



MORNING CONSULT

Morning Consult
National Tracking Poll #180126
February 01-04, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 01-04, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD12_1: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
 Cheaper retail prices

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	39% (850)	34% (740)	5% (111)	3% (77)	11% (233)	9% (191)	2201
Gender: Male	35% (368)	36% (383)	7% (69)	5% (49)	10% (101)	8% (89)	1060
Gender: Female	42% (482)	31% (357)	4% (41)	2% (28)	12% (132)	9% (102)	1141
Age: 18-29	37% (172)	24% (114)	9% (44)	7% (35)	7% (34)	14% (67)	466
Age: 30-44	42% (238)	33% (186)	5% (26)	2% (13)	9% (50)	10% (57)	569
Age: 45-54	39% (146)	34% (127)	5% (17)	3% (13)	10% (38)	10% (37)	379
Age: 55-64	37% (145)	39% (150)	4% (16)	3% (11)	13% (49)	4% (17)	389
Age: 65+	37% (148)	41% (162)	2% (8)	1% (5)	15% (61)	3% (13)	398
PID: Dem (no lean)	41% (304)	35% (258)	5% (37)	3% (25)	11% (83)	5% (39)	747
PID: Ind (no lean)	32% (247)	33% (254)	6% (43)	4% (29)	11% (85)	14% (103)	761
PID: Rep (no lean)	43% (299)	33% (228)	4% (30)	3% (23)	9% (65)	7% (48)	694
PID/Gender: Dem Men	40% (134)	37% (122)	6% (20)	4% (13)	8% (27)	5% (18)	334
PID/Gender: Dem Women	41% (170)	33% (136)	4% (18)	3% (12)	14% (56)	5% (21)	412
PID/Gender: Ind Men	25% (89)	37% (133)	7% (27)	5% (17)	12% (43)	13% (48)	357
PID/Gender: Ind Women	39% (157)	30% (121)	4% (17)	3% (12)	10% (42)	14% (55)	404
PID/Gender: Rep Men	39% (144)	35% (128)	6% (23)	5% (19)	8% (31)	6% (24)	368
PID/Gender: Rep Women	48% (155)	31% (100)	2% (7)	1% (5)	11% (34)	8% (25)	325
Tea Party: Supporter	45% (275)	33% (199)	7% (41)	5% (31)	5% (33)	5% (28)	606
Tea Party: Not Supporter	36% (567)	34% (538)	4% (69)	3% (44)	12% (197)	10% (163)	1578
Ideo: Liberal (1-3)	38% (281)	35% (258)	5% (39)	5% (35)	10% (71)	7% (49)	732
Ideo: Moderate (4)	37% (189)	34% (171)	8% (40)	3% (14)	11% (54)	8% (38)	507
Ideo: Conservative (5-7)	40% (287)	37% (261)	4% (25)	3% (23)	11% (80)	5% (34)	709
Educ: < College	38% (601)	31% (491)	5% (78)	4% (64)	11% (167)	11% (165)	1567
Educ: Bachelors degree	41% (171)	37% (155)	5% (20)	2% (8)	10% (42)	5% (19)	416
Educ: Post-grad	36% (78)	43% (94)	6% (12)	2% (5)	11% (23)	3% (6)	219

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Table BRD12_1: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
Cheaper retail prices

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	39% (850)	34% (740)	5% (111)	3% (77)	11% (233)	9% (191)	2201
Income: Under 50k	40% (520)	30% (395)	5% (59)	4% (50)	11% (146)	11% (145)	1314
Income: 50k-100k	38% (241)	38% (241)	6% (35)	3% (19)	9% (57)	5% (33)	627
Income: 100k+	34% (88)	40% (104)	6% (17)	3% (8)	11% (30)	5% (13)	260
Ethnicity: White	39% (683)	36% (623)	4% (75)	3% (49)	11% (194)	7% (126)	1750
Ethnicity: Hispanic	34% (112)	29% (94)	10% (34)	6% (19)	10% (33)	11% (38)	329
Ethnicity: Afr. Am.	38% (102)	28% (74)	6% (15)	7% (18)	10% (27)	12% (32)	269
Ethnicity: Other	36% (65)	23% (42)	11% (20)	5% (9)	7% (12)	18% (33)	182
Relig: Protestant	44% (215)	37% (183)	2% (10)	1% (7)	11% (54)	4% (19)	488
Relig: Roman Catholic	34% (151)	37% (164)	7% (32)	4% (20)	12% (51)	6% (27)	445
Relig: Ath./Agn./None	33% (209)	32% (200)	4% (28)	3% (19)	12% (74)	15% (96)	626
Relig: Something Else	40% (156)	33% (127)	9% (33)	5% (21)	7% (25)	6% (25)	387
Relig: Jewish	39% (22)	34% (19)	15% (8)	3% (2)	5% (3)	4% (2)	56
Relig: Evangelical	47% (277)	32% (190)	3% (18)	3% (20)	9% (53)	6% (36)	592
Relig: Non-Evang. Catholics	34% (204)	38% (223)	5% (32)	3% (17)	14% (80)	6% (35)	592
Relig: All Christian	41% (481)	35% (412)	4% (50)	3% (37)	11% (133)	6% (71)	1184
Relig: All Non-Christian	36% (366)	32% (327)	6% (61)	4% (40)	10% (100)	12% (120)	1014
Community: Urban	41% (228)	31% (173)	7% (37)	4% (20)	10% (58)	7% (42)	557
Community: Suburban	38% (371)	37% (360)	4% (37)	3% (31)	10% (100)	9% (84)	983
Community: Rural	38% (250)	31% (207)	6% (38)	4% (25)	11% (75)	10% (65)	660
Employ: Private Sector	40% (266)	35% (231)	5% (34)	3% (21)	10% (65)	6% (43)	660
Employ: Government	31% (46)	38% (57)	7% (11)	9% (13)	12% (18)	3% (4)	149
Employ: Self-Employed	35% (65)	35% (65)	5% (10)	4% (7)	12% (22)	9% (17)	184
Employ: Homemaker	47% (89)	23% (43)	5% (9)	4% (7)	11% (20)	10% (18)	187
Employ: Student	37% (46)	33% (40)	9% (11)	7% (8)	5% (6)	10% (12)	123
Employ: Retired	40% (187)	37% (173)	2% (12)	1% (6)	16% (77)	4% (18)	471
Employ: Unemployed	36% (82)	31% (69)	5% (11)	2% (4)	7% (15)	19% (44)	225
Employ: Other	34% (69)	30% (61)	6% (13)	6% (11)	5% (11)	18% (36)	202
Military HH: Yes	35% (148)	40% (169)	5% (23)	4% (17)	12% (49)	4% (17)	422
Military HH: No	39% (702)	32% (571)	5% (88)	3% (60)	10% (184)	10% (174)	1779

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Table BRD12_1: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
Cheaper retail prices

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	39% (850)	34% (740)	5% (111)	3% (77)	11% (233)	9% (191)	2201
RD/WT: Right Direction	40% (391)	33% (322)	5% (52)	4% (39)	10% (102)	7% (70)	976
RD/WT: Wrong Track	37% (459)	34% (418)	5% (59)	3% (38)	11% (131)	10% (121)	1225
Strongly Approve	44% (231)	32% (167)	3% (17)	2% (13)	11% (58)	7% (36)	522
Somewhat Approve	35% (161)	35% (162)	7% (35)	6% (26)	11% (51)	7% (30)	464
Somewhat Disapprove	37% (108)	34% (100)	7% (22)	5% (16)	10% (29)	5% (16)	291
Strongly Disapprove	40% (326)	35% (285)	4% (35)	2% (19)	11% (86)	8% (65)	817
Dont Know / No Opinion	21% (23)	25% (27)	2% (2)	3% (3)	8% (8)	41% (44)	107
#1 Issue: Economy	39% (242)	35% (220)	5% (29)	3% (18)	9% (57)	9% (56)	622
#1 Issue: Security	41% (155)	34% (131)	3% (11)	4% (14)	8% (32)	9% (36)	380
#1 Issue: Health Care	42% (166)	33% (131)	6% (23)	4% (16)	10% (40)	6% (23)	400
#1 Issue: Medicare / S.S.	38% (126)	34% (115)	3% (10)	3% (9)	17% (56)	5% (16)	333
#1 Issue: Women's Issues	33% (38)	35% (40)	10% (11)	4% (4)	10% (12)	9% (10)	116
#1 Issue: Education	36% (54)	28% (42)	10% (16)	6% (8)	8% (11)	12% (18)	149
#1 Issue: Energy	29% (31)	41% (43)	8% (8)	7% (7)	7% (8)	7% (7)	104
#1 Issue: Other	39% (37)	18% (18)	2% (1)	1% (1)	16% (16)	25% (24)	97
2016 Vote: Dem H. Clinton	38% (272)	36% (255)	5% (39)	2% (17)	12% (86)	6% (43)	712
2016 Vote: Rep. D. Trump	40% (298)	36% (272)	5% (35)	3% (24)	11% (82)	6% (42)	752
2016 Vote: Someone Else	44% (76)	31% (54)	6% (10)	3% (5)	10% (18)	6% (10)	173
2012 Vote: Barack Obama	41% (334)	36% (298)	5% (37)	3% (24)	11% (90)	5% (38)	821
2012 Vote: Mitt Romney	41% (233)	35% (203)	4% (26)	3% (16)	10% (59)	7% (38)	575
2012 Vote: Other	38% (36)	35% (34)	1% (1)	4% (4)	15% (14)	6% (6)	95
2012 Vote: Didn't Vote	35% (246)	29% (202)	7% (47)	5% (32)	10% (70)	15% (109)	706
4-Region: Northeast	40% (161)	33% (132)	5% (22)	4% (15)	12% (47)	6% (25)	402
4-Region: Midwest	41% (196)	30% (142)	5% (26)	3% (13)	9% (43)	11% (54)	474
4-Region: South	37% (302)	34% (276)	5% (39)	4% (36)	11% (87)	9% (74)	815
4-Region: West	37% (191)	37% (190)	5% (24)	3% (13)	11% (55)	7% (38)	511

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

Table BRD12_4: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
More or improved food options

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	24% (539)	34% (747)	6% (123)	4% (88)	22% (487)	10% (217)	2201
Gender: Male	25% (264)	34% (365)	7% (69)	5% (51)	20% (208)	10% (102)	1060
Gender: Female	24% (275)	33% (382)	5% (54)	3% (36)	24% (279)	10% (115)	1141
Age: 18-29	30% (140)	29% (133)	7% (32)	9% (40)	10% (48)	16% (73)	466
Age: 30-44	31% (177)	36% (203)	6% (33)	2% (13)	15% (85)	10% (59)	569
Age: 45-54	25% (97)	32% (123)	4% (17)	3% (13)	24% (90)	10% (40)	379
Age: 55-64	17% (65)	35% (137)	7% (28)	3% (12)	33% (127)	5% (20)	389
Age: 65+	15% (62)	38% (151)	3% (13)	3% (11)	34% (136)	6% (25)	398
PID: Dem (no lean)	25% (187)	36% (270)	6% (48)	5% (34)	22% (165)	6% (43)	747
PID: Ind (no lean)	22% (169)	32% (247)	6% (46)	3% (25)	21% (159)	15% (116)	761
PID: Rep (no lean)	26% (182)	33% (230)	4% (30)	4% (29)	24% (164)	8% (59)	694
PID/Gender: Dem Men	28% (93)	34% (115)	8% (26)	5% (15)	20% (67)	6% (18)	334
PID/Gender: Dem Women	23% (95)	38% (155)	5% (21)	5% (19)	24% (98)	6% (24)	412
PID/Gender: Ind Men	19% (69)	37% (132)	6% (22)	5% (17)	18% (63)	15% (54)	357
PID/Gender: Ind Women	25% (100)	28% (115)	6% (24)	2% (8)	24% (96)	15% (62)	404
PID/Gender: Rep Men	28% (102)	32% (118)	6% (21)	5% (19)	21% (78)	8% (30)	368
PID/Gender: Rep Women	25% (81)	34% (112)	3% (9)	3% (10)	26% (85)	9% (29)	325
Tea Party: Supporter	29% (177)	37% (222)	7% (42)	4% (27)	17% (106)	5% (33)	606
Tea Party: Not Supporter	23% (360)	33% (522)	5% (78)	4% (58)	24% (379)	12% (182)	1578
Ideo: Liberal (1-3)	29% (216)	33% (241)	7% (54)	5% (34)	17% (128)	8% (60)	732
Ideo: Moderate (4)	26% (129)	36% (181)	5% (27)	4% (22)	20% (104)	8% (43)	507
Ideo: Conservative (5-7)	21% (150)	37% (260)	5% (32)	3% (23)	29% (203)	6% (42)	709
Educ: < College	24% (381)	32% (494)	6% (87)	4% (69)	22% (349)	12% (186)	1567
Educ: Bachelors degree	27% (113)	38% (158)	5% (20)	2% (9)	22% (93)	6% (23)	416
Educ: Post-grad	21% (45)	43% (94)	7% (16)	5% (10)	21% (45)	4% (8)	219

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Table BRD12_4: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

More or improved food options

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	24% (539)	34% (747)	6% (123)	4% (88)	22% (487)	10% (217)	2201
Income: Under 50k	24% (312)	32% (418)	5% (66)	4% (53)	23% (303)	12% (162)	1314
Income: 50k-100k	25% (156)	39% (246)	6% (36)	4% (24)	20% (126)	6% (40)	627
Income: 100k+	28% (72)	32% (82)	8% (21)	4% (11)	23% (59)	6% (15)	260
Ethnicity: White	23% (409)	35% (610)	5% (89)	4% (67)	24% (427)	8% (148)	1750
Ethnicity: Hispanic	34% (111)	28% (92)	7% (23)	9% (29)	9% (31)	13% (43)	329
Ethnicity: Afr. Am.	29% (77)	30% (79)	8% (21)	6% (15)	16% (44)	12% (32)	269
Ethnicity: Other	29% (53)	31% (57)	7% (13)	3% (6)	9% (17)	20% (37)	182
Relig: Protestant	23% (111)	39% (190)	3% (15)	3% (15)	27% (133)	5% (23)	488
Relig: Roman Catholic	26% (114)	28% (126)	9% (41)	4% (18)	25% (110)	8% (36)	445
Relig: Ath./Agn./None	22% (137)	33% (209)	4% (23)	5% (29)	20% (123)	17% (104)	626
Relig: Something Else	27% (106)	37% (142)	7% (26)	6% (23)	15% (60)	8% (29)	387
Relig: Jewish	27% (15)	37% (21)	10% (6)	3% (1)	20% (11)	4% (2)	56
Relig: Evangelical	29% (172)	34% (202)	5% (32)	2% (14)	23% (134)	6% (38)	592
Relig: Non-Evang. Catholics	21% (123)	32% (191)	7% (42)	4% (22)	29% (170)	8% (44)	592
Relig: All Christian	25% (295)	33% (393)	6% (74)	3% (35)	26% (304)	7% (83)	1184
Relig: All Non-Christian	24% (244)	35% (351)	5% (49)	5% (52)	18% (183)	13% (134)	1014
Community: Urban	30% (167)	31% (174)	7% (38)	4% (22)	19% (106)	9% (50)	557
Community: Suburban	24% (236)	36% (349)	4% (43)	3% (29)	23% (230)	10% (97)	983
Community: Rural	21% (136)	34% (224)	6% (42)	6% (37)	23% (151)	11% (70)	660
Employ: Private Sector	28% (183)	36% (236)	6% (41)	3% (21)	20% (130)	8% (50)	660
Employ: Government	25% (37)	30% (45)	11% (16)	10% (14)	19% (28)	6% (9)	149
Employ: Self-Employed	25% (46)	37% (68)	7% (13)	6% (11)	18% (32)	8% (15)	184
Employ: Homemaker	28% (53)	33% (62)	2% (4)	6% (11)	21% (39)	9% (17)	187
Employ: Student	30% (37)	37% (45)	8% (10)	3% (4)	10% (12)	12% (15)	123
Employ: Retired	17% (78)	36% (170)	4% (17)	3% (13)	35% (163)	7% (31)	471
Employ: Unemployed	27% (61)	27% (60)	3% (7)	3% (6)	21% (47)	20% (45)	225
Employ: Other	22% (44)	30% (61)	8% (15)	4% (8)	18% (37)	18% (36)	202
Military HH: Yes	22% (94)	35% (150)	9% (38)	3% (13)	24% (99)	7% (28)	422
Military HH: No	25% (445)	34% (597)	5% (85)	4% (75)	22% (388)	11% (189)	1779

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Table BRD12_4: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

More or improved food options

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	24% (539)	34% (747)	6% (123)	4% (88)	22% (487)	10% (217)	2201
RD/WT: Right Direction	26% (255)	33% (324)	5% (53)	4% (37)	23% (224)	9% (83)	976
RD/WT: Wrong Track	23% (284)	35% (423)	6% (70)	4% (51)	22% (264)	11% (134)	1225
Strongly Approve	27% (140)	33% (174)	5% (26)	4% (18)	24% (123)	8% (41)	522
Somewhat Approve	20% (92)	36% (169)	7% (32)	5% (21)	24% (109)	9% (41)	464
Somewhat Disapprove	26% (75)	36% (104)	6% (18)	6% (18)	18% (52)	8% (24)	291
Strongly Disapprove	25% (208)	35% (283)	6% (45)	3% (25)	23% (186)	9% (70)	817
Dont Know / No Opinion	22% (23)	16% (17)	2% (2)	6% (6)	16% (17)	38% (41)	107
#1 Issue: Economy	23% (144)	36% (223)	4% (26)	4% (25)	24% (148)	9% (57)	622
#1 Issue: Security	24% (91)	35% (135)	5% (17)	3% (13)	22% (82)	11% (41)	380
#1 Issue: Health Care	28% (111)	35% (140)	7% (30)	3% (12)	19% (77)	7% (30)	400
#1 Issue: Medicare / S.S.	16% (55)	37% (123)	5% (15)	4% (15)	30% (99)	8% (26)	333
#1 Issue: Women's Issues	30% (35)	26% (31)	8% (10)	8% (9)	17% (20)	10% (11)	116
#1 Issue: Education	39% (59)	22% (33)	9% (13)	3% (4)	14% (21)	13% (20)	149
#1 Issue: Energy	25% (26)	40% (41)	9% (9)	8% (9)	11% (12)	7% (7)	104
#1 Issue: Other	20% (19)	22% (21)	3% (3)	1% (1)	29% (28)	26% (25)	97
2016 Vote: Dem H. Clinton	26% (185)	35% (252)	7% (49)	3% (23)	22% (158)	6% (46)	712
2016 Vote: Rep. D. Trump	23% (176)	35% (262)	5% (40)	4% (29)	26% (193)	7% (51)	752
2016 Vote: Someone Else	27% (47)	36% (62)	5% (9)	3% (6)	21% (36)	8% (13)	173
2012 Vote: Barack Obama	28% (229)	34% (283)	7% (54)	3% (26)	23% (188)	5% (42)	821
2012 Vote: Mitt Romney	22% (124)	35% (202)	4% (20)	4% (23)	27% (157)	8% (47)	575
2012 Vote: Other	14% (14)	44% (42)	6% (6)	1% (1)	27% (26)	7% (6)	95
2012 Vote: Didn't Vote	24% (172)	31% (216)	6% (43)	5% (37)	17% (117)	17% (121)	706
4-Region: Northeast	24% (96)	31% (124)	7% (27)	4% (17)	26% (106)	8% (31)	402
4-Region: Midwest	22% (103)	33% (157)	4% (21)	3% (15)	25% (120)	12% (58)	474
4-Region: South	25% (207)	32% (262)	7% (56)	4% (36)	21% (173)	10% (81)	815
4-Region: West	26% (132)	40% (204)	4% (19)	4% (20)	17% (89)	9% (48)	511

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

Table BRD12_5: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

Luxury experiences like valet parking and spas

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (212)	15% (335)	10% (210)	11% (238)	44% (958)	11% (248)	2201
Gender: Male	12% (131)	17% (178)	11% (122)	11% (119)	38% (399)	10% (110)	1060
Gender: Female	7% (82)	14% (157)	8% (88)	10% (119)	49% (558)	12% (138)	1141
Age: 18-29	16% (74)	21% (97)	12% (58)	12% (54)	23% (108)	16% (75)	466
Age: 30-44	15% (84)	18% (100)	10% (59)	9% (53)	35% (198)	13% (75)	569
Age: 45-54	6% (21)	17% (65)	8% (30)	8% (32)	50% (192)	11% (40)	379
Age: 55-64	6% (23)	10% (40)	10% (38)	10% (39)	55% (214)	9% (35)	389
Age: 65+	3% (11)	8% (34)	6% (25)	15% (59)	62% (246)	6% (23)	398
PID: Dem (no lean)	10% (77)	17% (125)	10% (74)	12% (87)	44% (329)	7% (55)	747
PID: Ind (no lean)	8% (58)	14% (105)	9% (69)	10% (79)	42% (319)	17% (130)	761
PID: Rep (no lean)	11% (78)	15% (105)	10% (67)	10% (71)	45% (309)	9% (63)	694
PID/Gender: Dem Men	15% (49)	17% (58)	11% (38)	13% (44)	37% (125)	6% (21)	334
PID/Gender: Dem Women	7% (28)	16% (67)	9% (36)	10% (43)	50% (204)	8% (34)	412
PID/Gender: Ind Men	9% (34)	15% (55)	12% (41)	12% (42)	36% (127)	16% (57)	357
PID/Gender: Ind Women	6% (24)	12% (50)	7% (28)	9% (37)	48% (192)	18% (73)	404
PID/Gender: Rep Men	13% (48)	18% (66)	12% (43)	9% (32)	40% (148)	9% (32)	368
PID/Gender: Rep Women	9% (30)	12% (40)	7% (24)	12% (39)	50% (162)	10% (31)	325
Tea Party: Supporter	17% (102)	21% (127)	10% (63)	10% (63)	35% (214)	6% (37)	606
Tea Party: Not Supporter	7% (110)	13% (203)	9% (147)	11% (172)	47% (738)	13% (209)	1578
Ideo: Liberal (1-3)	16% (118)	18% (135)	10% (73)	12% (85)	36% (262)	8% (60)	732
Ideo: Moderate (4)	6% (31)	19% (95)	11% (57)	10% (49)	45% (228)	9% (46)	507
Ideo: Conservative (5-7)	7% (47)	12% (85)	9% (63)	11% (80)	53% (376)	8% (57)	709
Educ: < College	9% (136)	14% (213)	9% (144)	11% (178)	43% (681)	14% (214)	1567
Educ: Bachelors degree	12% (49)	18% (76)	10% (40)	10% (41)	44% (184)	6% (27)	416
Educ: Post-grad	13% (27)	21% (46)	12% (26)	8% (18)	43% (93)	3% (7)	219

Continued on next page

Table BRD12_5: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

Luxury experiences like valet parking and spas

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(212)	15%	(335)	10%	(210)	11%	(238)	44%	(958)	11%	(248)	2201
Income: Under 50k	9%	(121)	13%	(177)	9%	(119)	11%	(145)	43%	(568)	14%	(184)	1314
Income: 50k-100k	10%	(64)	17%	(105)	12%	(73)	11%	(68)	43%	(272)	7%	(46)	627
Income: 100k+	11%	(27)	21%	(54)	7%	(18)	9%	(25)	45%	(118)	7%	(18)	260
Ethnicity: White	8%	(137)	14%	(252)	9%	(159)	11%	(187)	48%	(840)	10%	(175)	1750
Ethnicity: Hispanic	16%	(52)	22%	(73)	9%	(30)	17%	(56)	23%	(75)	13%	(44)	329
Ethnicity: Afr. Am.	19%	(51)	20%	(54)	10%	(26)	8%	(21)	30%	(81)	13%	(35)	269
Ethnicity: Other	13%	(24)	16%	(29)	13%	(24)	16%	(30)	20%	(36)	21%	(39)	182
Relig: Protestant	9%	(44)	11%	(52)	6%	(30)	12%	(59)	57%	(276)	5%	(27)	488
Relig: Roman Catholic	11%	(47)	17%	(77)	11%	(51)	11%	(51)	41%	(181)	9%	(38)	445
Relig: Ath./Agn./None	7%	(44)	14%	(89)	9%	(58)	10%	(61)	41%	(256)	19%	(117)	626
Relig: Something Else	12%	(45)	21%	(81)	11%	(42)	11%	(43)	36%	(141)	9%	(35)	387
Relig: Jewish	12%	(7)	34%	(19)	3%	(1)	13%	(8)	34%	(19)	4%	(2)	56
Relig: Evangelical	13%	(80)	14%	(82)	9%	(53)	10%	(60)	46%	(274)	7%	(44)	592
Relig: Non-Evang. Catholics	7%	(43)	14%	(83)	10%	(57)	12%	(72)	48%	(286)	9%	(51)	592
Relig: All Christian	10%	(123)	14%	(166)	9%	(109)	11%	(132)	47%	(560)	8%	(95)	1184
Relig: All Non-Christian	9%	(90)	17%	(170)	10%	(101)	10%	(104)	39%	(397)	15%	(153)	1014
Community: Urban	14%	(79)	20%	(111)	12%	(68)	8%	(46)	36%	(203)	9%	(51)	557
Community: Suburban	9%	(87)	13%	(124)	9%	(85)	11%	(109)	48%	(475)	11%	(104)	983
Community: Rural	7%	(47)	15%	(101)	9%	(57)	12%	(82)	42%	(280)	14%	(93)	660
Employ: Private Sector	12%	(78)	17%	(114)	11%	(73)	11%	(71)	40%	(267)	9%	(57)	660
Employ: Government	10%	(15)	24%	(36)	9%	(14)	14%	(21)	36%	(54)	6%	(9)	149
Employ: Self-Employed	13%	(24)	21%	(38)	12%	(21)	7%	(13)	38%	(70)	10%	(18)	184
Employ: Homemaker	9%	(17)	14%	(27)	8%	(15)	11%	(21)	47%	(88)	11%	(20)	187
Employ: Student	12%	(14)	21%	(26)	17%	(21)	7%	(8)	32%	(39)	11%	(13)	123
Employ: Retired	6%	(27)	9%	(42)	7%	(32)	14%	(64)	58%	(272)	7%	(35)	471
Employ: Unemployed	7%	(15)	13%	(28)	6%	(14)	8%	(17)	44%	(98)	23%	(52)	225
Employ: Other	11%	(21)	12%	(25)	9%	(19)	12%	(23)	35%	(70)	21%	(43)	202
Military HH: Yes	13%	(54)	17%	(72)	10%	(43)	11%	(46)	43%	(182)	6%	(24)	422
Military HH: No	9%	(158)	15%	(263)	9%	(167)	11%	(191)	44%	(776)	13%	(224)	1779

Continued on next page

Table BRD12_5: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

Luxury experiences like valet parking and spas

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(212)	15%	(335)	10%	(210)	11%	(238)	44%	(958)	11%	(248)	2201
RD/WT: Right Direction	11%	(110)	17%	(169)	10%	(94)	11%	(105)	42%	(409)	9%	(90)	976
RD/WT: Wrong Track	8%	(103)	14%	(166)	9%	(116)	11%	(133)	45%	(549)	13%	(159)	1225
Strongly Approve	11%	(59)	15%	(81)	9%	(47)	12%	(63)	42%	(221)	10%	(52)	522
Somewhat Approve	9%	(40)	18%	(81)	10%	(45)	10%	(48)	45%	(210)	9%	(40)	464
Somewhat Disapprove	13%	(38)	16%	(45)	12%	(36)	12%	(35)	38%	(111)	9%	(26)	291
Strongly Disapprove	8%	(66)	15%	(123)	9%	(77)	11%	(87)	46%	(379)	10%	(85)	817
Dont Know / No Opinion	8%	(9)	4%	(5)	5%	(5)	5%	(6)	34%	(37)	43%	(46)	107
#1 Issue: Economy	8%	(48)	13%	(80)	11%	(68)	10%	(63)	47%	(295)	11%	(68)	622
#1 Issue: Security	10%	(37)	18%	(67)	8%	(30)	13%	(51)	39%	(147)	13%	(48)	380
#1 Issue: Health Care	12%	(48)	15%	(62)	12%	(48)	11%	(43)	40%	(161)	10%	(39)	400
#1 Issue: Medicare / S.S.	5%	(16)	13%	(42)	10%	(33)	10%	(34)	56%	(186)	7%	(23)	333
#1 Issue: Women's Issues	11%	(13)	18%	(21)	11%	(12)	7%	(8)	41%	(47)	13%	(15)	116
#1 Issue: Education	16%	(24)	24%	(35)	5%	(8)	12%	(17)	29%	(43)	14%	(21)	149
#1 Issue: Energy	19%	(19)	24%	(25)	8%	(8)	13%	(14)	29%	(31)	7%	(7)	104
#1 Issue: Other	7%	(7)	4%	(4)	4%	(4)	7%	(7)	50%	(48)	28%	(27)	97
2016 Vote: Dem H. Clinton	11%	(79)	17%	(119)	9%	(67)	11%	(77)	45%	(318)	7%	(52)	712
2016 Vote: Rep. D. Trump	10%	(74)	13%	(100)	10%	(73)	10%	(75)	48%	(361)	9%	(69)	752
2016 Vote: Someone Else	10%	(17)	13%	(23)	8%	(13)	15%	(25)	46%	(80)	8%	(14)	173
2012 Vote: Barack Obama	12%	(97)	16%	(134)	9%	(76)	10%	(83)	46%	(378)	6%	(53)	821
2012 Vote: Mitt Romney	8%	(46)	13%	(73)	9%	(52)	12%	(68)	49%	(281)	9%	(53)	575
2012 Vote: Other	8%	(7)	9%	(9)	9%	(8)	6%	(6)	57%	(55)	11%	(10)	95
2012 Vote: Didn't Vote	9%	(62)	17%	(119)	10%	(73)	11%	(80)	34%	(240)	19%	(132)	706
4-Region: Northeast	9%	(37)	17%	(67)	8%	(33)	10%	(39)	46%	(183)	11%	(43)	402
4-Region: Midwest	9%	(41)	15%	(70)	10%	(48)	10%	(47)	43%	(205)	13%	(64)	474
4-Region: South	10%	(84)	15%	(124)	11%	(87)	10%	(84)	42%	(341)	12%	(95)	815
4-Region: West	10%	(51)	15%	(74)	8%	(42)	13%	(68)	45%	(229)	9%	(48)	511

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

Table BRD12_6: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

A new or renovated movie theater with reclining seats

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (453)	30% (666)	6% (141)	4% (95)	28% (626)	10% (221)	2201
Gender: Male	23% (245)	30% (317)	7% (78)	5% (58)	25% (261)	9% (101)	1060
Gender: Female	18% (207)	31% (349)	6% (63)	3% (37)	32% (365)	11% (120)	1141
Age: 18-29	27% (126)	31% (142)	8% (39)	7% (34)	12% (56)	15% (69)	466
Age: 30-44	29% (163)	32% (180)	6% (31)	4% (23)	19% (110)	11% (61)	569
Age: 45-54	18% (68)	29% (109)	8% (31)	2% (9)	33% (125)	10% (38)	379
Age: 55-64	12% (45)	33% (127)	6% (25)	4% (16)	38% (146)	8% (30)	389
Age: 65+	13% (51)	27% (108)	4% (15)	3% (13)	48% (189)	6% (22)	398
PID: Dem (no lean)	23% (171)	33% (245)	8% (58)	3% (25)	27% (200)	6% (49)	747
PID: Ind (no lean)	16% (125)	29% (218)	7% (50)	5% (36)	28% (213)	16% (119)	761
PID: Rep (no lean)	22% (156)	29% (204)	5% (34)	5% (34)	31% (213)	8% (53)	694
PID/Gender: Dem Men	26% (86)	32% (108)	8% (28)	4% (14)	22% (75)	7% (23)	334
PID/Gender: Dem Women	21% (85)	33% (137)	7% (30)	3% (11)	30% (124)	6% (25)	412
PID/Gender: Ind Men	18% (64)	29% (104)	8% (28)	6% (20)	26% (92)	14% (48)	357
PID/Gender: Ind Women	15% (61)	28% (114)	5% (22)	4% (16)	30% (121)	17% (71)	404
PID/Gender: Rep Men	26% (95)	29% (105)	6% (22)	6% (24)	25% (93)	8% (29)	368
PID/Gender: Rep Women	19% (61)	30% (98)	4% (11)	3% (11)	37% (119)	7% (24)	325
Tea Party: Supporter	26% (158)	32% (197)	9% (54)	3% (19)	24% (145)	6% (33)	606
Tea Party: Not Supporter	19% (293)	29% (462)	5% (86)	5% (73)	30% (478)	12% (187)	1578
Ideo: Liberal (1-3)	28% (202)	31% (230)	8% (61)	4% (28)	22% (158)	7% (54)	732
Ideo: Moderate (4)	18% (91)	30% (154)	7% (38)	6% (28)	30% (151)	9% (44)	507
Ideo: Conservative (5-7)	17% (118)	31% (223)	5% (38)	4% (26)	36% (256)	7% (49)	709
Educ: < College	20% (314)	28% (433)	7% (105)	5% (74)	29% (455)	12% (186)	1567
Educ: Bachelors degree	23% (96)	37% (154)	5% (20)	3% (11)	26% (108)	6% (26)	416
Educ: Post-grad	20% (43)	36% (79)	7% (16)	4% (10)	29% (63)	4% (8)	219

Continued on next page

Table BRD12_6: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

A new or renovated movie theater with reclining seats

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (453)	30% (666)	6% (141)	4% (95)	28% (626)	10% (221)	2201
Income: Under 50k	20% (258)	29% (380)	6% (81)	4% (55)	29% (377)	12% (164)	1314
Income: 50k-100k	22% (139)	33% (204)	7% (42)	4% (28)	28% (174)	6% (40)	627
Income: 100k+	22% (56)	32% (82)	7% (19)	4% (12)	29% (74)	7% (17)	260
Ethnicity: White	20% (349)	31% (540)	6% (101)	4% (68)	31% (540)	9% (153)	1750
Ethnicity: Hispanic	25% (84)	28% (92)	12% (39)	7% (24)	16% (52)	12% (39)	329
Ethnicity: Afr. Am.	24% (63)	25% (68)	10% (28)	5% (14)	25% (67)	11% (29)	269
Ethnicity: Other	22% (41)	32% (58)	7% (13)	7% (13)	10% (19)	21% (38)	182
Relig: Protestant	18% (87)	33% (161)	3% (16)	4% (20)	37% (179)	5% (25)	488
Relig: Roman Catholic	23% (103)	29% (127)	10% (44)	5% (20)	26% (116)	8% (35)	445
Relig: Ath./Agn./None	18% (114)	28% (174)	6% (37)	4% (28)	27% (170)	17% (103)	626
Relig: Something Else	27% (105)	35% (134)	6% (22)	5% (18)	21% (80)	7% (28)	387
Relig: Jewish	27% (15)	45% (25)	— (0)	— (0)	24% (13)	4% (2)	56
Relig: Evangelical	22% (132)	29% (173)	7% (43)	4% (26)	30% (177)	7% (41)	592
Relig: Non-Evang. Catholics	17% (102)	31% (182)	7% (40)	4% (24)	33% (197)	8% (47)	592
Relig: All Christian	20% (233)	30% (355)	7% (83)	4% (50)	32% (374)	8% (89)	1184
Relig: All Non-Christian	22% (219)	30% (308)	6% (59)	4% (45)	25% (251)	13% (132)	1014
Community: Urban	26% (143)	29% (164)	8% (46)	3% (15)	26% (145)	8% (43)	557
Community: Suburban	19% (188)	33% (321)	5% (45)	4% (38)	30% (295)	10% (97)	983
Community: Rural	18% (121)	27% (181)	8% (50)	6% (42)	28% (185)	12% (81)	660
Employ: Private Sector	24% (156)	34% (224)	5% (36)	5% (30)	25% (165)	7% (48)	660
Employ: Government	19% (28)	32% (47)	15% (23)	9% (13)	22% (32)	4% (6)	149
Employ: Self-Employed	20% (36)	35% (65)	7% (13)	5% (9)	25% (47)	8% (15)	184
Employ: Homemaker	23% (42)	31% (58)	4% (8)	2% (4)	28% (53)	12% (22)	187
Employ: Student	27% (33)	34% (42)	11% (14)	4% (5)	13% (16)	11% (13)	123
Employ: Retired	16% (73)	25% (116)	5% (22)	4% (18)	44% (208)	7% (34)	471
Employ: Unemployed	19% (43)	30% (66)	4% (9)	2% (5)	25% (56)	21% (46)	225
Employ: Other	20% (40)	23% (47)	8% (17)	6% (12)	24% (48)	19% (37)	202
Military HH: Yes	20% (85)	32% (135)	9% (38)	2% (9)	30% (125)	7% (30)	422
Military HH: No	21% (368)	30% (531)	6% (103)	5% (86)	28% (500)	11% (191)	1779

Continued on next page

Table BRD12_6: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

A new or renovated movie theater with reclining seats

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (453)	30% (666)	6% (141)	4% (95)	28% (626)	10% (221)	2201
RD/WT: Right Direction	21% (201)	29% (286)	6% (62)	6% (54)	29% (285)	9% (86)	976
RD/WT: Wrong Track	21% (251)	31% (380)	6% (79)	3% (40)	28% (340)	11% (135)	1225
Strongly Approve	23% (118)	27% (142)	4% (22)	5% (27)	32% (167)	9% (46)	522
Somewhat Approve	16% (76)	36% (165)	8% (37)	4% (18)	28% (132)	8% (37)	464
Somewhat Disapprove	24% (71)	32% (92)	9% (27)	6% (17)	21% (60)	8% (23)	291
Strongly Disapprove	21% (175)	30% (245)	7% (54)	3% (26)	30% (245)	9% (71)	817
Dont Know / No Opinion	12% (12)	21% (23)	— (0)	6% (7)	20% (21)	41% (44)	107
#1 Issue: Economy	20% (123)	32% (198)	6% (39)	4% (23)	30% (184)	9% (55)	622
#1 Issue: Security	21% (79)	27% (103)	5% (20)	6% (23)	29% (108)	12% (46)	380
#1 Issue: Health Care	24% (96)	33% (131)	6% (23)	3% (12)	26% (103)	9% (34)	400
#1 Issue: Medicare / S.S.	14% (46)	28% (94)	8% (27)	5% (16)	39% (129)	6% (21)	333
#1 Issue: Women's Issues	28% (32)	25% (29)	8% (9)	2% (3)	25% (29)	12% (14)	116
#1 Issue: Education	30% (45)	31% (46)	9% (13)	3% (5)	14% (22)	12% (18)	149
#1 Issue: Energy	18% (19)	44% (46)	7% (7)	10% (10)	13% (14)	8% (8)	104
#1 Issue: Other	13% (12)	20% (19)	3% (3)	3% (3)	38% (37)	25% (24)	97
2016 Vote: Dem H. Clinton	22% (156)	33% (237)	8% (58)	3% (21)	27% (191)	7% (50)	712
2016 Vote: Rep. D. Trump	19% (141)	31% (234)	5% (41)	3% (22)	34% (258)	8% (57)	752
2016 Vote: Someone Else	22% (38)	33% (56)	6% (10)	5% (9)	28% (48)	7% (12)	173
2012 Vote: Barack Obama	23% (192)	32% (265)	7% (55)	3% (25)	28% (232)	6% (52)	821
2012 Vote: Mitt Romney	18% (106)	31% (181)	5% (29)	4% (24)	33% (192)	8% (45)	575
2012 Vote: Other	15% (14)	26% (24)	4% (4)	5% (4)	41% (39)	10% (9)	95
2012 Vote: Didn't Vote	20% (141)	28% (196)	8% (54)	6% (42)	23% (159)	16% (115)	706
4-Region: Northeast	22% (88)	28% (112)	7% (30)	4% (16)	31% (125)	8% (31)	402
4-Region: Midwest	19% (90)	33% (154)	5% (23)	4% (19)	28% (134)	11% (53)	474
4-Region: South	22% (178)	28% (228)	7% (58)	4% (36)	28% (224)	11% (90)	815
4-Region: West	19% (96)	34% (172)	6% (30)	5% (24)	28% (142)	9% (47)	511

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

Table BRD12_7: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
 A VIP shoppers lounge area

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	9% (200)	16% (344)	9% (207)	9% (198)	45% (980)	12% (272)	2201
Gender: Male	11% (118)	19% (204)	11% (111)	10% (104)	38% (401)	11% (120)	1060
Gender: Female	7% (82)	12% (140)	8% (96)	8% (94)	51% (579)	13% (151)	1141
Age: 18-29	15% (69)	19% (86)	13% (59)	12% (58)	24% (114)	17% (79)	466
Age: 30-44	13% (72)	20% (113)	11% (63)	7% (39)	38% (215)	12% (68)	569
Age: 45-54	6% (23)	16% (60)	9% (36)	6% (21)	50% (191)	13% (48)	379
Age: 55-64	6% (22)	10% (41)	9% (33)	9% (35)	55% (213)	11% (44)	389
Age: 65+	3% (13)	11% (45)	4% (16)	11% (45)	62% (247)	8% (32)	398
PID: Dem (no lean)	10% (74)	16% (118)	9% (69)	10% (72)	46% (343)	10% (71)	747
PID: Ind (no lean)	7% (50)	15% (115)	10% (74)	9% (66)	43% (326)	17% (130)	761
PID: Rep (no lean)	11% (77)	16% (111)	9% (64)	9% (60)	45% (311)	10% (71)	694
PID/Gender: Dem Men	13% (44)	19% (65)	10% (33)	12% (40)	37% (123)	9% (30)	334
PID/Gender: Dem Women	7% (30)	13% (53)	9% (36)	8% (32)	53% (220)	10% (41)	412
PID/Gender: Ind Men	7% (25)	20% (70)	12% (41)	10% (35)	37% (131)	15% (55)	357
PID/Gender: Ind Women	6% (25)	11% (45)	8% (33)	8% (31)	48% (195)	19% (75)	404
PID/Gender: Rep Men	13% (49)	19% (70)	10% (37)	8% (29)	40% (147)	10% (36)	368
PID/Gender: Rep Women	8% (27)	13% (41)	8% (28)	9% (31)	50% (164)	11% (35)	325
Tea Party: Supporter	17% (103)	21% (126)	10% (63)	10% (60)	36% (218)	6% (36)	606
Tea Party: Not Supporter	6% (95)	14% (216)	9% (140)	9% (139)	48% (756)	15% (234)	1578
Ideo: Liberal (1-3)	15% (107)	17% (126)	11% (80)	9% (65)	39% (286)	9% (69)	732
Ideo: Moderate (4)	7% (35)	18% (93)	10% (52)	9% (45)	46% (232)	10% (50)	507
Ideo: Conservative (5-7)	7% (46)	14% (100)	7% (52)	10% (71)	52% (371)	10% (69)	709
Educ: < College	8% (131)	15% (237)	9% (137)	10% (151)	44% (682)	15% (229)	1567
Educ: Bachelors degree	12% (49)	16% (68)	10% (42)	8% (33)	46% (191)	8% (32)	416
Educ: Post-grad	9% (20)	18% (39)	13% (29)	6% (14)	49% (107)	5% (11)	219

Continued on next page

Table BRD12_7: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.
A VIP shoppers lounge area

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	9% (200)	16% (344)	9% (207)	9% (198)	45% (980)	12% (272)	2201
Income: Under 50k	9% (115)	15% (198)	8% (106)	10% (131)	43% (564)	15% (200)	1314
Income: 50k-100k	10% (63)	16% (98)	12% (72)	8% (49)	46% (290)	9% (55)	627
Income: 100k+	8% (22)	18% (48)	11% (29)	7% (18)	48% (126)	7% (17)	260
Ethnicity: White	8% (134)	15% (263)	9% (156)	9% (161)	49% (850)	11% (186)	1750
Ethnicity: Hispanic	17% (57)	23% (77)	12% (39)	11% (35)	21% (70)	16% (52)	329
Ethnicity: Afr. Am.	15% (40)	20% (54)	10% (26)	7% (18)	32% (87)	16% (43)	269
Ethnicity: Other	14% (26)	14% (26)	14% (25)	11% (19)	23% (43)	24% (43)	182
Relig: Protestant	8% (38)	13% (62)	6% (27)	10% (47)	57% (279)	7% (34)	488
Relig: Roman Catholic	12% (53)	17% (74)	13% (58)	8% (36)	41% (182)	10% (43)	445
Relig: Ath./Agn./None	5% (32)	16% (98)	8% (50)	10% (63)	42% (264)	19% (119)	626
Relig: Something Else	14% (53)	19% (73)	12% (46)	9% (35)	37% (143)	10% (38)	387
Relig: Jewish	24% (13)	17% (10)	3% (1)	9% (5)	41% (23)	6% (4)	56
Relig: Evangelical	12% (70)	16% (96)	8% (48)	8% (48)	46% (273)	10% (58)	592
Relig: Non-Evang. Catholics	8% (45)	13% (77)	11% (64)	9% (53)	50% (297)	9% (56)	592
Relig: All Christian	10% (114)	15% (173)	9% (112)	8% (100)	48% (570)	10% (114)	1184
Relig: All Non-Christian	8% (86)	17% (171)	9% (96)	10% (98)	40% (407)	15% (157)	1014
Community: Urban	14% (78)	20% (112)	10% (58)	8% (44)	38% (211)	10% (56)	557
Community: Suburban	8% (75)	14% (136)	8% (74)	10% (94)	49% (481)	12% (123)	983
Community: Rural	7% (48)	15% (96)	11% (75)	9% (60)	44% (288)	14% (93)	660
Employ: Private Sector	10% (67)	18% (122)	11% (75)	8% (53)	44% (288)	8% (55)	660
Employ: Government	13% (20)	14% (21)	20% (29)	8% (12)	36% (54)	9% (13)	149
Employ: Self-Employed	10% (19)	21% (39)	10% (18)	8% (15)	39% (72)	11% (21)	184
Employ: Homemaker	8% (15)	11% (21)	8% (15)	10% (19)	48% (90)	14% (27)	187
Employ: Student	13% (16)	21% (26)	11% (14)	10% (12)	34% (41)	11% (13)	123
Employ: Retired	5% (26)	11% (50)	5% (24)	11% (50)	57% (271)	11% (52)	471
Employ: Unemployed	9% (20)	17% (38)	6% (15)	5% (11)	42% (94)	21% (48)	225
Employ: Other	9% (18)	13% (26)	9% (18)	14% (27)	34% (70)	21% (43)	202
Military HH: Yes	11% (47)	18% (77)	11% (48)	10% (41)	42% (178)	7% (32)	422
Military HH: No	9% (153)	15% (267)	9% (160)	9% (157)	45% (802)	13% (240)	1779

Continued on next page

Table BRD12_7: Please indicate if each of the following would make you more or less likely to visit non-strip shopping malls, or would it have no impact either way.

A VIP shoppers lounge area

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	9% (200)	16% (344)	9% (207)	9% (198)	45% (980)	12% (272)	2201
RD/WT: Right Direction	11% (109)	17% (169)	10% (102)	9% (84)	42% (406)	11% (105)	976
RD/WT: Wrong Track	7% (91)	14% (175)	9% (105)	9% (114)	47% (574)	14% (166)	1225
Strongly Approve	12% (61)	16% (85)	9% (49)	10% (51)	42% (217)	11% (59)	522
Somewhat Approve	7% (33)	17% (78)	12% (57)	9% (40)	44% (206)	11% (49)	464
Somewhat Disapprove	10% (28)	23% (68)	9% (27)	10% (30)	39% (112)	9% (25)	291
Strongly Disapprove	9% (71)	12% (100)	9% (72)	9% (71)	50% (412)	11% (92)	817
Dont Know / No Opinion	7% (7)	12% (13)	2% (2)	5% (6)	30% (32)	43% (46)	107
#1 Issue: Economy	7% (42)	12% (75)	9% (57)	11% (67)	49% (308)	12% (73)	622
#1 Issue: Security	11% (42)	17% (63)	8% (31)	10% (40)	39% (150)	14% (53)	380
#1 Issue: Health Care	11% (46)	16% (65)	13% (50)	7% (27)	42% (168)	11% (44)	400
#1 Issue: Medicare / S.S.	6% (21)	14% (47)	6% (21)	10% (34)	53% (178)	10% (33)	333
#1 Issue: Women's Issues	14% (16)	15% (18)	9% (11)	7% (9)	41% (47)	13% (16)	116
#1 Issue: Education	13% (19)	26% (39)	10% (15)	4% (5)	33% (49)	15% (22)	149
#1 Issue: Energy	8% (9)	28% (29)	18% (19)	12% (13)	27% (28)	6% (7)	104
#1 Issue: Other	6% (5)	7% (7)	4% (4)	5% (5)	53% (52)	25% (25)	97
2016 Vote: Dem H. Clinton	10% (70)	15% (104)	11% (80)	8% (60)	46% (330)	10% (69)	712
2016 Vote: Rep. D. Trump	10% (73)	14% (107)	9% (66)	9% (69)	48% (358)	10% (79)	752
2016 Vote: Someone Else	10% (17)	15% (26)	9% (16)	11% (19)	47% (81)	8% (14)	173
2012 Vote: Barack Obama	11% (92)	15% (122)	10% (79)	8% (69)	48% (392)	8% (66)	821
2012 Vote: Mitt Romney	7% (43)	14% (83)	9% (50)	9% (52)	50% (288)	10% (59)	575
2012 Vote: Other	4% (3)	12% (12)	7% (7)	9% (9)	52% (50)	16% (15)	95
2012 Vote: Didn't Vote	9% (62)	18% (127)	10% (71)	10% (69)	35% (246)	19% (131)	706
4-Region: Northeast	8% (31)	15% (61)	9% (34)	9% (38)	49% (195)	11% (43)	402
4-Region: Midwest	7% (35)	15% (71)	9% (43)	8% (40)	47% (222)	13% (64)	474
4-Region: South	11% (86)	15% (125)	10% (82)	8% (65)	43% (350)	13% (106)	815
4-Region: West	9% (48)	17% (87)	9% (48)	11% (56)	42% (213)	12% (59)	511

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	466	21%
	Age: 30-44	569	26%
	Age: 45-54	379	17%
	Age: 55-64	389	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	747	34%
	PID: Ind (no lean)	761	35%
	PID: Rep (no lean)	694	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	334	15%
	PID/Gender: Dem Women	412	19%
	PID/Gender: Ind Men	357	16%
	PID/Gender: Ind Women	404	18%
	PID/Gender: Rep Men	368	17%
	PID/Gender: Rep Women	325	15%
	N	2201	
xdemTea	Tea Party: Supporter	606	28%
	Tea Party: Not Supporter	1578	72%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	732	33%
	Ideo: Moderate (4)	507	23%
	Ideo: Conservative (5-7)	709	32%
	N	1948	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1314	60%
	Income: 50k-100k	627	28%
	Income: 100k+	260	12%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	488	22%
	Relig: Roman Catholic	445	20%
	Relig: Ath./Agn./None	626	28%
	Relig: Something Else	387	18%
	N	1947	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	592	27%
	Relig: Non-Evang. Catholics	592	27%
	N	1184	
xreligion3	Relig: All Christian	1184	54%
	Relig: All Non-Christian	1014	46%
	N	2198	
xdemUsr	Community: Urban	557	25%
	Community: Suburban	983	45%
	Community: Rural	660	30%
	N	2201	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	149	7%
	Employ: Self-Employed	184	8%
	Employ: Homemaker	187	9%
	Employ: Student	123	6%
	Employ: Retired	471	21%
	Employ: Unemployed	225	10%
	Employ: Other	202	9%
	N	2201	
xdemMilHH1	Military HH: Yes	422	19%
	Military HH: No	1779	81%
	N	2201	
xnr1	RD/WT: Right Direction	976	44%
	RD/WT: Wrong Track	1225	56%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	522	24%
	Somewhat Approve	464	21%
	Somewhat Disapprove	291	13%
	Strongly Disapprove	817	37%
	Dont Know / No Opinion	107	5%
	N	2201	
xnr3	#1 Issue: Economy	622	28%
	#1 Issue: Security	380	17%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / S.S.	333	15%
	#1 Issue: Women's Issues	116	5%
	#1 Issue: Education	149	7%
	#1 Issue: Energy	104	5%
	#1 Issue: Other	97	4%
	N	2201	
xsubVote16O	2016 Vote: Dem H. Clinton	712	32%
	2016 Vote: Rep. D. Trump	752	34%
	2016 Vote: Someone Else	173	8%
	N	1637	
xsubVote12O	2012 Vote: Barack Obama	821	37%
	2012 Vote: Mitt Romney	575	26%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	706	32%
	N	2197	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

