11%	(79)	16%	(113)	692
Community: Suburban	74%	(817)	12%	(131)	14%	(160)	1108
Community: Rural	65%	(521)	17%	(135)	18%	(145)	801
Employ: Private Sector	74%	(585)	11%	(87)	15%	(116)	788
Employ: Government	77%	(137)	13%	(22)	11%	(19)	178
Employ: Self-Employed	71%	(180)	14%	(35)	15%	(38)	254
Employ: Homemaker	73%	(194)	11%	(30)	16%	(43)	267
Employ: Student	72%	(73)	12%	(12)	16%	(16)	101
Employ: Retired	68%	(349)	15%	(78)	17%	(85)	512
Employ: Unemployed	69%	(185)	12%	(33)	18%	(48)	266
Employ: Other	57%	(135)	20%	(47)	23%	(53)	236
Military HH: Yes	67%	(338)	18%	(90)	15%	(73)	501
Military HH: No	71%	(1500)	12%	(255)	16%	(345)	2100
RD/WT: Right Direction	67%	(677)	19%	(188)	14%	(144)	1009
RD/WT: Wrong Track	73%	(1161)	10%	(157)	17%	(274)	1592
Strongly Approve	60%	(305)	25%	(129)	15%	(74)	508
Somewhat Approve	72%	(402)	14%	(76)	14%	(79)	557
Somewhat Disapprove	75%	(283)	11%	(42)	14%	(52)	376
Strongly Disapprove	78%	(773)	7%	(73)	15%	(146)	993
Dont Know / No Opinion	45%	(75)	15%	(24)	40%	(67)	167

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Table BRD2: Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	71% (1838)	13% (345)	16% (418)	2601
#1 Issue: Economy	75% (569)	10% (75)	15% (115)	760
#1 Issue: Security	65% (303)	19% (89)	16% (72)	464
#1 Issue: Health Care	69% (352)	15% (75)	16% (81)	507
#1 Issue: Medicare / Social Security	67% (224)	17% (57)	15% (51)	332
#1 Issue: Women's Issues	70% (95)	11% (15)	19% (26)	136
#1 Issue: Education	77% (143)	7% (13)	16% (31)	186
#1 Issue: Energy	77% (79)	11% (11)	12% (13)	103
#1 Issue: Other	66% (74)	8% (9)	26% (29)	112
2016 Vote: Democrat Hillary Clinton	78% (658)	8% (70)	14% (115)	843
2016 Vote: Republican Donald Trump	66% (580)	21% (186)	12% (108)	875
2016 Vote: Someone else	74% (189)	8% (21)	18% (45)	255
2012 Vote: Barack Obama	76% (815)	9% (99)	14% (152)	1067
2012 Vote: Mitt Romney	66% (405)	20% (125)	14% (86)	617
2012 Vote: Other	64% (73)	19% (22)	17% (19)	114
2012 Vote: Didn't Vote	68% (543)	12% (99)	20% (159)	800
4-Region: Northeast	70% (331)	15% (73)	15% (71)	475
4-Region: Midwest	71% (398)	13% (75)	16% (87)	560
4-Region: South	67% (646)	15% (142)	18% (174)	963
4-Region: West	77% (463)	9% (56)	14% (86)	604

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

Table BRD3: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	72% (1884)	8% (203)	20% (515)	2601
Gender: Male	71% (887)	10% (130)	19% (235)	1252
Gender: Female	74% (996)	5% (73)	21% (280)	1349
Age: 18-29	63% (359)	13% (75)	24% (136)	570
Age: 30-44	71% (465)	8% (52)	21% (137)	654
Age: 45-54	76% (397)	6% (30)	18% (97)	523
Age: 55-64	77% (294)	6% (22)	18% (68)	384
Age: 65+	79% (369)	5% (24)	16% (77)	470
PID: Dem (no lean)	64% (557)	10% (88)	26% (225)	871
PID: Ind (no lean)	69% (648)	7% (64)	24% (229)	942
PID: Rep (no lean)	86% (678)	6% (51)	8% (60)	789
PID/Gender: Dem Men	63% (253)	13% (51)	24% (98)	403
PID/Gender: Dem Women	65% (304)	8% (37)	27% (127)	468
PID/Gender: Ind Men	69% (326)	9% (42)	22% (105)	473
PID/Gender: Ind Women	69% (323)	5% (22)	26% (124)	469
PID/Gender: Rep Men	82% (309)	10% (37)	8% (31)	377
PID/Gender: Rep Women	90% (369)	3% (14)	7% (29)	412
Tea Party: Supporter	78% (513)	11% (73)	10% (69)	655
Tea Party: Not Supporter	70% (1361)	7% (129)	23% (444)	1935
Ideo: Liberal (1-3)	62% (547)	13% (117)	25% (218)	883
Ideo: Moderate (4)	73% (409)	6% (36)	21% (119)	564
Ideo: Conservative (5-7)	87% (701)	5% (36)	9% (70)	807
Educ: < College	74% (1361)	7% (135)	19% (355)	1851
Educ: Bachelors degree	71% (347)	8% (37)	22% (108)	491
Educ: Post-grad	68% (176)	12% (30)	20% (52)	258
Income: Under 50k	70% (1111)	8% (122)	22% (347)	1581
Income: 50k-100k	76% (572)	8% (61)	16% (116)	749
Income: 100k+	74% (200)	7% (20)	19% (51)	270

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Table BRD3: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	72% (1884)	8% (203)	20% (515)	2601
Ethnicity: White	75% (1555)	7% (140)	18% (373)	2068
Ethnicity: Hispanic	64% (250)	13% (50)	23% (89)	389
Ethnicity: Afr. Am.	62% (197)	14% (45)	24% (76)	317
Ethnicity: Other	61% (131)	8% (18)	31% (66)	215
Relig: Protestant	83% (449)	4% (24)	13% (71)	543
Relig: Roman Catholic	80% (432)	7% (36)	13% (69)	537
Relig: Ath./Agn./None	61% (483)	8% (66)	31% (242)	791
Relig: Something Else	64% (270)	13% (54)	23% (96)	420
Relig: Evangelical	82% (546)	7% (50)	11% (72)	667
Relig: Non-Evang. Catholics	81% (584)	5% (33)	14% (104)	720
Relig: All Christian	81% (1130)	6% (82)	13% (175)	1388
Relig: All Non-Christian	62% (753)	10% (120)	28% (338)	1211
Community: Urban	66% (456)	11% (74)	23% (162)	692
Community: Suburban	72% (803)	8% (86)	20% (220)	1108
Community: Rural	78% (624)	5% (44)	17% (133)	801
Employ: Private Sector	73% (577)	8% (65)	19% (146)	788
Employ: Government	76% (135)	8% (14)	16% (29)	178
Employ: Self-Employed	68% (173)	12% (30)	20% (51)	254
Employ: Homemaker	79% (212)	3% (9)	17% (46)	267
Employ: Student	57% (57)	14% (14)	29% (29)	101
Employ: Retired	77% (396)	5% (25)	18% (91)	512
Employ: Unemployed	67% (178)	9% (24)	24% (64)	266
Employ: Other	66% (155)	9% (22)	25% (59)	236
Military HH: Yes	79% (395)	7% (36)	14% (70)	501
Military HH: No	71% (1488)	8% (166)	21% (445)	2100
RD/WT: Right Direction	81% (820)	7% (74)	11% (116)	1009
RD/WT: Wrong Track	67% (1064)	8% (129)	25% (399)	1592

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Table BRD3: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	72% (1884)	8% (203)	20% (515)	2601
Strongly Approve	85% (431)	8% (39)	8% (39)	508
Somewhat Approve	83% (461)	5% (30)	12% (67)	557
Somewhat Disapprove	72% (269)	10% (36)	19% (71)	376
Strongly Disapprove	64% (639)	9% (90)	27% (264)	993
Dont Know / No Opinion	50% (83)	5% (9)	45% (75)	167
#1 Issue: Economy	77% (583)	5% (36)	19% (142)	760
#1 Issue: Security	83% (386)	5% (24)	12% (55)	464
#1 Issue: Health Care	69% (351)	10% (50)	21% (107)	507
#1 Issue: Medicare / Social Security	73% (242)	8% (26)	19% (64)	332
#1 Issue: Women's Issues	59% (80)	14% (19)	27% (37)	136
#1 Issue: Education	60% (112)	13% (25)	26% (49)	186
#1 Issue: Energy	65% (67)	17% (18)	18% (18)	103
#1 Issue: Other	56% (63)	5% (5)	39% (43)	112
2016 Vote: Democrat Hillary Clinton	63% (533)	11% (91)	26% (220)	843
2016 Vote: Republican Donald Trump	86% (751)	6% (51)	8% (73)	875
2016 Vote: Someone else	72% (185)	4% (11)	23% (60)	255
2012 Vote: Barack Obama	66% (705)	9% (100)	25% (261)	1067
2012 Vote: Mitt Romney	89% (548)	4% (26)	7% (44)	617
2012 Vote: Other	73% (83)	8% (9)	19% (21)	114
2012 Vote: Didn't Vote	68% (546)	8% (68)	23% (186)	800
4-Region: Northeast	70% (334)	8% (40)	21% (101)	475
4-Region: Midwest	75% (422)	5% (30)	19% (108)	560
4-Region: South	72% (690)	9% (86)	19% (187)	963
4-Region: West	72% (437)	8% (47)	20% (120)	604

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

Table BRD4: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	68% (1765)	14% (369)	18% (466)	2601
Gender: Male	67% (837)	16% (195)	18% (220)	1252
Gender: Female	69% (928)	13% (174)	18% (247)	1349
Age: 18-29	67% (380)	12% (67)	22% (123)	570
Age: 30-44	70% (456)	12% (78)	18% (121)	654
Age: 45-54	67% (353)	17% (88)	16% (83)	523
Age: 55-64	71% (274)	14% (53)	15% (57)	384
Age: 65+	64% (303)	18% (84)	18% (83)	470
PID: Dem (no lean)	72% (629)	10% (89)	17% (152)	871
PID: Ind (no lean)	65% (614)	12% (114)	23% (214)	942
PID: Rep (no lean)	66% (522)	21% (166)	13% (100)	789
PID/Gender: Dem Men	73% (296)	10% (42)	16% (65)	403
PID/Gender: Dem Women	71% (334)	10% (47)	19% (87)	468
PID/Gender: Ind Men	64% (301)	14% (68)	22% (104)	473
PID/Gender: Ind Women	67% (313)	10% (46)	23% (110)	469
PID/Gender: Rep Men	64% (241)	23% (85)	13% (50)	377
PID/Gender: Rep Women	68% (281)	20% (81)	12% (50)	412
Tea Party: Supporter	65% (426)	21% (139)	14% (90)	655
Tea Party: Not Supporter	69% (1329)	12% (230)	19% (376)	1935
Ideo: Liberal (1-3)	74% (650)	12% (102)	15% (131)	883
Ideo: Moderate (4)	70% (393)	12% (65)	19% (106)	564
Ideo: Conservative (5-7)	65% (529)	20% (161)	15% (118)	807
Educ: < College	65% (1207)	15% (281)	20% (363)	1851
Educ: Bachelors degree	76% (374)	11% (56)	12% (61)	491
Educ: Post-grad	71% (184)	13% (33)	16% (42)	258
Income: Under 50k	65% (1031)	15% (229)	20% (321)	1581
Income: 50k-100k	71% (533)	14% (106)	15% (111)	749
Income: 100k+	74% (201)	13% (34)	13% (35)	270

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Table BRD4: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	68% (1765)	14% (369)	18% (466)	2601
Ethnicity: White	69% (1418)	15% (310)	16% (340)	2068
Ethnicity: Hispanic	63% (247)	16% (63)	20% (79)	389
Ethnicity: Afr. Am.	69% (218)	12% (38)	19% (62)	317
Ethnicity: Other	60% (129)	10% (22)	30% (65)	215
Relig: Protestant	67% (363)	17% (92)	16% (88)	543
Relig: Roman Catholic	74% (395)	15% (83)	11% (59)	537
Relig: Ath./Agn./None	66% (521)	10% (76)	24% (194)	791
Relig: Something Else	67% (280)	16% (66)	18% (75)	420
Relig: Evangelical	67% (447)	19% (127)	14% (94)	667
Relig: Non-Evang. Catholics	72% (517)	14% (101)	14% (102)	720
Relig: All Christian	69% (964)	16% (228)	14% (196)	1388
Relig: All Non-Christian	66% (801)	12% (142)	22% (268)	1211
Community: Urban	69% (477)	11% (77)	20% (139)	692
Community: Suburban	70% (773)	14% (157)	16% (178)	1108
Community: Rural	64% (516)	17% (136)	19% (149)	801
Employ: Private Sector	71% (562)	12% (91)	17% (135)	788
Employ: Government	73% (129)	13% (22)	15% (26)	178
Employ: Self-Employed	69% (175)	20% (52)	11% (28)	254
Employ: Homemaker	70% (188)	12% (31)	18% (48)	267
Employ: Student	68% (69)	14% (14)	18% (18)	101
Employ: Retired	65% (335)	16% (79)	19% (98)	512
Employ: Unemployed	67% (179)	11% (29)	22% (58)	266
Employ: Other	55% (129)	22% (51)	24% (56)	236
Military HH: Yes	68% (339)	17% (84)	16% (78)	501
Military HH: No	68% (1426)	14% (285)	18% (388)	2100
RD/WT: Right Direction	65% (659)	20% (197)	15% (153)	1009
RD/WT: Wrong Track	69% (1106)	11% (172)	20% (314)	1592

Continued on next page

Table BRD4: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	68% (1765)	14% (369)	18% (466)	2601
Strongly Approve	60% (303)	27% (137)	13% (68)	508
Somewhat Approve	70% (390)	14% (79)	16% (88)	557
Somewhat Disapprove	72% (272)	11% (42)	16% (62)	376
Strongly Disapprove	73% (728)	9% (86)	18% (179)	993
Dont Know / No Opinion	43% (72)	15% (25)	42% (70)	167
#1 Issue: Economy	73% (557)	11% (81)	16% (122)	760
#1 Issue: Security	65% (302)	19% (88)	16% (74)	464
#1 Issue: Health Care	68% (344)	15% (75)	17% (88)	507
#1 Issue: Medicare / Social Security	61% (203)	21% (69)	18% (60)	332
#1 Issue: Women's Issues	65% (89)	11% (15)	23% (32)	136
#1 Issue: Education	64% (119)	12% (23)	24% (44)	186
#1 Issue: Energy	75% (78)	9% (9)	16% (16)	103
#1 Issue: Other	65% (73)	8% (9)	26% (29)	112
2016 Vote: Democrat Hillary Clinton	74% (622)	9% (79)	17% (142)	843
2016 Vote: Republican Donald Trump	65% (571)	22% (190)	13% (113)	875
2016 Vote: Someone else	71% (182)	10% (26)	19% (47)	255
2012 Vote: Barack Obama	73% (779)	10% (109)	17% (179)	1067
2012 Vote: Mitt Romney	66% (408)	21% (132)	13% (77)	617
2012 Vote: Other	62% (71)	16% (18)	21% (24)	114
2012 Vote: Didn't Vote	63% (505)	14% (110)	23% (185)	800
4-Region: Northeast	71% (335)	13% (61)	17% (79)	475
4-Region: Midwest	68% (383)	14% (78)	18% (99)	560
4-Region: South	64% (620)	17% (162)	19% (181)	963
4-Region: West	71% (428)	11% (68)	18% (108)	604

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

Table BRD5: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (857)	14% (351)	3% (86)	1% (28)	42% (1093)	7% (185)	2601
Gender: Male	32% (404)	15% (189)	4% (49)	2% (19)	40% (506)	7% (85)	1252
Gender: Female	34% (454)	12% (162)	3% (37)	1% (9)	44% (587)	7% (100)	1349
Age: 18-29	30% (169)	16% (89)	6% (34)	2% (10)	35% (197)	12% (71)	570
Age: 30-44	33% (215)	14% (92)	2% (16)	1% (7)	41% (265)	9% (59)	654
Age: 45-54	35% (184)	12% (61)	3% (14)	2% (10)	43% (225)	6% (29)	523
Age: 55-64	36% (140)	10% (38)	2% (8)	— (2)	48% (186)	3% (10)	384
Age: 65+	32% (150)	15% (71)	3% (14)	— (0)	47% (219)	3% (16)	470
PID: Dem (no lean)	21% (186)	12% (104)	4% (38)	2% (15)	55% (478)	6% (50)	871
PID: Ind (no lean)	28% (266)	12% (116)	3% (31)	1% (11)	45% (422)	10% (96)	942
PID: Rep (no lean)	51% (405)	17% (131)	2% (17)	— (3)	24% (193)	5% (40)	789
PID/Gender: Dem Men	25% (99)	13% (51)	6% (26)	2% (9)	48% (194)	6% (24)	403
PID/Gender: Dem Women	19% (87)	11% (53)	3% (13)	1% (5)	61% (285)	6% (26)	468
PID/Gender: Ind Men	24% (112)	14% (68)	3% (16)	2% (10)	48% (228)	8% (39)	473
PID/Gender: Ind Women	33% (154)	10% (48)	3% (15)	— (1)	41% (194)	12% (57)	469
PID/Gender: Rep Men	51% (192)	19% (70)	2% (7)	— (0)	22% (84)	6% (22)	377
PID/Gender: Rep Women	52% (213)	15% (61)	2% (10)	1% (3)	26% (108)	4% (17)	412
Tea Party: Supporter	49% (324)	17% (114)	3% (18)	1% (8)	25% (161)	5% (31)	655
Tea Party: Not Supporter	27% (529)	12% (235)	4% (68)	1% (21)	48% (927)	8% (154)	1935
Ideo: Liberal (1-3)	23% (206)	13% (112)	6% (51)	2% (19)	51% (452)	5% (43)	883
Ideo: Moderate (4)	27% (153)	13% (73)	3% (15)	1% (6)	49% (278)	7% (38)	564
Ideo: Conservative (5-7)	49% (392)	16% (129)	2% (12)	— (2)	30% (244)	4% (28)	807
Educ: < College	36% (666)	12% (231)	3% (53)	1% (23)	39% (719)	9% (160)	1851
Educ: Bachelors degree	28% (139)	15% (75)	3% (17)	1% (3)	50% (243)	3% (14)	491
Educ: Post-grad	20% (52)	18% (46)	6% (16)	1% (3)	50% (130)	4% (11)	258

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Table BRD5: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (857)	14% (351)	3% (86)	1% (28)	42% (1093)	7% (185)	2601
Income: Under 50k	34% (533)	12% (197)	4% (63)	1% (15)	40% (640)	8% (133)	1581
Income: 50k-100k	32% (242)	16% (117)	2% (15)	1% (10)	44% (326)	5% (39)	749
Income: 100k+	30% (82)	14% (37)	3% (9)	1% (3)	47% (127)	5% (12)	270
Ethnicity: White	33% (681)	14% (279)	3% (66)	1% (13)	44% (902)	6% (127)	2068
Ethnicity: Hispanic	37% (142)	13% (50)	4% (15)	2% (8)	34% (131)	11% (43)	389
Ethnicity: Afr. Am.	33% (105)	15% (49)	3% (11)	3% (11)	37% (117)	8% (25)	317
Ethnicity: Other	33% (72)	11% (23)	4% (9)	2% (5)	34% (74)	15% (33)	215
Relig: Protestant	40% (216)	18% (99)	1% (6)	1% (6)	37% (201)	3% (15)	543
Relig: Roman Catholic	38% (204)	17% (90)	3% (15)	1% (3)	38% (203)	4% (21)	537
Relig: Ath./Agn./None	22% (172)	9% (70)	5% (38)	1% (7)	52% (411)	12% (93)	791
Relig: Something Else	25% (107)	15% (61)	5% (21)	1% (6)	46% (194)	8% (32)	420
Relig: Evangelical	52% (348)	13% (84)	2% (13)	1% (9)	27% (178)	5% (34)	667
Relig: Non-Evang. Catholics	32% (230)	19% (136)	2% (14)	1% (6)	43% (309)	4% (26)	720
Relig: All Christian	42% (579)	16% (220)	2% (27)	1% (15)	35% (487)	4% (60)	1388
Relig: All Non-Christian	23% (279)	11% (131)	5% (59)	1% (13)	50% (604)	10% (125)	1211
Community: Urban	30% (210)	14% (94)	5% (32)	2% (13)	41% (285)	8% (59)	692
Community: Suburban	32% (352)	13% (146)	3% (35)	1% (10)	46% (515)	5% (51)	1108
Community: Rural	37% (295)	14% (111)	2% (19)	1% (6)	37% (294)	9% (76)	801
Employ: Private Sector	33% (257)	14% (112)	3% (24)	1% (7)	43% (341)	6% (47)	788
Employ: Government	31% (56)	14% (24)	5% (9)	2% (4)	43% (77)	5% (8)	178
Employ: Self-Employed	34% (87)	14% (35)	4% (10)	2% (5)	41% (104)	5% (13)	254
Employ: Homemaker	36% (97)	13% (35)	4% (10)	1% (3)	37% (99)	8% (22)	267
Employ: Student	22% (22)	16% (16)	7% (7)	1% (1)	40% (40)	14% (14)	101
Employ: Retired	32% (162)	14% (73)	2% (9)	— (2)	48% (248)	3% (18)	512
Employ: Unemployed	31% (84)	11% (30)	3% (9)	1% (4)	42% (111)	11% (29)	266
Employ: Other	39% (92)	11% (26)	3% (6)	1% (3)	31% (74)	14% (34)	236
Military HH: Yes	35% (177)	16% (82)	2% (9)	2% (11)	40% (198)	5% (25)	501
Military HH: No	32% (680)	13% (269)	4% (77)	1% (18)	43% (895)	8% (160)	2100

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Table BRD5: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	33% (857)	14% (351)	3% (86)	1% (28)	42% (1093)	7% (185)	2601
RD/WT: Right Direction	48% (486)	16% (160)	3% (27)	1% (15)	25% (256)	6% (65)	1009
RD/WT: Wrong Track	23% (371)	12% (191)	4% (59)	1% (14)	53% (837)	8% (120)	1592
Strongly Approve	62% (313)	14% (70)	2% (9)	— (1)	16% (83)	6% (32)	508
Somewhat Approve	35% (193)	20% (111)	3% (16)	1% (6)	36% (201)	5% (30)	557
Somewhat Disapprove	27% (102)	18% (67)	5% (17)	1% (4)	44% (167)	5% (18)	376
Strongly Disapprove	20% (199)	9% (88)	4% (40)	2% (16)	59% (590)	6% (59)	993
Dont Know / No Opinion	29% (49)	9% (15)	2% (4)	1% (1)	31% (52)	27% (46)	167
#1 Issue: Economy	30% (226)	14% (109)	2% (15)	— (3)	47% (354)	7% (51)	760
#1 Issue: Security	49% (229)	14% (65)	2% (10)	1% (4)	28% (132)	5% (24)	464
#1 Issue: Health Care	33% (166)	11% (56)	4% (21)	1% (5)	44% (221)	8% (39)	507
#1 Issue: Medicare / Social Security	34% (113)	14% (47)	3% (10)	1% (2)	44% (147)	4% (13)	332
#1 Issue: Women's Issues	24% (33)	8% (11)	8% (10)	1% (1)	47% (64)	11% (15)	136
#1 Issue: Education	22% (41)	17% (32)	5% (9)	4% (8)	38% (71)	14% (26)	186
#1 Issue: Energy	22% (23)	22% (23)	7% (7)	4% (4)	41% (43)	3% (3)	103
#1 Issue: Other	23% (25)	7% (8)	3% (3)	— (0)	54% (60)	13% (15)	112
2016 Vote: Democrat Hillary Clinton	21% (177)	11% (92)	5% (42)	1% (12)	57% (478)	5% (42)	843
2016 Vote: Republican Donald Trump	52% (455)	16% (142)	2% (17)	— (4)	25% (221)	4% (35)	875
2016 Vote: Someone else	23% (57)	12% (32)	2% (5)	— (1)	55% (140)	8% (21)	255
2012 Vote: Barack Obama	23% (246)	12% (131)	4% (42)	1% (11)	54% (576)	6% (60)	1067
2012 Vote: Mitt Romney	50% (307)	16% (96)	1% (8)	1% (3)	30% (187)	3% (17)	617
2012 Vote: Other	37% (42)	19% (21)	1% (1)	— (0)	32% (37)	11% (13)	114
2012 Vote: Didn't Vote	33% (260)	13% (102)	4% (36)	2% (14)	37% (293)	12% (96)	800
4-Region: Northeast	29% (136)	13% (61)	3% (13)	1% (4)	47% (225)	7% (35)	475
4-Region: Midwest	36% (201)	13% (72)	2% (12)	1% (3)	42% (235)	6% (36)	560
4-Region: South	37% (360)	13% (128)	4% (36)	1% (9)	37% (353)	8% (76)	963
4-Region: West	26% (160)	15% (90)	4% (25)	2% (12)	46% (280)	6% (38)	604

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

Table BRD6: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (395)	14% (355)	9% (247)	5% (141)	48% (1245)	8% (218)	2601
Gender: Male	18% (221)	15% (191)	10% (125)	5% (62)	45% (561)	7% (93)	1252
Gender: Female	13% (174)	12% (164)	9% (122)	6% (80)	51% (684)	9% (125)	1349
Age: 18-29	23% (131)	18% (101)	8% (45)	4% (24)	35% (197)	13% (71)	570
Age: 30-44	16% (106)	17% (109)	8% (51)	4% (23)	46% (298)	10% (66)	654
Age: 45-54	14% (73)	9% (47)	10% (54)	8% (40)	51% (266)	9% (45)	523
Age: 55-64	14% (54)	12% (45)	7% (28)	4% (15)	58% (224)	5% (19)	384
Age: 65+	7% (31)	11% (54)	15% (69)	8% (39)	55% (260)	4% (17)	470
PID: Dem (no lean)	15% (126)	13% (110)	7% (61)	3% (28)	56% (489)	6% (56)	871
PID: Ind (no lean)	14% (130)	12% (113)	8% (76)	4% (37)	51% (481)	11% (104)	942
PID: Rep (no lean)	17% (138)	17% (132)	14% (110)	10% (76)	35% (274)	7% (59)	789
PID/Gender: Dem Men	20% (80)	16% (65)	8% (30)	4% (16)	45% (182)	7% (29)	403
PID/Gender: Dem Women	10% (46)	10% (45)	7% (31)	3% (12)	66% (307)	6% (27)	468
PID/Gender: Ind Men	13% (61)	13% (62)	9% (41)	4% (17)	54% (256)	8% (37)	473
PID/Gender: Ind Women	15% (70)	11% (51)	7% (35)	4% (20)	48% (226)	14% (67)	469
PID/Gender: Rep Men	21% (80)	17% (63)	14% (54)	8% (29)	33% (123)	7% (28)	377
PID/Gender: Rep Women	14% (58)	17% (68)	14% (56)	12% (48)	37% (151)	7% (31)	412
Tea Party: Supporter	22% (144)	18% (117)	14% (93)	8% (52)	32% (209)	6% (41)	655
Tea Party: Not Supporter	13% (250)	12% (239)	8% (154)	5% (90)	53% (1026)	9% (176)	1935
Ideo: Liberal (1-3)	19% (169)	15% (132)	6% (52)	2% (20)	52% (458)	6% (52)	883
Ideo: Moderate (4)	12% (67)	13% (75)	8% (46)	5% (28)	53% (300)	9% (48)	564
Ideo: Conservative (5-7)	12% (97)	13% (109)	16% (131)	10% (81)	42% (342)	6% (48)	807
Educ: < College	16% (303)	14% (250)	10% (183)	6% (117)	44% (811)	10% (187)	1851
Educ: Bachelors degree	11% (53)	15% (76)	8% (38)	3% (16)	59% (289)	4% (19)	491
Educ: Post-grad	15% (38)	11% (29)	10% (26)	3% (8)	56% (145)	5% (12)	258

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Table BRD6: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (395)	14% (355)	9% (247)	5% (141)	48% (1245)	8% (218)	2601
Income: Under 50k	17% (266)	13% (209)	9% (146)	6% (88)	46% (721)	10% (152)	1581
Income: 50k-100k	11% (86)	15% (112)	11% (82)	5% (41)	50% (378)	7% (51)	749
Income: 100k+	16% (42)	13% (35)	7% (19)	5% (13)	54% (146)	6% (15)	270
Ethnicity: White	13% (259)	13% (275)	10% (212)	6% (120)	51% (1048)	7% (155)	2068
Ethnicity: Hispanic	28% (108)	16% (60)	6% (25)	4% (15)	36% (139)	11% (42)	389
Ethnicity: Afr. Am.	30% (94)	14% (45)	5% (15)	4% (14)	36% (116)	11% (33)	317
Ethnicity: Other	19% (41)	16% (35)	9% (20)	4% (8)	38% (81)	14% (30)	215
Relig: Protestant	11% (60)	12% (65)	15% (82)	9% (47)	48% (259)	6% (30)	543
Relig: Roman Catholic	18% (94)	18% (99)	10% (52)	6% (32)	44% (237)	4% (23)	537
Relig: Ath./Agn./None	13% (107)	11% (86)	5% (43)	3% (24)	55% (433)	12% (98)	791
Relig: Something Else	17% (70)	16% (66)	7% (31)	3% (13)	49% (204)	9% (37)	420
Relig: Evangelical	21% (141)	13% (85)	14% (92)	8% (56)	36% (243)	8% (51)	667
Relig: Non-Evang. Catholics	11% (78)	16% (118)	11% (80)	7% (48)	50% (363)	5% (33)	720
Relig: All Christian	16% (218)	15% (203)	12% (172)	8% (104)	44% (607)	6% (84)	1388
Relig: All Non-Christian	15% (176)	13% (152)	6% (74)	3% (37)	53% (637)	11% (134)	1211
Community: Urban	21% (144)	15% (106)	7% (45)	3% (23)	46% (317)	8% (57)	692
Community: Suburban	14% (157)	12% (133)	10% (106)	5% (58)	53% (591)	6% (63)	1108
Community: Rural	12% (94)	15% (116)	12% (96)	8% (60)	42% (337)	12% (98)	801
Employ: Private Sector	16% (127)	13% (106)	10% (76)	4% (31)	49% (389)	8% (60)	788
Employ: Government	16% (28)	18% (33)	6% (11)	5% (9)	47% (84)	8% (14)	178
Employ: Self-Employed	19% (47)	17% (43)	8% (20)	5% (14)	46% (116)	6% (15)	254
Employ: Homemaker	16% (43)	12% (33)	11% (28)	6% (17)	43% (114)	12% (32)	267
Employ: Student	17% (18)	17% (18)	11% (12)	2% (2)	38% (38)	14% (14)	101
Employ: Retired	8% (41)	10% (53)	12% (60)	7% (36)	59% (301)	4% (20)	512
Employ: Unemployed	22% (58)	11% (30)	7% (19)	6% (15)	42% (111)	12% (33)	266
Employ: Other	15% (34)	17% (39)	9% (21)	8% (18)	39% (92)	13% (31)	236
Military HH: Yes	17% (85)	13% (65)	13% (66)	6% (30)	45% (224)	6% (31)	501
Military HH: No	15% (310)	14% (290)	9% (180)	5% (111)	49% (1021)	9% (187)	2100

Continued on next page

Table BRD6: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (395)	14% (355)	9% (247)	5% (141)	48% (1245)	8% (218)	2601
RD/WT: Right Direction	22% (218)	17% (172)	12% (124)	8% (78)	33% (334)	8% (83)	1009
RD/WT: Wrong Track	11% (177)	11% (183)	8% (123)	4% (63)	57% (911)	8% (135)	1592
Strongly Approve	22% (110)	14% (71)	17% (87)	12% (62)	27% (140)	8% (39)	508
Somewhat Approve	13% (73)	17% (96)	11% (61)	6% (31)	45% (251)	8% (45)	557
Somewhat Disapprove	15% (55)	16% (60)	11% (43)	2% (7)	50% (189)	6% (22)	376
Strongly Disapprove	13% (130)	11% (114)	5% (45)	3% (32)	61% (608)	6% (64)	993
Dont Know / No Opinion	16% (27)	9% (14)	6% (11)	5% (9)	34% (57)	29% (48)	167
#1 Issue: Economy	13% (99)	13% (102)	8% (63)	3% (23)	54% (411)	8% (61)	760
#1 Issue: Security	14% (67)	13% (61)	15% (71)	10% (48)	38% (178)	8% (39)	464
#1 Issue: Health Care	19% (97)	13% (65)	9% (44)	6% (29)	45% (230)	9% (43)	507
#1 Issue: Medicare / Social Security	14% (47)	12% (41)	10% (34)	7% (23)	52% (172)	5% (15)	332
#1 Issue: Women's Issues	15% (20)	14% (19)	7% (9)	2% (3)	50% (68)	12% (16)	136
#1 Issue: Education	19% (35)	19% (36)	5% (9)	5% (9)	41% (76)	12% (22)	186
#1 Issue: Energy	22% (23)	21% (21)	9% (9)	1% (1)	39% (41)	9% (9)	103
#1 Issue: Other	6% (7)	10% (11)	6% (7)	5% (5)	62% (69)	11% (13)	112
2016 Vote: Democrat Hillary Clinton	17% (139)	12% (98)	5% (44)	2% (21)	59% (499)	5% (42)	843
2016 Vote: Republican Donald Trump	15% (133)	15% (130)	16% (139)	10% (87)	38% (329)	7% (58)	875
2016 Vote: Someone else	10% (26)	14% (36)	6% (17)	2% (6)	60% (153)	7% (17)	255
2012 Vote: Barack Obama	16% (172)	11% (122)	7% (72)	3% (27)	58% (615)	5% (59)	1067
2012 Vote: Mitt Romney	11% (71)	15% (90)	15% (95)	11% (68)	42% (257)	6% (37)	617
2012 Vote: Other	8% (9)	16% (18)	12% (14)	4% (5)	50% (57)	9% (11)	114
2012 Vote: Didn't Vote	18% (143)	15% (124)	8% (64)	5% (42)	39% (315)	14% (112)	800
4-Region: Northeast	12% (59)	13% (60)	10% (47)	3% (16)	55% (260)	7% (32)	475
4-Region: Midwest	14% (79)	13% (70)	10% (55)	7% (37)	48% (270)	8% (47)	560
4-Region: South	18% (169)	13% (124)	11% (104)	7% (64)	42% (407)	10% (95)	963
4-Region: West	14% (87)	17% (101)	7% (40)	4% (25)	51% (308)	7% (44)	604

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2601	100%
xdemGender	Gender: Male	1252	48%
	Gender: Female	1349	52%
	N	2601	
age5	Age: 18-29	570	22%
	Age: 30-44	654	25%
	Age: 45-54	523	20%
	Age: 55-64	384	15%
	Age: 65+	470	18%
	N	2601	
xpid3	PID: Dem (no lean)	871	33%
	PID: Ind (no lean)	942	36%
	PID: Rep (no lean)	789	30%
	N	2601	
xpidGender	PID/Gender: Dem Men	403	15%
	PID/Gender: Dem Women	468	18%
	PID/Gender: Ind Men	473	18%
	PID/Gender: Ind Women	469	18%
	PID/Gender: Rep Men	377	14%
	PID/Gender: Rep Women	412	16%
	N	2601	
xdemTea	Tea Party: Supporter	655	25%
	Tea Party: Not Supporter	1935	74%
	N	2590	
xdemIdeo3	Ideo: Liberal (1-3)	883	34%
	Ideo: Moderate (4)	564	22%
	Ideo: Conservative (5-7)	807	31%
	N	2254	
xeduc3	Educ: < College	1851	71%
	Educ: Bachelors degree	491	19%
	Educ: Post-grad	258	10%
	N	2601	
xdemInc3	Income: Under 50k	1581	61%
	Income: 50k-100k	749	29%
	Income: 100k+	270	10%
	N	2601	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	2068	80%
xdemHispBin	Ethnicity: Hispanic	389	15%
demBlackBin	Ethnicity: Afr. Am.	317	12%
demRaceOther	Ethnicity: Other	215	8%
xrelNet	Relig: Protestant	543	21%
	Relig: Roman Catholic	537	21%
	Relig: Ath./Agn./None	791	30%
	Relig: Something Else	420	16%
	N	2292	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	667	26%
	Relig: Non-Evang. Catholics	720	28%
	N	1388	
xreligion3	Relig: All Christian	1388	53%
	Relig: All Non-Christian	1211	47%
	N	2599	
xdemUsr	Community: Urban	692	27%
	Community: Suburban	1108	43%
	Community: Rural	801	31%
	N	2601	
xdemEmploy	Employ: Private Sector	788	30%
	Employ: Government	178	7%
	Employ: Self-Employed	254	10%
	Employ: Homemaker	267	10%
	Employ: Student	101	4%
	Employ: Retired	512	20%
	Employ: Unemployed	266	10%
	Employ: Other	236	9%
	N	2601	
xdemMilHH1	Military HH: Yes	501	19%
	Military HH: No	2100	81%
	N	2601	
xnr1	RD/WT: Right Direction	1009	39%
	RD/WT: Wrong Track	1592	61%
	N	2601	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	508	20%
	Somewhat Approve	557	21%
	Somewhat Disapprove	376	14%
	Strongly Disapprove	993	38%
	Dont Know / No Opinion	167	6%
	N	2601	
xnr3	#1 Issue: Economy	760	29%
	#1 Issue: Security	464	18%
	#1 Issue: Health Care	507	20%
	#1 Issue: Medicare / Social Security	332	13%
	#1 Issue: Women's Issues	136	5%
	#1 Issue: Education	186	7%
	#1 Issue: Energy	103	4%
	#1 Issue: Other	112	4%
	N	2601	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	843	32%
	2016 Vote: Republican Donald Trump	875	34%
	2016 Vote: Someone else	255	10%
	N	1973	
xsubVote12O	2012 Vote: Barack Obama	1067	41%
	2012 Vote: Mitt Romney	617	24%
	2012 Vote: Other	114	4%
	2012 Vote: Didn't Vote	800	31%
	N	2598	
xreg4	4-Region: Northeast	475	18%
	4-Region: Midwest	560	22%
	4-Region: South	963	37%
	4-Region: West	604	23%
	N	2601	

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

