



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180118  
January 25-26, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from January 25-26, 2018, among a national sample of 2202 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 QX1:** Do you do most of your shopping for clothes at in-store locations or online?

Demographic	In-store	Online	Other (please specify)	Total N
Adults	75% (1657)	23% (511)	2% (34)	2202
Gender: Male	80% (843)	19% (205)	1% (12)	1060
Gender: Female	71% (814)	27% (306)	2% (22)	1142
Age: 18-29	71% (336)	28% (131)	2% (7)	474
Age: 30-44	70% (394)	28% (156)	2% (11)	562
Age: 45-54	80% (249)	19% (59)	1% (3)	311
Age: 55-64	81% (370)	18% (80)	2% (7)	457
Age: 65+	77% (308)	21% (84)	1% (5)	398
PID: Dem (no lean)	74% (533)	24% (171)	2% (12)	716
PID: Ind (no lean)	72% (568)	26% (203)	2% (16)	787
PID: Rep (no lean)	80% (557)	20% (137)	1% (6)	700
PID/Gender: Dem Men	78% (244)	20% (63)	2% (5)	312
PID/Gender: Dem Women	71% (288)	27% (109)	2% (7)	404
PID/Gender: Ind Men	76% (277)	23% (84)	1% (5)	366
PID/Gender: Ind Women	69% (291)	28% (118)	3% (11)	420
PID/Gender: Rep Men	84% (322)	15% (58)	1% (2)	382
PID/Gender: Rep Women	74% (235)	25% (79)	1% (4)	318
Tea Party: Supporter	76% (425)	22% (124)	2% (10)	559
Tea Party: Not Supporter	75% (1216)	24% (383)	1% (24)	1622
Ideo: Liberal (1-3)	72% (551)	27% (209)	1% (9)	769
Ideo: Moderate (4)	76% (347)	22% (100)	2% (10)	456
Ideo: Conservative (5-7)	78% (545)	21% (144)	1% (9)	698
Educ: < College	77% (1202)	22% (344)	1% (22)	1567
Educ: Bachelors degree	71% (297)	27% (114)	1% (6)	416
Educ: Post-grad	73% (159)	25% (54)	3% (6)	219
Income: Under 50k	75% (945)	23% (291)	2% (22)	1258
Income: 50k-100k	76% (521)	23% (155)	1% (8)	683
Income: 100k+	74% (192)	25% (65)	2% (4)	261
Ethnicity: White	76% (1337)	22% (389)	1% (26)	1751

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**Table QX1: Do you do most of your shopping for clothes at in-store locations or online?**

Demographic	In-store		Online		Other (please specify)		Total N
Adults	75%	(1657)	23%	(511)	2%	(34)	2202
Ethnicity: Hispanic	72%	(236)	26%	(85)	3%	(8)	330
Ethnicity: Afr. Am.	74%	(198)	25%	(67)	1%	(4)	269
Ethnicity: Other	67%	(123)	30%	(55)	2%	(4)	182
Relig: Protestant	80%	(417)	19%	(98)	1%	(5)	520
Relig: Roman Catholic	77%	(333)	22%	(93)	2%	(7)	434
Relig: Ath./Agn./None	71%	(454)	27%	(173)	2%	(13)	640
Relig: Something Else	72%	(261)	27%	(98)	1%	(4)	364
Relig: Jewish	77%	(40)	22%	(11)	1%	(1)	52
Relig: Evangelical	79%	(474)	20%	(117)	1%	(8)	598
Relig: Non-Evang. Catholics	78%	(465)	20%	(121)	1%	(9)	596
Relig: All Christian	79%	(939)	20%	(238)	1%	(16)	1194
Relig: All Non-Christian	71%	(715)	27%	(272)	2%	(17)	1004
Community: Urban	73%	(443)	26%	(161)	1%	(5)	609
Community: Suburban	76%	(689)	23%	(207)	1%	(13)	909
Community: Rural	77%	(525)	21%	(143)	2%	(16)	684
Employ: Private Sector	75%	(466)	24%	(148)	1%	(9)	623
Employ: Government	76%	(120)	24%	(37)	—	(0)	157
Employ: Self-Employed	75%	(162)	23%	(51)	1%	(3)	216
Employ: Homemaker	70%	(135)	27%	(52)	2%	(5)	192
Employ: Student	72%	(80)	27%	(30)	2%	(2)	111
Employ: Retired	78%	(381)	20%	(99)	2%	(11)	491
Employ: Unemployed	77%	(165)	21%	(46)	2%	(4)	216
Employ: Other	75%	(148)	25%	(48)	—	(0)	196
Military HH: Yes	77%	(328)	20%	(88)	3%	(13)	429
Military HH: No	75%	(1329)	24%	(423)	1%	(21)	1773
RD/WT: Right Direction	77%	(688)	22%	(193)	2%	(14)	895
RD/WT: Wrong Track	74%	(969)	24%	(319)	1%	(20)	1307
Strongly Approve	80%	(405)	19%	(94)	1%	(6)	505
Somewhat Approve	77%	(327)	22%	(93)	1%	(6)	425
Somewhat Disapprove	74%	(217)	26%	(75)	1%	(2)	294
Strongly Disapprove	72%	(611)	26%	(221)	2%	(14)	845
Dont Know / No Opinion	74%	(98)	22%	(29)	5%	(6)	132

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**Table QX1: Do you do most of your shopping for clothes at in-store locations or online?**

Demographic	In-store		Online		Other (please specify)		Total N
Adults	75%	(1657)	23%	(511)	2%	(34)	2202
#1 Issue: Economy	78%	(509)	21%	(135)	1%	(7)	651
#1 Issue: Security	74%	(264)	24%	(88)	2%	(7)	359
#1 Issue: Health Care	76%	(303)	23%	(90)	2%	(7)	400
#1 Issue: Medicare / Social Security	77%	(279)	23%	(83)	—	(2)	363
#1 Issue: Women's Issues	67%	(75)	33%	(38)	—	(0)	113
#1 Issue: Education	72%	(90)	25%	(31)	4%	(4)	126
#1 Issue: Energy	73%	(69)	26%	(24)	1%	(1)	94
#1 Issue: Other	71%	(68)	24%	(23)	5%	(5)	96
2016 Vote: Democrat Hillary Clinton	76%	(559)	24%	(174)	1%	(6)	739
2016 Vote: Republican Donald Trump	77%	(579)	22%	(163)	2%	(13)	755
2016 Vote: Someone else	73%	(125)	25%	(43)	1%	(2)	170
2012 Vote: Barack Obama	76%	(654)	23%	(199)	1%	(13)	866
2012 Vote: Mitt Romney	77%	(465)	22%	(130)	1%	(8)	602
2012 Vote: Other	73%	(78)	25%	(27)	2%	(2)	107
2012 Vote: Didn't Vote	73%	(459)	25%	(155)	2%	(12)	625
4-Region: Northeast	71%	(284)	28%	(111)	2%	(6)	402
4-Region: Midwest	79%	(373)	20%	(95)	1%	(6)	474
4-Region: South	78%	(632)	21%	(169)	2%	(14)	815
4-Region: West	72%	(368)	27%	(136)	1%	(8)	511

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

**Table QX2:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Convenient

Demographic	Selected		Not Selected		Total N
Adults	44%	(974)	56%	(1228)	2202
Gender: Male	49%	(516)	51%	(544)	1060
Gender: Female	40%	(458)	60%	(685)	1142
Age: 18-29	51%	(240)	49%	(234)	474
Age: 30-44	36%	(201)	64%	(361)	562
Age: 45-54	41%	(127)	59%	(185)	311
Age: 55-64	43%	(197)	57%	(260)	457
Age: 65+	53%	(210)	47%	(188)	398
PID: Dem (no lean)	44%	(316)	56%	(400)	716
PID: Ind (no lean)	43%	(336)	57%	(451)	787
PID: Rep (no lean)	46%	(322)	54%	(378)	700
PID/Gender: Dem Men	46%	(143)	54%	(169)	312
PID/Gender: Dem Women	43%	(172)	57%	(232)	404
PID/Gender: Ind Men	47%	(172)	53%	(194)	366
PID/Gender: Ind Women	39%	(164)	61%	(256)	420
PID/Gender: Rep Men	53%	(201)	47%	(181)	382
PID/Gender: Rep Women	38%	(121)	62%	(197)	318
Tea Party: Supporter	46%	(255)	54%	(304)	559
Tea Party: Not Supporter	44%	(709)	56%	(913)	1622
Ideo: Liberal (1-3)	44%	(335)	56%	(434)	769
Ideo: Moderate (4)	47%	(214)	53%	(242)	456
Ideo: Conservative (5-7)	43%	(300)	57%	(399)	698
Educ: < College	46%	(714)	54%	(853)	1567
Educ: Bachelors degree	42%	(173)	58%	(243)	416
Educ: Post-grad	40%	(87)	60%	(132)	219
Income: Under 50k	45%	(562)	55%	(696)	1258
Income: 50k-100k	46%	(314)	54%	(369)	683
Income: 100k+	37%	(98)	63%	(163)	261
Ethnicity: White	42%	(729)	58%	(1023)	1751
Ethnicity: Hispanic	49%	(163)	51%	(166)	330
Ethnicity: Afr. Am.	58%	(155)	42%	(114)	269

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**Table QX2:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Convenient

Demographic	Selected		Not Selected		Total N
Adults	44%	(974)	56%	(1228)	2202
Ethnicity: Other	49%	(90)	51%	(92)	182
Relig: Protestant	43%	(225)	57%	(295)	520
Relig: Roman Catholic	45%	(195)	55%	(238)	434
Relig: Ath./Agn./None	41%	(265)	59%	(375)	640
Relig: Something Else	50%	(181)	50%	(182)	364
Relig: Jewish	50%	(26)	50%	(26)	52
Relig: Evangelical	45%	(269)	55%	(329)	598
Relig: Non-Evang. Catholics	43%	(256)	57%	(339)	596
Relig: All Christian	44%	(525)	56%	(669)	1194
Relig: All Non-Christian	44%	(447)	56%	(558)	1004
Community: Urban	48%	(290)	52%	(319)	609
Community: Suburban	44%	(400)	56%	(509)	909
Community: Rural	42%	(284)	58%	(400)	684
Employ: Private Sector	42%	(263)	58%	(360)	623
Employ: Government	37%	(58)	63%	(99)	157
Employ: Self-Employed	43%	(93)	57%	(123)	216
Employ: Homemaker	41%	(79)	59%	(113)	192
Employ: Student	45%	(50)	55%	(61)	111
Employ: Retired	48%	(236)	52%	(256)	491
Employ: Unemployed	44%	(95)	56%	(120)	216
Employ: Other	51%	(100)	49%	(96)	196
Military HH: Yes	48%	(206)	52%	(222)	429
Military HH: No	43%	(767)	57%	(1006)	1773
RD/WT: Right Direction	46%	(408)	54%	(486)	895
RD/WT: Wrong Track	43%	(566)	57%	(742)	1307
Strongly Approve	45%	(225)	55%	(280)	505
Somewhat Approve	43%	(182)	57%	(244)	425
Somewhat Disapprove	47%	(138)	53%	(156)	294
Strongly Disapprove	45%	(381)	55%	(464)	845
Dont Know / No Opinion	36%	(48)	64%	(84)	132

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**Table QX2:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Convenient

Demographic	Selected		Not Selected		Total N
Adults	44%	(974)	56%	(1228)	2202
#1 Issue: Economy	47%	(304)	53%	(347)	651
#1 Issue: Security	40%	(145)	60%	(214)	359
#1 Issue: Health Care	44%	(175)	56%	(225)	400
#1 Issue: Medicare / Social Security	48%	(173)	52%	(190)	363
#1 Issue: Women's Issues	36%	(41)	64%	(72)	113
#1 Issue: Education	48%	(61)	52%	(65)	126
#1 Issue: Energy	42%	(39)	58%	(55)	94
#1 Issue: Other	37%	(36)	63%	(60)	96
2016 Vote: Democrat Hillary Clinton	48%	(356)	52%	(383)	739
2016 Vote: Republican Donald Trump	44%	(333)	56%	(423)	755
2016 Vote: Someone else	44%	(75)	56%	(96)	170
2012 Vote: Barack Obama	46%	(400)	54%	(467)	866
2012 Vote: Mitt Romney	45%	(272)	55%	(330)	602
2012 Vote: Other	46%	(49)	54%	(58)	107
2012 Vote: Didn't Vote	41%	(253)	59%	(371)	625
4-Region: Northeast	43%	(173)	57%	(229)	402
4-Region: Midwest	44%	(209)	56%	(265)	474
4-Region: South	44%	(363)	56%	(452)	815
4-Region: West	45%	(229)	55%	(282)	511

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

**Table QX3:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Efficient

Demographic	Selected		Not Selected		Total N
Adults	20%	(433)	80%	(1769)	2202
Gender: Male	22%	(233)	78%	(827)	1060
Gender: Female	18%	(201)	82%	(941)	1142
Age: 18-29	29%	(137)	71%	(336)	474
Age: 30-44	20%	(112)	80%	(450)	562
Age: 45-54	20%	(64)	80%	(248)	311
Age: 55-64	14%	(62)	86%	(395)	457
Age: 65+	15%	(58)	85%	(340)	398
PID: Dem (no lean)	20%	(142)	80%	(574)	716
PID: Ind (no lean)	19%	(147)	81%	(640)	787
PID: Rep (no lean)	21%	(145)	79%	(555)	700
PID/Gender: Dem Men	22%	(69)	78%	(243)	312
PID/Gender: Dem Women	18%	(73)	82%	(331)	404
PID/Gender: Ind Men	20%	(73)	80%	(293)	366
PID/Gender: Ind Women	17%	(73)	83%	(347)	420
PID/Gender: Rep Men	24%	(90)	76%	(292)	382
PID/Gender: Rep Women	17%	(55)	83%	(263)	318
Tea Party: Supporter	23%	(128)	77%	(431)	559
Tea Party: Not Supporter	19%	(302)	81%	(1320)	1622
Ideo: Liberal (1-3)	21%	(161)	79%	(608)	769
Ideo: Moderate (4)	25%	(114)	75%	(342)	456
Ideo: Conservative (5-7)	16%	(113)	84%	(586)	698
Educ: < College	20%	(306)	80%	(1261)	1567
Educ: Bachelors degree	20%	(82)	80%	(334)	416
Educ: Post-grad	21%	(45)	79%	(174)	219
Income: Under 50k	20%	(254)	80%	(1004)	1258
Income: 50k-100k	18%	(123)	82%	(560)	683
Income: 100k+	22%	(57)	78%	(204)	261
Ethnicity: White	19%	(326)	81%	(1425)	1751
Ethnicity: Hispanic	33%	(107)	67%	(222)	330
Ethnicity: Afr. Am.	23%	(62)	77%	(207)	269

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**Table QX3:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Efficient

Demographic	Selected		Not Selected		Total N
Adults	20%	(433)	80%	(1769)	2202
Ethnicity: Other	25%	(46)	75%	(136)	182
Relig: Protestant	18%	(94)	82%	(426)	520
Relig: Roman Catholic	22%	(96)	78%	(337)	434
Relig: Ath./Agn./None	19%	(120)	81%	(521)	640
Relig: Something Else	21%	(75)	79%	(289)	364
Relig: Jewish	16%	(8)	84%	(44)	52
Relig: Evangelical	21%	(126)	79%	(472)	598
Relig: Non-Evang. Catholics	19%	(113)	81%	(483)	596
Relig: All Christian	20%	(239)	80%	(954)	1194
Relig: All Non-Christian	19%	(194)	81%	(810)	1004
Community: Urban	23%	(138)	77%	(471)	609
Community: Suburban	17%	(159)	83%	(751)	909
Community: Rural	20%	(137)	80%	(547)	684
Employ: Private Sector	18%	(109)	82%	(514)	623
Employ: Government	23%	(36)	77%	(122)	157
Employ: Self-Employed	24%	(52)	76%	(164)	216
Employ: Homemaker	17%	(32)	83%	(160)	192
Employ: Student	32%	(36)	68%	(76)	111
Employ: Retired	15%	(75)	85%	(417)	491
Employ: Unemployed	25%	(55)	75%	(161)	216
Employ: Other	20%	(40)	80%	(156)	196
Military HH: Yes	19%	(80)	81%	(349)	429
Military HH: No	20%	(353)	80%	(1420)	1773
RD/WT: Right Direction	20%	(180)	80%	(715)	895
RD/WT: Wrong Track	19%	(254)	81%	(1054)	1307
Strongly Approve	20%	(101)	80%	(404)	505
Somewhat Approve	16%	(67)	84%	(358)	425
Somewhat Disapprove	24%	(69)	76%	(225)	294
Strongly Disapprove	20%	(171)	80%	(674)	845
Dont Know / No Opinion	19%	(25)	81%	(108)	132

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**Table QX3:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Efficient

Demographic	Selected		Not Selected		Total N
Adults	20%	(433)	80%	(1769)	2202
#1 Issue: Economy	22%	(142)	78%	(508)	651
#1 Issue: Security	18%	(64)	82%	(295)	359
#1 Issue: Health Care	20%	(79)	80%	(321)	400
#1 Issue: Medicare / Social Security	15%	(56)	85%	(307)	363
#1 Issue: Women's Issues	23%	(25)	77%	(87)	113
#1 Issue: Education	21%	(26)	79%	(100)	126
#1 Issue: Energy	25%	(23)	75%	(71)	94
#1 Issue: Other	18%	(17)	82%	(79)	96
2016 Vote: Democrat Hillary Clinton	21%	(156)	79%	(583)	739
2016 Vote: Republican Donald Trump	18%	(136)	82%	(620)	755
2016 Vote: Someone else	18%	(31)	82%	(139)	170
2012 Vote: Barack Obama	22%	(194)	78%	(672)	866
2012 Vote: Mitt Romney	16%	(98)	84%	(504)	602
2012 Vote: Other	10%	(11)	90%	(96)	107
2012 Vote: Didn't Vote	21%	(131)	79%	(494)	625
4-Region: Northeast	21%	(84)	79%	(317)	402
4-Region: Midwest	17%	(80)	83%	(394)	474
4-Region: South	20%	(162)	80%	(653)	815
4-Region: West	21%	(108)	79%	(403)	511

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

**Table QX4:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Helpful

Demographic	Selected		Not Selected		Total N
Adults	18%	(390)	82%	(1812)	2202
Gender: Male	19%	(199)	81%	(861)	1060
Gender: Female	17%	(191)	83%	(951)	1142
Age: 18-29	25%	(120)	75%	(354)	474
Age: 30-44	21%	(115)	79%	(446)	562
Age: 45-54	13%	(41)	87%	(271)	311
Age: 55-64	11%	(52)	89%	(405)	457
Age: 65+	16%	(62)	84%	(336)	398
PID: Dem (no lean)	20%	(144)	80%	(572)	716
PID: Ind (no lean)	16%	(125)	84%	(662)	787
PID: Rep (no lean)	17%	(121)	83%	(578)	700
PID/Gender: Dem Men	22%	(69)	78%	(243)	312
PID/Gender: Dem Women	18%	(74)	82%	(329)	404
PID/Gender: Ind Men	15%	(54)	85%	(312)	366
PID/Gender: Ind Women	17%	(71)	83%	(349)	420
PID/Gender: Rep Men	20%	(76)	80%	(306)	382
PID/Gender: Rep Women	14%	(45)	86%	(273)	318
Tea Party: Supporter	23%	(127)	77%	(432)	559
Tea Party: Not Supporter	16%	(261)	84%	(1361)	1622
Ideo: Liberal (1-3)	22%	(171)	78%	(598)	769
Ideo: Moderate (4)	17%	(75)	83%	(381)	456
Ideo: Conservative (5-7)	14%	(97)	86%	(602)	698
Educ: < College	18%	(285)	82%	(1282)	1567
Educ: Bachelors degree	16%	(65)	84%	(351)	416
Educ: Post-grad	18%	(40)	82%	(179)	219
Income: Under 50k	20%	(253)	80%	(1005)	1258
Income: 50k-100k	14%	(97)	86%	(586)	683
Income: 100k+	15%	(40)	85%	(221)	261
Ethnicity: White	15%	(263)	85%	(1489)	1751
Ethnicity: Hispanic	27%	(91)	73%	(239)	330
Ethnicity: Afr. Am.	28%	(76)	72%	(193)	269

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**Table QX4:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Helpful

Demographic	Selected		Not Selected		Total N
Adults	18%	(390)	82%	(1812)	2202
Ethnicity: Other	28%	(51)	72%	(131)	182
Relig: Protestant	14%	(74)	86%	(446)	520
Relig: Roman Catholic	19%	(84)	81%	(349)	434
Relig: Ath./Agn./None	17%	(109)	83%	(532)	640
Relig: Something Else	18%	(66)	82%	(298)	364
Relig: Jewish	11%	(6)	89%	(46)	52
Relig: Evangelical	21%	(126)	79%	(472)	598
Relig: Non-Evang. Catholics	15%	(88)	85%	(508)	596
Relig: All Christian	18%	(214)	82%	(980)	1194
Relig: All Non-Christian	17%	(175)	83%	(829)	1004
Community: Urban	20%	(120)	80%	(489)	609
Community: Suburban	16%	(148)	84%	(761)	909
Community: Rural	18%	(122)	82%	(562)	684
Employ: Private Sector	17%	(103)	83%	(519)	623
Employ: Government	16%	(25)	84%	(132)	157
Employ: Self-Employed	23%	(49)	77%	(167)	216
Employ: Homemaker	14%	(27)	86%	(165)	192
Employ: Student	27%	(30)	73%	(81)	111
Employ: Retired	15%	(71)	85%	(420)	491
Employ: Unemployed	20%	(44)	80%	(172)	216
Employ: Other	21%	(41)	79%	(155)	196
Military HH: Yes	20%	(84)	80%	(345)	429
Military HH: No	17%	(306)	83%	(1467)	1773
RD/WT: Right Direction	18%	(161)	82%	(734)	895
RD/WT: Wrong Track	18%	(229)	82%	(1079)	1307
Strongly Approve	17%	(87)	83%	(418)	505
Somewhat Approve	17%	(70)	83%	(355)	425
Somewhat Disapprove	18%	(54)	82%	(240)	294
Strongly Disapprove	18%	(153)	82%	(692)	845
Dont Know / No Opinion	19%	(25)	81%	(107)	132

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**Table QX4:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Helpful

Demographic	Selected		Not Selected		Total N
Adults	18%	(390)	82%	(1812)	2202
#1 Issue: Economy	19%	(121)	81%	(530)	651
#1 Issue: Security	16%	(58)	84%	(301)	359
#1 Issue: Health Care	17%	(69)	83%	(331)	400
#1 Issue: Medicare / Social Security	17%	(62)	83%	(302)	363
#1 Issue: Women's Issues	18%	(21)	82%	(92)	113
#1 Issue: Education	21%	(27)	79%	(99)	126
#1 Issue: Energy	19%	(18)	81%	(76)	94
#1 Issue: Other	16%	(15)	84%	(81)	96
2016 Vote: Democrat Hillary Clinton	19%	(142)	81%	(597)	739
2016 Vote: Republican Donald Trump	16%	(118)	84%	(638)	755
2016 Vote: Someone else	15%	(26)	85%	(144)	170
2012 Vote: Barack Obama	20%	(176)	80%	(690)	866
2012 Vote: Mitt Romney	13%	(80)	87%	(522)	602
2012 Vote: Other	8%	(8)	92%	(99)	107
2012 Vote: Didn't Vote	20%	(125)	80%	(500)	625
4-Region: Northeast	15%	(59)	85%	(343)	402
4-Region: Midwest	19%	(88)	81%	(386)	474
4-Region: South	19%	(155)	81%	(660)	815
4-Region: West	17%	(88)	83%	(423)	511

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

**Table QX5:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Relaxing

Demographic	Selected		Not Selected		Total N
Adults	14%	(311)	86%	(1891)	2202
Gender: Male	14%	(148)	86%	(912)	1060
Gender: Female	14%	(163)	86%	(980)	1142
Age: 18-29	19%	(88)	81%	(386)	474
Age: 30-44	18%	(102)	82%	(460)	562
Age: 45-54	11%	(35)	89%	(276)	311
Age: 55-64	10%	(46)	90%	(411)	457
Age: 65+	10%	(40)	90%	(358)	398
PID: Dem (no lean)	14%	(101)	86%	(615)	716
PID: Ind (no lean)	14%	(114)	86%	(673)	787
PID: Rep (no lean)	14%	(96)	86%	(604)	700
PID/Gender: Dem Men	16%	(49)	84%	(263)	312
PID/Gender: Dem Women	13%	(52)	87%	(352)	404
PID/Gender: Ind Men	15%	(55)	85%	(312)	366
PID/Gender: Ind Women	14%	(59)	86%	(361)	420
PID/Gender: Rep Men	12%	(44)	88%	(337)	382
PID/Gender: Rep Women	16%	(51)	84%	(267)	318
Tea Party: Supporter	17%	(95)	83%	(465)	559
Tea Party: Not Supporter	13%	(216)	87%	(1406)	1622
Ideo: Liberal (1-3)	16%	(122)	84%	(647)	769
Ideo: Moderate (4)	14%	(63)	86%	(394)	456
Ideo: Conservative (5-7)	11%	(80)	89%	(619)	698
Educ: < College	15%	(229)	85%	(1338)	1567
Educ: Bachelors degree	13%	(53)	87%	(363)	416
Educ: Post-grad	13%	(29)	87%	(190)	219
Income: Under 50k	15%	(195)	85%	(1063)	1258
Income: 50k-100k	13%	(91)	87%	(592)	683
Income: 100k+	10%	(25)	90%	(236)	261
Ethnicity: White	12%	(210)	88%	(1541)	1751
Ethnicity: Hispanic	25%	(83)	75%	(246)	330
Ethnicity: Afr. Am.	22%	(59)	78%	(209)	269

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**Table QX5:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Relaxing

Demographic	Selected		Not Selected		Total N
Adults	14%	(311)	86%	(1891)	2202
Ethnicity: Other	23%	(42)	77%	(141)	182
Relig: Protestant	10%	(54)	90%	(465)	520
Relig: Roman Catholic	15%	(64)	85%	(370)	434
Relig: Ath./Agn./None	13%	(84)	87%	(556)	640
Relig: Something Else	15%	(54)	85%	(309)	364
Relig: Jewish	13%	(7)	87%	(45)	52
Relig: Evangelical	18%	(108)	82%	(490)	598
Relig: Non-Evang. Catholics	11%	(64)	89%	(532)	596
Relig: All Christian	14%	(172)	86%	(1021)	1194
Relig: All Non-Christian	14%	(139)	86%	(865)	1004
Community: Urban	17%	(106)	83%	(503)	609
Community: Suburban	12%	(106)	88%	(804)	909
Community: Rural	14%	(99)	86%	(585)	684
Employ: Private Sector	13%	(78)	87%	(545)	623
Employ: Government	18%	(28)	82%	(129)	157
Employ: Self-Employed	16%	(34)	84%	(182)	216
Employ: Homemaker	14%	(26)	86%	(166)	192
Employ: Student	23%	(26)	77%	(86)	111
Employ: Retired	9%	(46)	91%	(445)	491
Employ: Unemployed	16%	(35)	84%	(181)	216
Employ: Other	19%	(37)	81%	(159)	196
Military HH: Yes	15%	(66)	85%	(363)	429
Military HH: No	14%	(245)	86%	(1528)	1773
RD/WT: Right Direction	15%	(133)	85%	(762)	895
RD/WT: Wrong Track	14%	(178)	86%	(1129)	1307
Strongly Approve	14%	(71)	86%	(435)	505
Somewhat Approve	13%	(55)	87%	(370)	425
Somewhat Disapprove	18%	(53)	82%	(241)	294
Strongly Disapprove	13%	(110)	87%	(735)	845
Dont Know / No Opinion	17%	(22)	83%	(110)	132

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**Table QX5:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Relaxing

Demographic	Selected		Not Selected		Total N
Adults	14%	(311)	86%	(1891)	2202
#1 Issue: Economy	13%	(81)	87%	(569)	651
#1 Issue: Security	13%	(48)	87%	(311)	359
#1 Issue: Health Care	14%	(54)	86%	(346)	400
#1 Issue: Medicare / Social Security	15%	(56)	85%	(307)	363
#1 Issue: Women's Issues	19%	(21)	81%	(92)	113
#1 Issue: Education	22%	(27)	78%	(99)	126
#1 Issue: Energy	13%	(13)	87%	(81)	94
#1 Issue: Other	10%	(10)	90%	(86)	96
2016 Vote: Democrat Hillary Clinton	16%	(119)	84%	(621)	739
2016 Vote: Republican Donald Trump	12%	(87)	88%	(668)	755
2016 Vote: Someone else	12%	(21)	88%	(149)	170
2012 Vote: Barack Obama	15%	(129)	85%	(737)	866
2012 Vote: Mitt Romney	12%	(74)	88%	(529)	602
2012 Vote: Other	5%	(5)	95%	(101)	107
2012 Vote: Didn't Vote	16%	(103)	84%	(522)	625
4-Region: Northeast	9%	(36)	91%	(366)	402
4-Region: Midwest	11%	(53)	89%	(421)	474
4-Region: South	17%	(135)	83%	(680)	815
4-Region: West	17%	(87)	83%	(425)	511

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

**Table QX6:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Fun

Demographic	Selected		Not Selected		Total N
Adults	28%	(618)	72%	(1584)	2202
Gender: Male	26%	(275)	74%	(785)	1060
Gender: Female	30%	(342)	70%	(800)	1142
Age: 18-29	42%	(197)	58%	(277)	474
Age: 30-44	28%	(160)	72%	(402)	562
Age: 45-54	28%	(88)	72%	(224)	311
Age: 55-64	22%	(102)	78%	(355)	457
Age: 65+	18%	(72)	82%	(326)	398
PID: Dem (no lean)	28%	(201)	72%	(515)	716
PID: Ind (no lean)	29%	(231)	71%	(556)	787
PID: Rep (no lean)	27%	(186)	73%	(514)	700
PID/Gender: Dem Men	28%	(88)	72%	(224)	312
PID/Gender: Dem Women	28%	(114)	72%	(290)	404
PID/Gender: Ind Men	25%	(93)	75%	(273)	366
PID/Gender: Ind Women	33%	(137)	67%	(283)	420
PID/Gender: Rep Men	25%	(95)	75%	(287)	382
PID/Gender: Rep Women	29%	(91)	71%	(226)	318
Tea Party: Supporter	30%	(166)	70%	(393)	559
Tea Party: Not Supporter	27%	(444)	73%	(1178)	1622
Ideo: Liberal (1-3)	29%	(220)	71%	(548)	769
Ideo: Moderate (4)	28%	(130)	72%	(327)	456
Ideo: Conservative (5-7)	26%	(182)	74%	(516)	698
Educ: < College	31%	(480)	69%	(1087)	1567
Educ: Bachelors degree	20%	(85)	80%	(331)	416
Educ: Post-grad	24%	(53)	76%	(166)	219
Income: Under 50k	31%	(388)	69%	(870)	1258
Income: 50k-100k	25%	(168)	75%	(515)	683
Income: 100k+	24%	(62)	76%	(199)	261
Ethnicity: White	26%	(458)	74%	(1294)	1751
Ethnicity: Hispanic	41%	(136)	59%	(194)	330
Ethnicity: Afr. Am.	37%	(99)	63%	(170)	269

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**Table QX6:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Fun

Demographic	Selected		Not Selected		Total N
Adults	28%	(618)	72%	(1584)	2202
Ethnicity: Other	34%	(61)	66%	(121)	182
Relig: Protestant	24%	(126)	76%	(394)	520
Relig: Roman Catholic	28%	(122)	72%	(312)	434
Relig: Ath./Agn./None	28%	(181)	72%	(459)	640
Relig: Something Else	27%	(98)	73%	(266)	364
Relig: Jewish	21%	(11)	79%	(41)	52
Relig: Evangelical	32%	(193)	68%	(405)	598
Relig: Non-Evang. Catholics	24%	(144)	76%	(452)	596
Relig: All Christian	28%	(337)	72%	(856)	1194
Relig: All Non-Christian	28%	(279)	72%	(725)	1004
Community: Urban	32%	(195)	68%	(414)	609
Community: Suburban	26%	(232)	74%	(677)	909
Community: Rural	28%	(191)	72%	(493)	684
Employ: Private Sector	28%	(172)	72%	(451)	623
Employ: Government	25%	(40)	75%	(117)	157
Employ: Self-Employed	27%	(58)	73%	(158)	216
Employ: Homemaker	30%	(58)	70%	(134)	192
Employ: Student	41%	(45)	59%	(66)	111
Employ: Retired	20%	(96)	80%	(395)	491
Employ: Unemployed	39%	(84)	61%	(132)	216
Employ: Other	33%	(65)	67%	(131)	196
Military HH: Yes	26%	(113)	74%	(316)	429
Military HH: No	28%	(505)	72%	(1268)	1773
RD/WT: Right Direction	28%	(247)	72%	(648)	895
RD/WT: Wrong Track	28%	(371)	72%	(936)	1307
Strongly Approve	27%	(137)	73%	(369)	505
Somewhat Approve	28%	(121)	72%	(305)	425
Somewhat Disapprove	28%	(81)	72%	(213)	294
Strongly Disapprove	28%	(237)	72%	(609)	845
Dont Know / No Opinion	32%	(43)	68%	(90)	132

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**Table QX6:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Fun

Demographic	Selected		Not Selected		Total N
Adults	28%	(618)	72%	(1584)	2202
#1 Issue: Economy	29%	(188)	71%	(463)	651
#1 Issue: Security	27%	(98)	73%	(261)	359
#1 Issue: Health Care	30%	(119)	70%	(282)	400
#1 Issue: Medicare / Social Security	24%	(88)	76%	(275)	363
#1 Issue: Women's Issues	34%	(38)	66%	(74)	113
#1 Issue: Education	31%	(40)	69%	(86)	126
#1 Issue: Energy	27%	(25)	73%	(69)	94
#1 Issue: Other	23%	(22)	77%	(74)	96
2016 Vote: Democrat Hillary Clinton	28%	(208)	72%	(532)	739
2016 Vote: Republican Donald Trump	25%	(186)	75%	(569)	755
2016 Vote: Someone else	25%	(42)	75%	(128)	170
2012 Vote: Barack Obama	28%	(239)	72%	(627)	866
2012 Vote: Mitt Romney	22%	(133)	78%	(470)	602
2012 Vote: Other	16%	(17)	84%	(89)	107
2012 Vote: Didn't Vote	36%	(227)	64%	(398)	625
4-Region: Northeast	27%	(109)	73%	(293)	402
4-Region: Midwest	26%	(125)	74%	(349)	474
4-Region: South	27%	(223)	73%	(591)	815
4-Region: West	31%	(161)	69%	(351)	511

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

**Table QX7:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Luxurious

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(2002)	2202
Gender: Male	10%	(102)	90%	(958)	1060
Gender: Female	9%	(98)	91%	(1044)	1142
Age: 18-29	20%	(94)	80%	(380)	474
Age: 30-44	12%	(67)	88%	(495)	562
Age: 45-54	5%	(15)	95%	(296)	311
Age: 55-64	3%	(14)	97%	(443)	457
Age: 65+	3%	(11)	97%	(387)	398
PID: Dem (no lean)	7%	(53)	93%	(663)	716
PID: Ind (no lean)	12%	(93)	88%	(693)	787
PID: Rep (no lean)	8%	(53)	92%	(646)	700
PID/Gender: Dem Men	8%	(24)	92%	(288)	312
PID/Gender: Dem Women	7%	(29)	93%	(375)	404
PID/Gender: Ind Men	11%	(42)	89%	(324)	366
PID/Gender: Ind Women	12%	(51)	88%	(369)	420
PID/Gender: Rep Men	9%	(36)	91%	(346)	382
PID/Gender: Rep Women	5%	(17)	95%	(300)	318
Tea Party: Supporter	10%	(58)	90%	(501)	559
Tea Party: Not Supporter	8%	(135)	92%	(1487)	1622
Ideo: Liberal (1-3)	12%	(92)	88%	(677)	769
Ideo: Moderate (4)	8%	(36)	92%	(420)	456
Ideo: Conservative (5-7)	6%	(39)	94%	(660)	698
Educ: < College	10%	(152)	90%	(1415)	1567
Educ: Bachelors degree	8%	(33)	92%	(383)	416
Educ: Post-grad	7%	(15)	93%	(204)	219
Income: Under 50k	11%	(135)	89%	(1123)	1258
Income: 50k-100k	6%	(41)	94%	(643)	683
Income: 100k+	9%	(24)	91%	(237)	261
Ethnicity: White	7%	(130)	93%	(1621)	1751
Ethnicity: Hispanic	26%	(86)	74%	(243)	330
Ethnicity: Afr. Am.	12%	(31)	88%	(238)	269

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**Table QX7:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Luxurious

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(2002)	2202
Ethnicity: Other	21%	(39)	79%	(143)	182
Relig: Protestant	6%	(32)	94%	(488)	520
Relig: Roman Catholic	8%	(36)	92%	(397)	434
Relig: Ath./Agn./None	11%	(71)	89%	(570)	640
Relig: Something Else	9%	(32)	91%	(331)	364
Relig: Jewish	5%	(3)	95%	(49)	52
Relig: Evangelical	9%	(53)	91%	(545)	598
Relig: Non-Evang. Catholics	7%	(44)	93%	(551)	596
Relig: All Christian	8%	(97)	92%	(1097)	1194
Relig: All Non-Christian	10%	(103)	90%	(901)	1004
Community: Urban	11%	(69)	89%	(540)	609
Community: Suburban	8%	(77)	92%	(832)	909
Community: Rural	8%	(54)	92%	(630)	684
Employ: Private Sector	8%	(50)	92%	(572)	623
Employ: Government	10%	(15)	90%	(142)	157
Employ: Self-Employed	9%	(19)	91%	(197)	216
Employ: Homemaker	9%	(17)	91%	(175)	192
Employ: Student	17%	(18)	83%	(93)	111
Employ: Retired	4%	(20)	96%	(472)	491
Employ: Unemployed	13%	(29)	87%	(187)	216
Employ: Other	16%	(31)	84%	(165)	196
Military HH: Yes	10%	(44)	90%	(385)	429
Military HH: No	9%	(156)	91%	(1617)	1773
RD/WT: Right Direction	8%	(68)	92%	(827)	895
RD/WT: Wrong Track	10%	(132)	90%	(1175)	1307
Strongly Approve	7%	(35)	93%	(470)	505
Somewhat Approve	8%	(34)	92%	(392)	425
Somewhat Disapprove	12%	(35)	88%	(259)	294
Strongly Disapprove	9%	(78)	91%	(767)	845
Dont Know / No Opinion	14%	(18)	86%	(114)	132

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**Table QX7:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Luxurious

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(2002)	2202
#1 Issue: Economy	10%	(64)	90%	(587)	651
#1 Issue: Security	6%	(23)	94%	(336)	359
#1 Issue: Health Care	9%	(34)	91%	(366)	400
#1 Issue: Medicare / Social Security	6%	(22)	94%	(341)	363
#1 Issue: Women's Issues	11%	(12)	89%	(100)	113
#1 Issue: Education	20%	(25)	80%	(101)	126
#1 Issue: Energy	7%	(7)	93%	(87)	94
#1 Issue: Other	14%	(13)	86%	(83)	96
2016 Vote: Democrat Hillary Clinton	9%	(65)	91%	(674)	739
2016 Vote: Republican Donald Trump	6%	(44)	94%	(712)	755
2016 Vote: Someone else	9%	(15)	91%	(156)	170
2012 Vote: Barack Obama	7%	(64)	93%	(802)	866
2012 Vote: Mitt Romney	4%	(26)	96%	(576)	602
2012 Vote: Other	3%	(4)	97%	(103)	107
2012 Vote: Didn't Vote	17%	(105)	83%	(519)	625
4-Region: Northeast	8%	(31)	92%	(371)	402
4-Region: Midwest	8%	(37)	92%	(437)	474
4-Region: South	9%	(76)	91%	(739)	815
4-Region: West	11%	(56)	89%	(455)	511

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



**Table QX8:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Community

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1851)	2202
Gender: Male	18%	(186)	82%	(874)	1060
Gender: Female	14%	(165)	86%	(977)	1142
Age: 18-29	19%	(92)	81%	(382)	474
Age: 30-44	18%	(103)	82%	(459)	562
Age: 45-54	18%	(55)	82%	(256)	311
Age: 55-64	10%	(48)	90%	(409)	457
Age: 65+	13%	(53)	87%	(345)	398
PID: Dem (no lean)	19%	(133)	81%	(583)	716
PID: Ind (no lean)	16%	(129)	84%	(657)	787
PID: Rep (no lean)	13%	(89)	87%	(611)	700
PID/Gender: Dem Men	23%	(73)	77%	(239)	312
PID/Gender: Dem Women	15%	(60)	85%	(344)	404
PID/Gender: Ind Men	16%	(57)	84%	(309)	366
PID/Gender: Ind Women	17%	(73)	83%	(348)	420
PID/Gender: Rep Men	15%	(56)	85%	(325)	382
PID/Gender: Rep Women	10%	(32)	90%	(286)	318
Tea Party: Supporter	14%	(80)	86%	(480)	559
Tea Party: Not Supporter	16%	(265)	84%	(1356)	1622
Ideo: Liberal (1-3)	17%	(129)	83%	(640)	769
Ideo: Moderate (4)	18%	(82)	82%	(375)	456
Ideo: Conservative (5-7)	13%	(91)	87%	(608)	698
Educ: < College	16%	(254)	84%	(1313)	1567
Educ: Bachelors degree	17%	(71)	83%	(345)	416
Educ: Post-grad	12%	(26)	88%	(193)	219
Income: Under 50k	17%	(215)	83%	(1043)	1258
Income: 50k-100k	14%	(97)	86%	(586)	683
Income: 100k+	15%	(39)	85%	(222)	261
Ethnicity: White	14%	(244)	86%	(1508)	1751
Ethnicity: Hispanic	24%	(78)	76%	(251)	330
Ethnicity: Afr. Am.	24%	(64)	76%	(205)	269

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**Table QX8:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Community

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1851)	2202
Ethnicity: Other	24%	(44)	76%	(138)	182
Relig: Protestant	12%	(62)	88%	(458)	520
Relig: Roman Catholic	16%	(70)	84%	(364)	434
Relig: Ath./Agn./None	16%	(105)	84%	(535)	640
Relig: Something Else	22%	(78)	78%	(285)	364
Relig: Jewish	14%	(7)	86%	(44)	52
Relig: Evangelical	13%	(79)	87%	(519)	598
Relig: Non-Evang. Catholics	15%	(89)	85%	(506)	596
Relig: All Christian	14%	(168)	86%	(1026)	1194
Relig: All Non-Christian	18%	(183)	82%	(821)	1004
Community: Urban	15%	(94)	85%	(514)	609
Community: Suburban	17%	(155)	83%	(754)	909
Community: Rural	15%	(102)	85%	(582)	684
Employ: Private Sector	16%	(100)	84%	(522)	623
Employ: Government	16%	(25)	84%	(132)	157
Employ: Self-Employed	15%	(33)	85%	(183)	216
Employ: Homemaker	14%	(26)	86%	(166)	192
Employ: Student	21%	(24)	79%	(87)	111
Employ: Retired	13%	(66)	87%	(425)	491
Employ: Unemployed	21%	(45)	79%	(171)	216
Employ: Other	16%	(32)	84%	(164)	196
Military HH: Yes	17%	(71)	83%	(358)	429
Military HH: No	16%	(280)	84%	(1493)	1773
RD/WT: Right Direction	13%	(117)	87%	(777)	895
RD/WT: Wrong Track	18%	(234)	82%	(1073)	1307
Strongly Approve	12%	(58)	88%	(447)	505
Somewhat Approve	15%	(63)	85%	(363)	425
Somewhat Disapprove	17%	(50)	83%	(244)	294
Strongly Disapprove	18%	(152)	82%	(693)	845
Dont Know / No Opinion	22%	(29)	78%	(103)	132

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**Table QX8:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Community

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1851)	2202
#1 Issue: Economy	18%	(115)	82%	(536)	651
#1 Issue: Security	11%	(40)	89%	(320)	359
#1 Issue: Health Care	15%	(58)	85%	(342)	400
#1 Issue: Medicare / Social Security	16%	(58)	84%	(305)	363
#1 Issue: Women's Issues	15%	(16)	85%	(96)	113
#1 Issue: Education	19%	(24)	81%	(101)	126
#1 Issue: Energy	14%	(13)	86%	(81)	94
#1 Issue: Other	28%	(26)	72%	(69)	96
2016 Vote: Democrat Hillary Clinton	18%	(134)	82%	(606)	739
2016 Vote: Republican Donald Trump	12%	(94)	88%	(662)	755
2016 Vote: Someone else	18%	(30)	82%	(140)	170
2012 Vote: Barack Obama	19%	(167)	81%	(699)	866
2012 Vote: Mitt Romney	11%	(66)	89%	(536)	602
2012 Vote: Other	8%	(9)	92%	(98)	107
2012 Vote: Didn't Vote	17%	(109)	83%	(516)	625
4-Region: Northeast	17%	(68)	83%	(334)	402
4-Region: Midwest	16%	(78)	84%	(396)	474
4-Region: South	15%	(123)	85%	(692)	815
4-Region: West	16%	(83)	84%	(428)	511

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

**Table QX9:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dying

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1668)	2202
Gender: Male	26%	(279)	74%	(781)	1060
Gender: Female	22%	(254)	78%	(888)	1142
Age: 18-29	12%	(57)	88%	(417)	474
Age: 30-44	24%	(136)	76%	(426)	562
Age: 45-54	25%	(77)	75%	(235)	311
Age: 55-64	32%	(147)	68%	(310)	457
Age: 65+	29%	(117)	71%	(281)	398
PID: Dem (no lean)	24%	(169)	76%	(547)	716
PID: Ind (no lean)	23%	(182)	77%	(605)	787
PID: Rep (no lean)	26%	(183)	74%	(517)	700
PID/Gender: Dem Men	25%	(78)	75%	(234)	312
PID/Gender: Dem Women	22%	(91)	78%	(313)	404
PID/Gender: Ind Men	26%	(95)	74%	(271)	366
PID/Gender: Ind Women	21%	(87)	79%	(334)	420
PID/Gender: Rep Men	28%	(106)	72%	(276)	382
PID/Gender: Rep Women	24%	(77)	76%	(241)	318
Tea Party: Supporter	26%	(143)	74%	(416)	559
Tea Party: Not Supporter	24%	(387)	76%	(1235)	1622
Ideo: Liberal (1-3)	25%	(192)	75%	(577)	769
Ideo: Moderate (4)	25%	(113)	75%	(344)	456
Ideo: Conservative (5-7)	27%	(192)	73%	(507)	698
Educ: < College	22%	(343)	78%	(1225)	1567
Educ: Bachelors degree	29%	(119)	71%	(297)	416
Educ: Post-grad	33%	(72)	67%	(147)	219
Income: Under 50k	22%	(271)	78%	(987)	1258
Income: 50k-100k	27%	(185)	73%	(498)	683
Income: 100k+	30%	(77)	70%	(184)	261
Ethnicity: White	27%	(474)	73%	(1277)	1751
Ethnicity: Hispanic	17%	(54)	83%	(275)	330
Ethnicity: Afr. Am.	9%	(24)	91%	(245)	269

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**Table QX9:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dying

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1668)	2202
Ethnicity: Other	20%	(36)	80%	(146)	182
Relig: Protestant	30%	(156)	70%	(364)	520
Relig: Roman Catholic	23%	(100)	77%	(334)	434
Relig: Ath./Agn./None	24%	(155)	76%	(485)	640
Relig: Something Else	22%	(81)	78%	(283)	364
Relig: Jewish	30%	(16)	70%	(36)	52
Relig: Evangelical	22%	(130)	78%	(468)	598
Relig: Non-Evang. Catholics	28%	(167)	72%	(429)	596
Relig: All Christian	25%	(297)	75%	(897)	1194
Relig: All Non-Christian	24%	(237)	76%	(767)	1004
Community: Urban	22%	(135)	78%	(474)	609
Community: Suburban	26%	(237)	74%	(672)	909
Community: Rural	24%	(161)	76%	(522)	684
Employ: Private Sector	27%	(170)	73%	(453)	623
Employ: Government	25%	(40)	75%	(118)	157
Employ: Self-Employed	25%	(53)	75%	(163)	216
Employ: Homemaker	21%	(40)	79%	(152)	192
Employ: Student	13%	(14)	87%	(97)	111
Employ: Retired	29%	(144)	71%	(347)	491
Employ: Unemployed	15%	(33)	85%	(183)	216
Employ: Other	20%	(40)	80%	(156)	196
Military HH: Yes	29%	(126)	71%	(303)	429
Military HH: No	23%	(408)	77%	(1366)	1773
RD/WT: Right Direction	24%	(215)	76%	(680)	895
RD/WT: Wrong Track	24%	(319)	76%	(989)	1307
Strongly Approve	26%	(132)	74%	(373)	505
Somewhat Approve	24%	(104)	76%	(321)	425
Somewhat Disapprove	22%	(64)	78%	(229)	294
Strongly Disapprove	25%	(209)	75%	(637)	845
Dont Know / No Opinion	18%	(24)	82%	(108)	132

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**Table QX9:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dying

Demographic	Selected		Not Selected		Total N
Adults	24%	(534)	76%	(1668)	2202
#1 Issue: Economy	22%	(144)	78%	(507)	651
#1 Issue: Security	26%	(92)	74%	(267)	359
#1 Issue: Health Care	26%	(103)	74%	(297)	400
#1 Issue: Medicare / Social Security	28%	(102)	72%	(261)	363
#1 Issue: Women's Issues	23%	(26)	77%	(87)	113
#1 Issue: Education	17%	(21)	83%	(104)	126
#1 Issue: Energy	24%	(23)	76%	(71)	94
#1 Issue: Other	24%	(23)	76%	(73)	96
2016 Vote: Democrat Hillary Clinton	24%	(175)	76%	(564)	739
2016 Vote: Republican Donald Trump	26%	(198)	74%	(557)	755
2016 Vote: Someone else	27%	(46)	73%	(124)	170
2012 Vote: Barack Obama	25%	(217)	75%	(650)	866
2012 Vote: Mitt Romney	30%	(179)	70%	(423)	602
2012 Vote: Other	25%	(27)	75%	(80)	107
2012 Vote: Didn't Vote	18%	(111)	82%	(514)	625
4-Region: Northeast	26%	(103)	74%	(299)	402
4-Region: Midwest	25%	(116)	75%	(358)	474
4-Region: South	24%	(196)	76%	(619)	815
4-Region: West	23%	(119)	77%	(393)	511

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

**Table QX10:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Tired

Demographic	Selected		Not Selected		Total N
Adults	22%	(495)	78%	(1707)	2202
Gender: Male	19%	(202)	81%	(858)	1060
Gender: Female	26%	(293)	74%	(849)	1142
Age: 18-29	21%	(100)	79%	(374)	474
Age: 30-44	24%	(136)	76%	(426)	562
Age: 45-54	18%	(58)	82%	(254)	311
Age: 55-64	26%	(118)	74%	(339)	457
Age: 65+	21%	(85)	79%	(313)	398
PID: Dem (no lean)	23%	(166)	77%	(550)	716
PID: Ind (no lean)	22%	(177)	78%	(610)	787
PID: Rep (no lean)	22%	(153)	78%	(547)	700
PID/Gender: Dem Men	20%	(62)	80%	(250)	312
PID/Gender: Dem Women	26%	(104)	74%	(299)	404
PID/Gender: Ind Men	20%	(74)	80%	(293)	366
PID/Gender: Ind Women	25%	(103)	75%	(317)	420
PID/Gender: Rep Men	18%	(67)	82%	(315)	382
PID/Gender: Rep Women	27%	(86)	73%	(232)	318
Tea Party: Supporter	22%	(124)	78%	(436)	559
Tea Party: Not Supporter	22%	(365)	78%	(1257)	1622
Ideo: Liberal (1-3)	22%	(171)	78%	(597)	769
Ideo: Moderate (4)	20%	(93)	80%	(364)	456
Ideo: Conservative (5-7)	22%	(157)	78%	(542)	698
Educ: < College	24%	(374)	76%	(1193)	1567
Educ: Bachelors degree	19%	(79)	81%	(337)	416
Educ: Post-grad	19%	(42)	81%	(177)	219
Income: Under 50k	23%	(291)	77%	(967)	1258
Income: 50k-100k	21%	(144)	79%	(539)	683
Income: 100k+	23%	(60)	77%	(200)	261
Ethnicity: White	23%	(398)	77%	(1353)	1751
Ethnicity: Hispanic	24%	(78)	76%	(251)	330
Ethnicity: Afr. Am.	20%	(53)	80%	(215)	269

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**Table QX10:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Tired

Demographic	Selected		Not Selected		Total N
Adults	22%	(495)	78%	(1707)	2202
Ethnicity: Other	24%	(44)	76%	(138)	182
Relig: Protestant	25%	(129)	75%	(391)	520
Relig: Roman Catholic	19%	(84)	81%	(349)	434
Relig: Ath./Agn./None	24%	(155)	76%	(485)	640
Relig: Something Else	22%	(79)	78%	(285)	364
Relig: Jewish	12%	(6)	88%	(46)	52
Relig: Evangelical	23%	(136)	77%	(462)	598
Relig: Non-Evang. Catholics	21%	(125)	79%	(471)	596
Relig: All Christian	22%	(260)	78%	(933)	1194
Relig: All Non-Christian	23%	(234)	77%	(770)	1004
Community: Urban	23%	(142)	77%	(467)	609
Community: Suburban	22%	(198)	78%	(711)	909
Community: Rural	23%	(155)	77%	(529)	684
Employ: Private Sector	19%	(121)	81%	(502)	623
Employ: Government	19%	(29)	81%	(128)	157
Employ: Self-Employed	22%	(46)	78%	(170)	216
Employ: Homemaker	21%	(39)	79%	(153)	192
Employ: Student	30%	(34)	70%	(78)	111
Employ: Retired	25%	(121)	75%	(370)	491
Employ: Unemployed	29%	(62)	71%	(154)	216
Employ: Other	22%	(43)	78%	(153)	196
Military HH: Yes	19%	(81)	81%	(348)	429
Military HH: No	23%	(415)	77%	(1359)	1773
RD/WT: Right Direction	21%	(186)	79%	(708)	895
RD/WT: Wrong Track	24%	(309)	76%	(998)	1307
Strongly Approve	22%	(113)	78%	(392)	505
Somewhat Approve	19%	(83)	81%	(343)	425
Somewhat Disapprove	21%	(61)	79%	(233)	294
Strongly Disapprove	24%	(203)	76%	(643)	845
Dont Know / No Opinion	27%	(36)	73%	(96)	132

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**Table QX10:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Tired

Demographic	Selected		Not Selected		Total N
Adults	22%	(495)	78%	(1707)	2202
#1 Issue: Economy	22%	(145)	78%	(506)	651
#1 Issue: Security	20%	(73)	80%	(286)	359
#1 Issue: Health Care	23%	(94)	77%	(307)	400
#1 Issue: Medicare / Social Security	26%	(94)	74%	(269)	363
#1 Issue: Women's Issues	27%	(30)	73%	(83)	113
#1 Issue: Education	20%	(25)	80%	(101)	126
#1 Issue: Energy	21%	(20)	79%	(74)	94
#1 Issue: Other	15%	(15)	85%	(81)	96
2016 Vote: Democrat Hillary Clinton	21%	(157)	79%	(582)	739
2016 Vote: Republican Donald Trump	22%	(164)	78%	(591)	755
2016 Vote: Someone else	22%	(38)	78%	(133)	170
2012 Vote: Barack Obama	22%	(189)	78%	(677)	866
2012 Vote: Mitt Romney	21%	(125)	79%	(477)	602
2012 Vote: Other	19%	(20)	81%	(87)	107
2012 Vote: Didn't Vote	26%	(161)	74%	(463)	625
4-Region: Northeast	20%	(82)	80%	(320)	402
4-Region: Midwest	23%	(109)	77%	(365)	474
4-Region: South	23%	(184)	77%	(631)	815
4-Region: West	24%	(121)	76%	(391)	511

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

**Table QX11:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Crowded

Demographic	Selected		Not Selected		Total N
Adults	55%	(1214)	45%	(988)	2202
Gender: Male	51%	(540)	49%	(520)	1060
Gender: Female	59%	(673)	41%	(469)	1142
Age: 18-29	56%	(265)	44%	(209)	474
Age: 30-44	57%	(323)	43%	(239)	562
Age: 45-54	54%	(167)	46%	(144)	311
Age: 55-64	54%	(246)	46%	(211)	457
Age: 65+	54%	(213)	46%	(185)	398
PID: Dem (no lean)	56%	(401)	44%	(314)	716
PID: Ind (no lean)	58%	(455)	42%	(331)	787
PID: Rep (no lean)	51%	(357)	49%	(343)	700
PID/Gender: Dem Men	53%	(164)	47%	(148)	312
PID/Gender: Dem Women	59%	(237)	41%	(167)	404
PID/Gender: Ind Men	54%	(198)	46%	(169)	366
PID/Gender: Ind Women	61%	(258)	39%	(163)	420
PID/Gender: Rep Men	47%	(179)	53%	(203)	382
PID/Gender: Rep Women	56%	(179)	44%	(139)	318
Tea Party: Supporter	47%	(260)	53%	(299)	559
Tea Party: Not Supporter	58%	(944)	42%	(678)	1622
Ideo: Liberal (1-3)	52%	(403)	48%	(365)	769
Ideo: Moderate (4)	56%	(253)	44%	(203)	456
Ideo: Conservative (5-7)	56%	(389)	44%	(309)	698
Educ: < College	57%	(890)	43%	(677)	1567
Educ: Bachelors degree	52%	(214)	48%	(202)	416
Educ: Post-grad	50%	(110)	50%	(109)	219
Income: Under 50k	57%	(716)	43%	(542)	1258
Income: 50k-100k	53%	(363)	47%	(320)	683
Income: 100k+	52%	(134)	48%	(126)	261
Ethnicity: White	56%	(984)	44%	(767)	1751
Ethnicity: Hispanic	52%	(171)	48%	(158)	330
Ethnicity: Afr. Am.	51%	(136)	49%	(132)	269

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**Table QX11:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Crowded

Demographic	Selected		Not Selected		Total N
Adults	55%	(1214)	45%	(988)	2202
Ethnicity: Other	51%	(93)	49%	(89)	182
Relig: Protestant	56%	(289)	44%	(231)	520
Relig: Roman Catholic	51%	(220)	49%	(213)	434
Relig: Ath./Agn./None	57%	(362)	43%	(278)	640
Relig: Something Else	54%	(198)	46%	(166)	364
Relig: Jewish	52%	(27)	48%	(25)	52
Relig: Evangelical	56%	(334)	44%	(264)	598
Relig: Non-Evang. Catholics	53%	(318)	47%	(277)	596
Relig: All Christian	55%	(653)	45%	(541)	1194
Relig: All Non-Christian	56%	(560)	44%	(444)	1004
Community: Urban	55%	(332)	45%	(276)	609
Community: Suburban	54%	(492)	46%	(418)	909
Community: Rural	57%	(390)	43%	(294)	684
Employ: Private Sector	55%	(342)	45%	(281)	623
Employ: Government	57%	(90)	43%	(67)	157
Employ: Self-Employed	50%	(107)	50%	(109)	216
Employ: Homemaker	55%	(105)	45%	(87)	192
Employ: Student	59%	(65)	41%	(46)	111
Employ: Retired	55%	(272)	45%	(219)	491
Employ: Unemployed	60%	(130)	40%	(86)	216
Employ: Other	52%	(102)	48%	(94)	196
Military HH: Yes	53%	(226)	47%	(203)	429
Military HH: No	56%	(988)	44%	(785)	1773
RD/WT: Right Direction	48%	(428)	52%	(466)	895
RD/WT: Wrong Track	60%	(785)	40%	(522)	1307
Strongly Approve	47%	(240)	53%	(266)	505
Somewhat Approve	57%	(241)	43%	(185)	425
Somewhat Disapprove	53%	(155)	47%	(139)	294
Strongly Disapprove	60%	(506)	40%	(339)	845
Dont Know / No Opinion	54%	(72)	46%	(60)	132

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**Table QX11:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Crowded

Demographic	Selected		Not Selected		Total N
Adults	55%	(1214)	45%	(988)	2202
#1 Issue: Economy	58%	(378)	42%	(273)	651
#1 Issue: Security	55%	(198)	45%	(161)	359
#1 Issue: Health Care	52%	(207)	48%	(193)	400
#1 Issue: Medicare / Social Security	56%	(203)	44%	(161)	363
#1 Issue: Women's Issues	65%	(73)	35%	(40)	113
#1 Issue: Education	45%	(56)	55%	(70)	126
#1 Issue: Energy	49%	(46)	51%	(48)	94
#1 Issue: Other	55%	(53)	45%	(43)	96
2016 Vote: Democrat Hillary Clinton	53%	(393)	47%	(347)	739
2016 Vote: Republican Donald Trump	53%	(404)	47%	(351)	755
2016 Vote: Someone else	51%	(87)	49%	(83)	170
2012 Vote: Barack Obama	54%	(465)	46%	(402)	866
2012 Vote: Mitt Romney	51%	(308)	49%	(295)	602
2012 Vote: Other	58%	(62)	42%	(45)	107
2012 Vote: Didn't Vote	61%	(380)	39%	(245)	625
4-Region: Northeast	55%	(221)	45%	(181)	402
4-Region: Midwest	54%	(257)	46%	(217)	474
4-Region: South	52%	(426)	48%	(389)	815
4-Region: West	61%	(310)	39%	(202)	511

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

**Table QX12:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Clean

Demographic	Selected		Not Selected		Total N
Adults	16%	(345)	84%	(1857)	2202
Gender: Male	17%	(182)	83%	(878)	1060
Gender: Female	14%	(162)	86%	(980)	1142
Age: 18-29	24%	(113)	76%	(361)	474
Age: 30-44	12%	(70)	88%	(492)	562
Age: 45-54	11%	(35)	89%	(276)	311
Age: 55-64	14%	(65)	86%	(392)	457
Age: 65+	15%	(62)	85%	(336)	398
PID: Dem (no lean)	15%	(108)	85%	(608)	716
PID: Ind (no lean)	17%	(136)	83%	(650)	787
PID: Rep (no lean)	14%	(100)	86%	(599)	700
PID/Gender: Dem Men	17%	(52)	83%	(260)	312
PID/Gender: Dem Women	14%	(55)	86%	(348)	404
PID/Gender: Ind Men	19%	(69)	81%	(297)	366
PID/Gender: Ind Women	16%	(68)	84%	(353)	420
PID/Gender: Rep Men	16%	(61)	84%	(321)	382
PID/Gender: Rep Women	12%	(39)	88%	(278)	318
Tea Party: Supporter	19%	(105)	81%	(454)	559
Tea Party: Not Supporter	14%	(234)	86%	(1387)	1622
Ideo: Liberal (1-3)	16%	(124)	84%	(645)	769
Ideo: Moderate (4)	15%	(69)	85%	(387)	456
Ideo: Conservative (5-7)	14%	(99)	86%	(599)	698
Educ: < College	16%	(255)	84%	(1313)	1567
Educ: Bachelors degree	13%	(56)	87%	(360)	416
Educ: Post-grad	16%	(34)	84%	(184)	219
Income: Under 50k	18%	(231)	82%	(1027)	1258
Income: 50k-100k	12%	(79)	88%	(604)	683
Income: 100k+	13%	(35)	87%	(226)	261
Ethnicity: White	13%	(235)	87%	(1516)	1751
Ethnicity: Hispanic	25%	(84)	75%	(246)	330
Ethnicity: Afr. Am.	27%	(71)	73%	(197)	269

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**Table QX12:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Clean

Demographic	Selected		Not Selected		Total N
Adults	16%	(345)	84%	(1857)	2202
Ethnicity: Other	21%	(38)	79%	(144)	182
Relig: Protestant	13%	(69)	87%	(451)	520
Relig: Roman Catholic	17%	(75)	83%	(358)	434
Relig: Ath./Agn./None	12%	(80)	88%	(561)	640
Relig: Something Else	18%	(67)	82%	(297)	364
Relig: Jewish	20%	(10)	80%	(42)	52
Relig: Evangelical	18%	(107)	82%	(491)	598
Relig: Non-Evang. Catholics	15%	(90)	85%	(506)	596
Relig: All Christian	17%	(197)	83%	(997)	1194
Relig: All Non-Christian	15%	(146)	85%	(858)	1004
Community: Urban	18%	(108)	82%	(500)	609
Community: Suburban	14%	(124)	86%	(786)	909
Community: Rural	16%	(113)	84%	(571)	684
Employ: Private Sector	14%	(87)	86%	(535)	623
Employ: Government	10%	(15)	90%	(142)	157
Employ: Self-Employed	16%	(35)	84%	(181)	216
Employ: Homemaker	6%	(11)	94%	(181)	192
Employ: Student	30%	(33)	70%	(78)	111
Employ: Retired	15%	(75)	85%	(416)	491
Employ: Unemployed	26%	(57)	74%	(159)	216
Employ: Other	16%	(31)	84%	(165)	196
Military HH: Yes	15%	(66)	85%	(362)	429
Military HH: No	16%	(278)	84%	(1495)	1773
RD/WT: Right Direction	16%	(139)	84%	(755)	895
RD/WT: Wrong Track	16%	(206)	84%	(1102)	1307
Strongly Approve	15%	(77)	85%	(429)	505
Somewhat Approve	15%	(63)	85%	(362)	425
Somewhat Disapprove	18%	(53)	82%	(241)	294
Strongly Disapprove	15%	(125)	85%	(720)	845
Dont Know / No Opinion	20%	(27)	80%	(105)	132

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**Table QX12:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Clean

Demographic	Selected		Not Selected		Total N
Adults	16%	(345)	84%	(1857)	2202
#1 Issue: Economy	13%	(82)	87%	(568)	651
#1 Issue: Security	15%	(54)	85%	(305)	359
#1 Issue: Health Care	16%	(63)	84%	(337)	400
#1 Issue: Medicare / Social Security	17%	(60)	83%	(303)	363
#1 Issue: Women's Issues	20%	(23)	80%	(90)	113
#1 Issue: Education	22%	(28)	78%	(98)	126
#1 Issue: Energy	20%	(19)	80%	(75)	94
#1 Issue: Other	16%	(16)	84%	(80)	96
2016 Vote: Democrat Hillary Clinton	14%	(104)	86%	(636)	739
2016 Vote: Republican Donald Trump	15%	(111)	85%	(645)	755
2016 Vote: Someone else	14%	(23)	86%	(147)	170
2012 Vote: Barack Obama	14%	(125)	86%	(741)	866
2012 Vote: Mitt Romney	13%	(78)	87%	(525)	602
2012 Vote: Other	12%	(13)	88%	(94)	107
2012 Vote: Didn't Vote	21%	(130)	79%	(495)	625
4-Region: Northeast	15%	(62)	85%	(340)	402
4-Region: Midwest	15%	(73)	85%	(401)	474
4-Region: South	14%	(114)	86%	(701)	815
4-Region: West	19%	(96)	81%	(415)	511

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

**Table QX13:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Noisy

Demographic	Selected		Not Selected		Total N
Adults	47%	(1033)	53%	(1169)	2202
Gender: Male	45%	(472)	55%	(588)	1060
Gender: Female	49%	(561)	51%	(581)	1142
Age: 18-29	51%	(240)	49%	(234)	474
Age: 30-44	51%	(285)	49%	(277)	562
Age: 45-54	45%	(140)	55%	(171)	311
Age: 55-64	45%	(203)	55%	(254)	457
Age: 65+	41%	(164)	59%	(234)	398
PID: Dem (no lean)	46%	(330)	54%	(386)	716
PID: Ind (no lean)	52%	(409)	48%	(377)	787
PID: Rep (no lean)	42%	(294)	58%	(406)	700
PID/Gender: Dem Men	45%	(141)	55%	(171)	312
PID/Gender: Dem Women	47%	(189)	53%	(215)	404
PID/Gender: Ind Men	49%	(181)	51%	(186)	366
PID/Gender: Ind Women	54%	(229)	46%	(192)	420
PID/Gender: Rep Men	39%	(150)	61%	(232)	382
PID/Gender: Rep Women	45%	(143)	55%	(174)	318
Tea Party: Supporter	40%	(225)	60%	(334)	559
Tea Party: Not Supporter	49%	(799)	51%	(823)	1622
Ideo: Liberal (1-3)	43%	(333)	57%	(435)	769
Ideo: Moderate (4)	49%	(224)	51%	(233)	456
Ideo: Conservative (5-7)	45%	(315)	55%	(384)	698
Educ: < College	49%	(775)	51%	(792)	1567
Educ: Bachelors degree	41%	(171)	59%	(245)	416
Educ: Post-grad	40%	(87)	60%	(132)	219
Income: Under 50k	50%	(634)	50%	(624)	1258
Income: 50k-100k	41%	(283)	59%	(401)	683
Income: 100k+	45%	(116)	55%	(144)	261
Ethnicity: White	48%	(832)	52%	(919)	1751
Ethnicity: Hispanic	48%	(157)	52%	(172)	330
Ethnicity: Afr. Am.	44%	(117)	56%	(152)	269

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**Table QX13:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Noisy

Demographic	Selected		Not Selected		Total N
Adults	47%	(1033)	53%	(1169)	2202
Ethnicity: Other	46%	(84)	54%	(98)	182
Relig: Protestant	47%	(242)	53%	(278)	520
Relig: Roman Catholic	41%	(176)	59%	(258)	434
Relig: Ath./Agn./None	52%	(334)	48%	(306)	640
Relig: Something Else	47%	(171)	53%	(193)	364
Relig: Jewish	42%	(22)	58%	(30)	52
Relig: Evangelical	46%	(276)	54%	(322)	598
Relig: Non-Evang. Catholics	42%	(251)	58%	(344)	596
Relig: All Christian	44%	(527)	56%	(666)	1194
Relig: All Non-Christian	50%	(505)	50%	(499)	1004
Community: Urban	47%	(287)	53%	(322)	609
Community: Suburban	47%	(423)	53%	(486)	909
Community: Rural	47%	(323)	53%	(361)	684
Employ: Private Sector	44%	(277)	56%	(346)	623
Employ: Government	39%	(61)	61%	(96)	157
Employ: Self-Employed	48%	(104)	52%	(112)	216
Employ: Homemaker	53%	(101)	47%	(91)	192
Employ: Student	53%	(59)	47%	(52)	111
Employ: Retired	40%	(199)	60%	(293)	491
Employ: Unemployed	63%	(136)	37%	(80)	216
Employ: Other	49%	(96)	51%	(100)	196
Military HH: Yes	48%	(205)	52%	(224)	429
Military HH: No	47%	(828)	53%	(945)	1773
RD/WT: Right Direction	40%	(357)	60%	(538)	895
RD/WT: Wrong Track	52%	(676)	48%	(631)	1307
Strongly Approve	39%	(199)	61%	(306)	505
Somewhat Approve	48%	(204)	52%	(221)	425
Somewhat Disapprove	45%	(132)	55%	(162)	294
Strongly Disapprove	51%	(434)	49%	(411)	845
Dont Know / No Opinion	49%	(64)	51%	(68)	132

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**Table QX13:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Noisy

Demographic	Selected		Not Selected		Total N
Adults	47%	(1033)	53%	(1169)	2202
#1 Issue: Economy	50%	(322)	50%	(328)	651
#1 Issue: Security	43%	(156)	57%	(203)	359
#1 Issue: Health Care	50%	(201)	50%	(200)	400
#1 Issue: Medicare / Social Security	46%	(165)	54%	(198)	363
#1 Issue: Women's Issues	44%	(50)	56%	(63)	113
#1 Issue: Education	38%	(47)	62%	(78)	126
#1 Issue: Energy	43%	(41)	57%	(53)	94
#1 Issue: Other	53%	(50)	47%	(45)	96
2016 Vote: Democrat Hillary Clinton	45%	(330)	55%	(410)	739
2016 Vote: Republican Donald Trump	44%	(332)	56%	(424)	755
2016 Vote: Someone else	44%	(76)	56%	(94)	170
2012 Vote: Barack Obama	43%	(375)	57%	(491)	866
2012 Vote: Mitt Romney	41%	(250)	59%	(352)	602
2012 Vote: Other	47%	(50)	53%	(57)	107
2012 Vote: Didn't Vote	57%	(356)	43%	(269)	625
4-Region: Northeast	44%	(177)	56%	(225)	402
4-Region: Midwest	44%	(208)	56%	(266)	474
4-Region: South	47%	(384)	53%	(431)	815
4-Region: West	52%	(264)	48%	(247)	511

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

**Table QX14:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dirty

Demographic	Selected		Not Selected		Total N
Adults	16%	(350)	84%	(1852)	2202
Gender: Male	14%	(146)	86%	(914)	1060
Gender: Female	18%	(205)	82%	(937)	1142
Age: 18-29	20%	(93)	80%	(381)	474
Age: 30-44	19%	(109)	81%	(453)	562
Age: 45-54	12%	(38)	88%	(273)	311
Age: 55-64	15%	(68)	85%	(389)	457
Age: 65+	11%	(43)	89%	(355)	398
PID: Dem (no lean)	15%	(109)	85%	(607)	716
PID: Ind (no lean)	18%	(138)	82%	(649)	787
PID: Rep (no lean)	15%	(103)	85%	(596)	700
PID/Gender: Dem Men	15%	(46)	85%	(266)	312
PID/Gender: Dem Women	16%	(63)	84%	(341)	404
PID/Gender: Ind Men	14%	(52)	86%	(314)	366
PID/Gender: Ind Women	20%	(86)	80%	(335)	420
PID/Gender: Rep Men	12%	(47)	88%	(334)	382
PID/Gender: Rep Women	18%	(56)	82%	(262)	318
Tea Party: Supporter	16%	(88)	84%	(472)	559
Tea Party: Not Supporter	16%	(260)	84%	(1362)	1622
Ideo: Liberal (1-3)	16%	(127)	84%	(642)	769
Ideo: Moderate (4)	16%	(72)	84%	(385)	456
Ideo: Conservative (5-7)	14%	(98)	86%	(600)	698
Educ: < College	17%	(264)	83%	(1303)	1567
Educ: Bachelors degree	15%	(61)	85%	(355)	416
Educ: Post-grad	11%	(25)	89%	(194)	219
Income: Under 50k	16%	(199)	84%	(1059)	1258
Income: 50k-100k	15%	(105)	85%	(578)	683
Income: 100k+	18%	(47)	82%	(214)	261
Ethnicity: White	16%	(279)	84%	(1472)	1751
Ethnicity: Hispanic	18%	(58)	82%	(272)	330
Ethnicity: Afr. Am.	13%	(34)	87%	(235)	269

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**Table QX14:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dirty

Demographic	Selected		Not Selected		Total N
Adults	16%	(350)	84%	(1852)	2202
Ethnicity: Other	20%	(37)	80%	(145)	182
Relig: Protestant	14%	(74)	86%	(445)	520
Relig: Roman Catholic	15%	(66)	85%	(368)	434
Relig: Ath./Agn./None	19%	(122)	81%	(519)	640
Relig: Something Else	15%	(55)	85%	(309)	364
Relig: Jewish	12%	(6)	88%	(46)	52
Relig: Evangelical	13%	(79)	87%	(519)	598
Relig: Non-Evang. Catholics	16%	(94)	84%	(502)	596
Relig: All Christian	14%	(173)	86%	(1021)	1194
Relig: All Non-Christian	18%	(177)	82%	(827)	1004
Community: Urban	16%	(95)	84%	(514)	609
Community: Suburban	16%	(146)	84%	(763)	909
Community: Rural	16%	(110)	84%	(574)	684
Employ: Private Sector	16%	(97)	84%	(525)	623
Employ: Government	14%	(23)	86%	(134)	157
Employ: Self-Employed	20%	(44)	80%	(172)	216
Employ: Homemaker	14%	(27)	86%	(165)	192
Employ: Student	26%	(29)	74%	(82)	111
Employ: Retired	13%	(65)	87%	(426)	491
Employ: Unemployed	14%	(29)	86%	(187)	216
Employ: Other	18%	(36)	82%	(160)	196
Military HH: Yes	16%	(67)	84%	(361)	429
Military HH: No	16%	(283)	84%	(1490)	1773
RD/WT: Right Direction	14%	(127)	86%	(768)	895
RD/WT: Wrong Track	17%	(224)	83%	(1084)	1307
Strongly Approve	13%	(68)	87%	(437)	505
Somewhat Approve	15%	(66)	85%	(360)	425
Somewhat Disapprove	17%	(49)	83%	(245)	294
Strongly Disapprove	17%	(141)	83%	(704)	845
Dont Know / No Opinion	20%	(27)	80%	(106)	132

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**Table QX14:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Dirty

Demographic	Selected		Not Selected		Total N
Adults	16%	(350)	84%	(1852)	2202
#1 Issue: Economy	14%	(92)	86%	(559)	651
#1 Issue: Security	15%	(55)	85%	(304)	359
#1 Issue: Health Care	18%	(71)	82%	(329)	400
#1 Issue: Medicare / Social Security	14%	(52)	86%	(311)	363
#1 Issue: Women's Issues	18%	(20)	82%	(93)	113
#1 Issue: Education	17%	(21)	83%	(105)	126
#1 Issue: Energy	18%	(17)	82%	(77)	94
#1 Issue: Other	22%	(21)	78%	(75)	96
2016 Vote: Democrat Hillary Clinton	14%	(104)	86%	(636)	739
2016 Vote: Republican Donald Trump	15%	(117)	85%	(639)	755
2016 Vote: Someone else	18%	(30)	82%	(140)	170
2012 Vote: Barack Obama	14%	(125)	86%	(741)	866
2012 Vote: Mitt Romney	14%	(83)	86%	(519)	602
2012 Vote: Other	16%	(17)	84%	(90)	107
2012 Vote: Didn't Vote	20%	(125)	80%	(500)	625
4-Region: Northeast	15%	(59)	85%	(342)	402
4-Region: Midwest	16%	(74)	84%	(400)	474
4-Region: South	15%	(121)	85%	(694)	815
4-Region: West	19%	(96)	81%	(415)	511

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

**Table QX15:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Teenagers

Demographic	Selected		Not Selected		Total N
Adults	40%	(872)	60%	(1330)	2202
Gender: Male	40%	(421)	60%	(639)	1060
Gender: Female	39%	(451)	61%	(691)	1142
Age: 18-29	40%	(190)	60%	(284)	474
Age: 30-44	44%	(246)	56%	(315)	562
Age: 45-54	39%	(122)	61%	(190)	311
Age: 55-64	40%	(183)	60%	(274)	457
Age: 65+	33%	(131)	67%	(267)	398
PID: Dem (no lean)	39%	(278)	61%	(437)	716
PID: Ind (no lean)	41%	(321)	59%	(465)	787
PID: Rep (no lean)	39%	(272)	61%	(427)	700
PID/Gender: Dem Men	38%	(117)	62%	(195)	312
PID/Gender: Dem Women	40%	(161)	60%	(242)	404
PID/Gender: Ind Men	41%	(150)	59%	(217)	366
PID/Gender: Ind Women	41%	(172)	59%	(248)	420
PID/Gender: Rep Men	41%	(155)	59%	(227)	382
PID/Gender: Rep Women	37%	(118)	63%	(200)	318
Tea Party: Supporter	36%	(202)	64%	(357)	559
Tea Party: Not Supporter	41%	(665)	59%	(957)	1622
Ideo: Liberal (1-3)	38%	(293)	62%	(476)	769
Ideo: Moderate (4)	38%	(176)	62%	(281)	456
Ideo: Conservative (5-7)	40%	(282)	60%	(417)	698
Educ: < College	40%	(629)	60%	(938)	1567
Educ: Bachelors degree	41%	(171)	59%	(245)	416
Educ: Post-grad	33%	(72)	67%	(146)	219
Income: Under 50k	40%	(509)	60%	(749)	1258
Income: 50k-100k	38%	(261)	62%	(422)	683
Income: 100k+	39%	(102)	61%	(159)	261
Ethnicity: White	40%	(703)	60%	(1048)	1751
Ethnicity: Hispanic	40%	(130)	60%	(199)	330
Ethnicity: Afr. Am.	34%	(92)	66%	(177)	269

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**Table QX15:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Teenagers

Demographic	Selected		Not Selected		Total N
Adults	40%	(872)	60%	(1330)	2202
Ethnicity: Other	42%	(77)	58%	(105)	182
Relig: Protestant	41%	(212)	59%	(308)	520
Relig: Roman Catholic	37%	(159)	63%	(275)	434
Relig: Ath./Agn./None	42%	(269)	58%	(372)	640
Relig: Something Else	38%	(138)	62%	(226)	364
Relig: Jewish	39%	(20)	61%	(32)	52
Relig: Evangelical	38%	(230)	62%	(368)	598
Relig: Non-Evang. Catholics	40%	(236)	60%	(360)	596
Relig: All Christian	39%	(466)	61%	(728)	1194
Relig: All Non-Christian	40%	(407)	60%	(598)	1004
Community: Urban	41%	(251)	59%	(357)	609
Community: Suburban	40%	(367)	60%	(543)	909
Community: Rural	37%	(254)	63%	(430)	684
Employ: Private Sector	39%	(245)	61%	(378)	623
Employ: Government	41%	(64)	59%	(93)	157
Employ: Self-Employed	36%	(77)	64%	(139)	216
Employ: Homemaker	42%	(81)	58%	(111)	192
Employ: Student	46%	(51)	54%	(60)	111
Employ: Retired	36%	(178)	64%	(313)	491
Employ: Unemployed	45%	(97)	55%	(119)	216
Employ: Other	40%	(79)	60%	(117)	196
Military HH: Yes	40%	(171)	60%	(257)	429
Military HH: No	40%	(701)	60%	(1072)	1773
RD/WT: Right Direction	35%	(316)	65%	(578)	895
RD/WT: Wrong Track	43%	(556)	57%	(751)	1307
Strongly Approve	35%	(178)	65%	(327)	505
Somewhat Approve	39%	(166)	61%	(260)	425
Somewhat Disapprove	42%	(125)	58%	(169)	294
Strongly Disapprove	43%	(361)	57%	(485)	845
Dont Know / No Opinion	33%	(43)	67%	(89)	132

Continued on next page

**Table QX15:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Teenagers

Demographic	Selected		Not Selected		Total N
Adults	40%	(872)	60%	(1330)	2202
#1 Issue: Economy	39%	(253)	61%	(398)	651
#1 Issue: Security	37%	(134)	63%	(225)	359
#1 Issue: Health Care	41%	(165)	59%	(235)	400
#1 Issue: Medicare / Social Security	40%	(145)	60%	(218)	363
#1 Issue: Women's Issues	43%	(49)	57%	(64)	113
#1 Issue: Education	35%	(44)	65%	(82)	126
#1 Issue: Energy	44%	(41)	56%	(53)	94
#1 Issue: Other	43%	(42)	57%	(54)	96
2016 Vote: Democrat Hillary Clinton	37%	(272)	63%	(468)	739
2016 Vote: Republican Donald Trump	38%	(288)	62%	(467)	755
2016 Vote: Someone else	44%	(75)	56%	(95)	170
2012 Vote: Barack Obama	38%	(329)	62%	(538)	866
2012 Vote: Mitt Romney	38%	(229)	62%	(374)	602
2012 Vote: Other	36%	(38)	64%	(69)	107
2012 Vote: Didn't Vote	44%	(277)	56%	(348)	625
4-Region: Northeast	41%	(166)	59%	(236)	402
4-Region: Midwest	39%	(183)	61%	(291)	474
4-Region: South	39%	(316)	61%	(499)	815
4-Region: West	41%	(207)	59%	(304)	511

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



**Table QX16:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Price-friendly

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1884)	2202
Gender: Male	13%	(135)	87%	(925)	1060
Gender: Female	16%	(183)	84%	(959)	1142
Age: 18-29	18%	(86)	82%	(388)	474
Age: 30-44	12%	(65)	88%	(496)	562
Age: 45-54	13%	(41)	87%	(270)	311
Age: 55-64	13%	(60)	87%	(397)	457
Age: 65+	17%	(66)	83%	(332)	398
PID: Dem (no lean)	16%	(112)	84%	(604)	716
PID: Ind (no lean)	14%	(114)	86%	(673)	787
PID: Rep (no lean)	13%	(93)	87%	(607)	700
PID/Gender: Dem Men	14%	(44)	86%	(268)	312
PID/Gender: Dem Women	17%	(67)	83%	(336)	404
PID/Gender: Ind Men	13%	(47)	87%	(320)	366
PID/Gender: Ind Women	16%	(67)	84%	(354)	420
PID/Gender: Rep Men	12%	(44)	88%	(338)	382
PID/Gender: Rep Women	15%	(49)	85%	(269)	318
Tea Party: Supporter	13%	(75)	87%	(485)	559
Tea Party: Not Supporter	15%	(240)	85%	(1382)	1622
Ideo: Liberal (1-3)	14%	(109)	86%	(660)	769
Ideo: Moderate (4)	16%	(73)	84%	(383)	456
Ideo: Conservative (5-7)	13%	(91)	87%	(608)	698
Educ: < College	15%	(236)	85%	(1331)	1567
Educ: Bachelors degree	14%	(59)	86%	(357)	416
Educ: Post-grad	11%	(23)	89%	(195)	219
Income: Under 50k	15%	(195)	85%	(1063)	1258
Income: 50k-100k	14%	(93)	86%	(590)	683
Income: 100k+	12%	(30)	88%	(231)	261
Ethnicity: White	12%	(217)	88%	(1534)	1751
Ethnicity: Hispanic	24%	(80)	76%	(250)	330
Ethnicity: Afr. Am.	21%	(56)	79%	(213)	269

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**Table QX16:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Price-friendly

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1884)	2202
Ethnicity: Other	25%	(45)	75%	(137)	182
Relig: Protestant	13%	(67)	87%	(453)	520
Relig: Roman Catholic	16%	(70)	84%	(363)	434
Relig: Ath./Agn./None	13%	(83)	87%	(558)	640
Relig: Something Else	14%	(52)	86%	(311)	364
Relig: Jewish	19%	(10)	81%	(42)	52
Relig: Evangelical	16%	(97)	84%	(501)	598
Relig: Non-Evang. Catholics	14%	(86)	86%	(510)	596
Relig: All Christian	15%	(183)	85%	(1011)	1194
Relig: All Non-Christian	13%	(135)	87%	(869)	1004
Community: Urban	16%	(98)	84%	(511)	609
Community: Suburban	12%	(112)	88%	(797)	909
Community: Rural	16%	(108)	84%	(576)	684
Employ: Private Sector	13%	(80)	87%	(542)	623
Employ: Government	10%	(16)	90%	(141)	157
Employ: Self-Employed	12%	(26)	88%	(190)	216
Employ: Homemaker	12%	(24)	88%	(168)	192
Employ: Student	19%	(21)	81%	(90)	111
Employ: Retired	15%	(74)	85%	(418)	491
Employ: Unemployed	19%	(42)	81%	(174)	216
Employ: Other	19%	(36)	81%	(160)	196
Military HH: Yes	14%	(62)	86%	(367)	429
Military HH: No	14%	(256)	86%	(1517)	1773
RD/WT: Right Direction	14%	(123)	86%	(772)	895
RD/WT: Wrong Track	15%	(196)	85%	(1112)	1307
Strongly Approve	14%	(70)	86%	(435)	505
Somewhat Approve	11%	(48)	89%	(378)	425
Somewhat Disapprove	19%	(57)	81%	(237)	294
Strongly Disapprove	14%	(116)	86%	(729)	845
Dont Know / No Opinion	21%	(27)	79%	(105)	132

Continued on next page

**Table QX16:** Please indicate which of the following words come to mind when you think of shopping malls. Please select all that apply. - Price-friendly

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1884)	2202
#1 Issue: Economy	13%	(83)	87%	(568)	651
#1 Issue: Security	11%	(39)	89%	(320)	359
#1 Issue: Health Care	15%	(58)	85%	(342)	400
#1 Issue: Medicare / Social Security	18%	(64)	82%	(299)	363
#1 Issue: Women's Issues	18%	(21)	82%	(92)	113
#1 Issue: Education	18%	(22)	82%	(103)	126
#1 Issue: Energy	17%	(16)	83%	(78)	94
#1 Issue: Other	16%	(15)	84%	(81)	96
2016 Vote: Democrat Hillary Clinton	15%	(111)	85%	(628)	739
2016 Vote: Republican Donald Trump	13%	(101)	87%	(655)	755
2016 Vote: Someone else	11%	(19)	89%	(152)	170
2012 Vote: Barack Obama	16%	(137)	84%	(729)	866
2012 Vote: Mitt Romney	11%	(68)	89%	(534)	602
2012 Vote: Other	10%	(11)	90%	(96)	107
2012 Vote: Didn't Vote	16%	(102)	84%	(523)	625
4-Region: Northeast	12%	(49)	88%	(353)	402
4-Region: Midwest	15%	(69)	85%	(405)	474
4-Region: South	15%	(122)	85%	(693)	815
4-Region: West	15%	(78)	85%	(433)	511

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

**Table QX17: How often do you shop at non-strip malls?**

Demographic	Often	Sometimes	Hardly ever	Never	Don't Know / No Opinion	Total N
Adults	15% (340)	44% (976)	30% (662)	6% (132)	4% (92)	2202
Gender: Male	17% (183)	44% (463)	29% (305)	7% (71)	4% (39)	1060
Gender: Female	14% (157)	45% (513)	31% (357)	5% (61)	5% (53)	1142
Age: 18-29	26% (123)	43% (204)	22% (102)	3% (13)	7% (31)	474
Age: 30-44	14% (81)	44% (247)	30% (169)	7% (39)	5% (26)	562
Age: 45-54	13% (39)	45% (140)	31% (98)	7% (23)	4% (12)	311
Age: 55-64	10% (46)	46% (208)	36% (164)	6% (27)	3% (12)	457
Age: 65+	13% (51)	44% (176)	32% (129)	8% (30)	3% (12)	398
PID: Dem (no lean)	14% (101)	47% (338)	29% (210)	6% (42)	3% (25)	716
PID: Ind (no lean)	15% (121)	41% (325)	30% (233)	6% (49)	7% (59)	787
PID: Rep (no lean)	17% (119)	45% (313)	31% (219)	6% (41)	1% (9)	700
PID/Gender: Dem Men	14% (44)	50% (156)	25% (78)	7% (23)	4% (12)	312
PID/Gender: Dem Women	14% (57)	45% (183)	33% (132)	5% (20)	3% (13)	404
PID/Gender: Ind Men	13% (49)	42% (155)	32% (117)	6% (22)	7% (24)	366
PID/Gender: Ind Women	17% (72)	40% (170)	28% (117)	6% (27)	8% (35)	420
PID/Gender: Rep Men	24% (90)	40% (152)	29% (110)	7% (26)	1% (3)	382
PID/Gender: Rep Women	9% (29)	51% (161)	34% (108)	5% (15)	2% (6)	318
Tea Party: Supporter	25% (137)	41% (229)	27% (149)	6% (33)	2% (11)	559
Tea Party: Not Supporter	12% (202)	46% (739)	31% (508)	6% (98)	5% (75)	1622
Ideo: Liberal (1-3)	19% (149)	44% (341)	29% (225)	4% (29)	3% (25)	769
Ideo: Moderate (4)	14% (65)	47% (214)	29% (133)	6% (25)	4% (20)	456
Ideo: Conservative (5-7)	12% (83)	45% (317)	33% (233)	7% (51)	2% (14)	698
Educ: < College	16% (246)	43% (675)	29% (459)	7% (107)	5% (79)	1567
Educ: Bachelors degree	15% (60)	47% (194)	33% (138)	5% (20)	1% (4)	416
Educ: Post-grad	15% (34)	49% (107)	30% (65)	2% (5)	4% (9)	219
Income: Under 50k	15% (188)	42% (531)	30% (374)	7% (88)	6% (77)	1258
Income: 50k-100k	16% (109)	47% (321)	31% (212)	5% (32)	1% (9)	683
Income: 100k+	17% (43)	47% (123)	29% (77)	5% (12)	2% (6)	261
Ethnicity: White	13% (235)	44% (778)	32% (562)	6% (110)	4% (65)	1751
Ethnicity: Hispanic	25% (82)	43% (143)	23% (77)	4% (14)	4% (14)	330

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**Table QX17: How often do you shop at non-strip malls?**

Demographic	Often		Sometimes		Hardly ever		Never		Don't Know / No Opinion		Total N
Adults	15%	(340)	44%	(976)	30%	(662)	6%	(132)	4%	(92)	2202
Ethnicity: Afr. Am.	24%	(65)	47%	(127)	18%	(48)	5%	(13)	6%	(16)	269
Ethnicity: Other	22%	(40)	39%	(71)	29%	(52)	5%	(9)	6%	(11)	182
Relig: Protestant	12%	(60)	44%	(229)	35%	(182)	6%	(32)	3%	(17)	520
Relig: Roman Catholic	18%	(77)	49%	(214)	27%	(116)	4%	(18)	2%	(9)	434
Relig: Ath./Agn./None	15%	(98)	38%	(246)	32%	(204)	8%	(49)	7%	(44)	640
Relig: Something Else	21%	(75)	42%	(154)	29%	(107)	5%	(17)	3%	(10)	364
Relig: Jewish	13%	(7)	51%	(26)	31%	(16)	5%	(2)	1%	(1)	52
Relig: Evangelical	14%	(82)	47%	(283)	29%	(171)	7%	(40)	4%	(22)	598
Relig: Non-Evang. Catholics	14%	(83)	49%	(291)	30%	(179)	4%	(26)	3%	(15)	596
Relig: All Christian	14%	(166)	48%	(574)	29%	(351)	5%	(66)	3%	(38)	1194
Relig: All Non-Christian	17%	(173)	40%	(400)	31%	(310)	7%	(66)	5%	(55)	1004
Community: Urban	18%	(107)	44%	(268)	27%	(167)	7%	(45)	4%	(22)	609
Community: Suburban	15%	(135)	46%	(419)	31%	(279)	5%	(42)	4%	(35)	909
Community: Rural	14%	(98)	42%	(289)	32%	(216)	7%	(45)	5%	(35)	684
Employ: Private Sector	14%	(86)	48%	(299)	31%	(192)	5%	(30)	2%	(16)	623
Employ: Government	10%	(16)	51%	(81)	28%	(44)	6%	(10)	4%	(6)	157
Employ: Self-Employed	25%	(55)	42%	(91)	29%	(62)	2%	(5)	1%	(3)	216
Employ: Homemaker	16%	(30)	41%	(79)	32%	(61)	6%	(11)	6%	(11)	192
Employ: Student	25%	(27)	47%	(53)	21%	(23)	4%	(4)	4%	(4)	111
Employ: Retired	15%	(76)	43%	(210)	32%	(156)	7%	(36)	3%	(13)	491
Employ: Unemployed	9%	(19)	42%	(91)	29%	(63)	10%	(21)	10%	(22)	216
Employ: Other	16%	(31)	37%	(73)	31%	(60)	8%	(15)	9%	(17)	196
Military HH: Yes	17%	(73)	46%	(196)	29%	(124)	5%	(22)	3%	(13)	429
Military HH: No	15%	(267)	44%	(780)	30%	(538)	6%	(110)	4%	(79)	1773
RD/WT: Right Direction	18%	(161)	44%	(391)	30%	(267)	5%	(48)	3%	(28)	895
RD/WT: Wrong Track	14%	(179)	45%	(585)	30%	(395)	6%	(84)	5%	(64)	1307
Strongly Approve	20%	(102)	44%	(221)	28%	(141)	6%	(30)	2%	(11)	505
Somewhat Approve	11%	(49)	47%	(199)	33%	(141)	5%	(19)	4%	(17)	425
Somewhat Disapprove	14%	(42)	47%	(138)	32%	(93)	5%	(14)	2%	(7)	294
Strongly Disapprove	15%	(129)	43%	(365)	30%	(257)	7%	(59)	4%	(35)	845
Dont Know / No Opinion	14%	(18)	41%	(54)	22%	(29)	7%	(9)	17%	(22)	132

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**Table QX17: How often do you shop at non-strip malls?**

Demographic	Often		Sometimes		Hardly ever		Never		Don't Know / No Opinion		Total N
Adults	15%	(340)	44%	(976)	30%	(662)	6%	(132)	4%	(92)	2202
#1 Issue: Economy	13%	(87)	49%	(317)	31%	(200)	5%	(31)	2%	(16)	651
#1 Issue: Security	16%	(58)	43%	(155)	30%	(107)	8%	(27)	3%	(12)	359
#1 Issue: Health Care	18%	(72)	42%	(170)	29%	(117)	7%	(29)	3%	(12)	400
#1 Issue: Medicare / Social Security	13%	(47)	42%	(152)	33%	(118)	7%	(25)	6%	(22)	363
#1 Issue: Women's Issues	17%	(20)	43%	(49)	32%	(36)	4%	(4)	3%	(4)	113
#1 Issue: Education	16%	(20)	42%	(53)	29%	(36)	1%	(2)	12%	(15)	126
#1 Issue: Energy	21%	(20)	40%	(38)	25%	(23)	8%	(7)	6%	(5)	94
#1 Issue: Other	17%	(16)	45%	(43)	25%	(24)	7%	(6)	8%	(7)	96
2016 Vote: Democrat Hillary Clinton	17%	(126)	48%	(357)	27%	(199)	5%	(38)	3%	(19)	739
2016 Vote: Republican Donald Trump	15%	(117)	43%	(325)	32%	(243)	6%	(48)	3%	(22)	755
2016 Vote: Someone else	11%	(19)	44%	(74)	29%	(50)	6%	(11)	10%	(17)	170
2012 Vote: Barack Obama	16%	(135)	48%	(417)	27%	(238)	6%	(51)	3%	(26)	866
2012 Vote: Mitt Romney	15%	(90)	40%	(242)	36%	(215)	7%	(42)	2%	(14)	602
2012 Vote: Other	12%	(13)	46%	(49)	29%	(31)	5%	(5)	7%	(7)	107
2012 Vote: Didn't Vote	16%	(102)	43%	(266)	28%	(178)	5%	(33)	7%	(46)	625
4-Region: Northeast	16%	(64)	43%	(173)	31%	(126)	4%	(18)	5%	(20)	402
4-Region: Midwest	14%	(64)	44%	(209)	32%	(154)	6%	(30)	4%	(17)	474
4-Region: South	17%	(137)	46%	(373)	27%	(223)	6%	(47)	4%	(35)	815
4-Region: West	15%	(75)	43%	(221)	31%	(159)	7%	(37)	4%	(19)	511

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

**Table QX18:** *And do you go to the mall to shop at just one store in particular, or to shop at multiple stores?*

Demographic	Just one store	Multiple stores	Other (please specify)	Total N
Adults	30% (587)	68% (1352)	2% (40)	1978
Gender: Male	33% (310)	66% (624)	2% (16)	950
Gender: Female	27% (276)	71% (728)	2% (23)	1028
Age: 18-29	31% (132)	69% (298)	— (0)	430
Age: 30-44	25% (125)	74% (366)	1% (6)	497
Age: 45-54	21% (60)	78% (215)	1% (2)	277
Age: 55-64	33% (137)	63% (264)	4% (17)	418
Age: 65+	37% (133)	59% (209)	4% (14)	356
PID: Dem (no lean)	26% (167)	72% (468)	2% (14)	649
PID: Ind (no lean)	28% (187)	71% (480)	2% (12)	679
PID: Rep (no lean)	36% (233)	62% (403)	2% (14)	650
PID/Gender: Dem Men	26% (71)	72% (201)	2% (5)	277
PID/Gender: Dem Women	26% (95)	72% (267)	2% (9)	372
PID/Gender: Ind Men	32% (104)	66% (210)	2% (7)	320
PID/Gender: Ind Women	23% (83)	75% (270)	1% (5)	359
PID/Gender: Rep Men	38% (136)	60% (213)	1% (5)	353
PID/Gender: Rep Women	33% (98)	64% (190)	3% (9)	297
Tea Party: Supporter	35% (179)	64% (331)	1% (5)	515
Tea Party: Not Supporter	28% (402)	70% (1013)	2% (34)	1448
Ideo: Liberal (1-3)	31% (223)	67% (476)	2% (16)	715
Ideo: Moderate (4)	27% (110)	73% (298)	1% (3)	411
Ideo: Conservative (5-7)	31% (195)	67% (422)	2% (16)	633
Educ: < College	28% (392)	70% (963)	2% (25)	1381
Educ: Bachelors degree	33% (131)	65% (254)	2% (7)	392
Educ: Post-grad	31% (63)	66% (135)	3% (7)	205
Income: Under 50k	28% (310)	69% (758)	2% (24)	1093
Income: 50k-100k	30% (193)	68% (434)	2% (15)	642
Income: 100k+	34% (83)	66% (159)	— (1)	243
Ethnicity: White	30% (470)	68% (1072)	2% (34)	1576
Ethnicity: Hispanic	25% (75)	74% (223)	1% (2)	301
Ethnicity: Afr. Am.	31% (74)	68% (163)	1% (3)	239

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**Table QX18:** *And do you go to the mall to shop at just one store in particular, or to shop at multiple stores?*

Demographic	Just one store		Multiple stores		Other (please specify)		Total N
Adults	30%	(587)	68%	(1352)	2%	(40)	1978
Ethnicity: Other	27%	(43)	72%	(116)	2%	(3)	162
Relig: Protestant	32%	(151)	66%	(310)	2%	(10)	471
Relig: Roman Catholic	30%	(122)	69%	(279)	1%	(6)	407
Relig: Ath./Agn./None	30%	(165)	68%	(372)	2%	(11)	547
Relig: Something Else	30%	(100)	67%	(227)	3%	(10)	336
Relig: Evangelical	28%	(149)	70%	(374)	2%	(13)	536
Relig: Non-Evang. Catholics	31%	(170)	68%	(378)	1%	(7)	554
Relig: All Christian	29%	(319)	69%	(752)	2%	(19)	1091
Relig: All Non-Christian	30%	(264)	68%	(599)	2%	(21)	884
Community: Urban	25%	(136)	74%	(399)	1%	(6)	542
Community: Suburban	34%	(280)	65%	(540)	2%	(13)	833
Community: Rural	28%	(171)	68%	(412)	3%	(20)	603
Employ: Private Sector	29%	(168)	70%	(404)	1%	(5)	577
Employ: Government	33%	(46)	66%	(94)	1%	(1)	141
Employ: Self-Employed	35%	(74)	61%	(127)	4%	(8)	208
Employ: Homemaker	28%	(48)	71%	(120)	1%	(2)	170
Employ: Student	19%	(20)	81%	(83)	—	(0)	103
Employ: Retired	33%	(147)	63%	(277)	4%	(19)	442
Employ: Unemployed	24%	(42)	75%	(129)	1%	(2)	172
Employ: Other	26%	(43)	72%	(117)	2%	(3)	164
Military HH: Yes	33%	(130)	64%	(253)	3%	(11)	394
Military HH: No	29%	(456)	69%	(1099)	2%	(29)	1584
RD/WT: Right Direction	34%	(276)	65%	(529)	2%	(13)	818
RD/WT: Wrong Track	27%	(311)	71%	(823)	2%	(26)	1159
Strongly Approve	35%	(162)	63%	(292)	2%	(10)	464
Somewhat Approve	29%	(113)	69%	(269)	2%	(7)	389
Somewhat Disapprove	27%	(73)	72%	(197)	1%	(2)	273
Strongly Disapprove	28%	(213)	69%	(520)	2%	(18)	751
Dont Know / No Opinion	25%	(26)	73%	(73)	2%	(2)	101

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**Table QX18:** *And do you go to the mall to shop at just one store in particular, or to shop at multiple stores?*

Demographic	Just one store		Multiple stores		Other (please specify)		Total N
Adults	30%	(587)	68%	(1352)	2%	(40)	1978
#1 Issue: Economy	26%	(156)	73%	(438)	2%	(9)	604
#1 Issue: Security	28%	(89)	70%	(225)	2%	(7)	321
#1 Issue: Health Care	35%	(125)	64%	(231)	1%	(4)	359
#1 Issue: Medicare / Social Security	33%	(106)	63%	(201)	3%	(10)	317
#1 Issue: Women's Issues	20%	(21)	76%	(80)	3%	(4)	105
#1 Issue: Education	19%	(21)	79%	(87)	1%	(1)	109
#1 Issue: Energy	40%	(33)	58%	(47)	2%	(2)	81
#1 Issue: Other	43%	(35)	53%	(44)	4%	(3)	82
2016 Vote: Democrat Hillary Clinton	28%	(190)	71%	(481)	1%	(10)	682
2016 Vote: Republican Donald Trump	32%	(222)	65%	(446)	2%	(16)	685
2016 Vote: Someone else	29%	(42)	68%	(97)	2%	(3)	143
2012 Vote: Barack Obama	27%	(212)	71%	(562)	2%	(15)	789
2012 Vote: Mitt Romney	38%	(205)	59%	(325)	3%	(16)	547
2012 Vote: Other	25%	(24)	70%	(66)	5%	(5)	94
2012 Vote: Didn't Vote	27%	(146)	73%	(397)	1%	(4)	546
4-Region: Northeast	31%	(114)	67%	(242)	2%	(8)	364
4-Region: Midwest	28%	(120)	71%	(303)	1%	(4)	427
4-Region: South	29%	(212)	69%	(509)	2%	(11)	732
4-Region: West	31%	(141)	66%	(299)	3%	(16)	455

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

**Table QX19:** Do you shop at malls more or less often than you did one year ago, or do you shop at the mall about the same amount as you did one year ago?

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	7% (154)	11% (241)	21% (456)	25% (560)	32% (707)	4% (84)	2202
Gender: Male	10% (103)	12% (126)	19% (206)	22% (233)	34% (359)	3% (33)	1060
Gender: Female	4% (51)	10% (115)	22% (250)	29% (327)	31% (348)	4% (51)	1142
Age: 18-29	17% (80)	23% (110)	20% (95)	18% (85)	17% (82)	4% (21)	474
Age: 30-44	10% (57)	12% (66)	21% (118)	22% (123)	30% (167)	5% (31)	562
Age: 45-54	3% (11)	7% (23)	21% (64)	32% (101)	33% (104)	3% (9)	311
Age: 55-64	1% (5)	6% (27)	19% (86)	31% (143)	41% (185)	2% (11)	457
Age: 65+	— (1)	4% (14)	23% (93)	27% (109)	43% (169)	3% (12)	398
PID: Dem (no lean)	7% (52)	11% (77)	23% (164)	25% (177)	32% (227)	2% (18)	716
PID: Ind (no lean)	5% (38)	11% (86)	20% (155)	25% (199)	33% (262)	6% (47)	787
PID: Rep (no lean)	9% (63)	11% (77)	20% (137)	26% (185)	31% (218)	3% (19)	700
PID/Gender: Dem Men	11% (34)	13% (40)	24% (74)	19% (60)	31% (96)	3% (8)	312
PID/Gender: Dem Women	5% (19)	9% (37)	22% (90)	29% (117)	32% (131)	2% (10)	404
PID/Gender: Ind Men	4% (16)	11% (40)	19% (69)	22% (80)	39% (144)	4% (16)	366
PID/Gender: Ind Women	5% (22)	11% (46)	20% (86)	28% (119)	28% (117)	7% (31)	420
PID/Gender: Rep Men	14% (53)	12% (46)	16% (62)	24% (93)	31% (118)	2% (9)	382
PID/Gender: Rep Women	3% (10)	10% (31)	23% (74)	29% (91)	31% (100)	3% (11)	318
Tea Party: Supporter	17% (97)	14% (79)	19% (107)	21% (120)	27% (150)	1% (7)	559
Tea Party: Not Supporter	3% (56)	10% (161)	21% (343)	27% (435)	34% (553)	5% (75)	1622
Ideo: Liberal (1-3)	13% (100)	14% (107)	24% (183)	20% (153)	27% (208)	2% (17)	769
Ideo: Moderate (4)	3% (13)	10% (46)	18% (84)	31% (142)	35% (158)	3% (13)	456
Ideo: Conservative (5-7)	3% (22)	8% (57)	21% (150)	28% (194)	37% (257)	3% (19)	698
Educ: < College	7% (116)	11% (178)	20% (319)	27% (421)	30% (467)	4% (66)	1567
Educ: Bachelors degree	5% (19)	9% (39)	22% (90)	23% (94)	39% (164)	2% (10)	416
Educ: Post-grad	8% (18)	11% (24)	21% (47)	21% (45)	35% (77)	4% (8)	219
Income: Under 50k	7% (84)	11% (140)	20% (249)	27% (340)	30% (382)	5% (62)	1258
Income: 50k-100k	8% (55)	12% (79)	21% (142)	24% (163)	34% (230)	2% (14)	683
Income: 100k+	6% (15)	8% (22)	25% (64)	22% (57)	36% (95)	3% (8)	261

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**Table QX19:** Do you shop at malls more or less often than you did one year ago, or do you shop at the mall about the same amount as you did one year ago?

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	7% (154)	11% (241)	21% (456)	25% (560)	32% (707)	4% (84)	2202
Ethnicity: White	4% (73)	9% (155)	21% (366)	27% (468)	35% (617)	4% (72)	1751
Ethnicity: Hispanic	18% (58)	23% (75)	18% (59)	20% (66)	19% (62)	3% (10)	330
Ethnicity: Afr. Am.	22% (58)	18% (49)	19% (52)	21% (56)	18% (48)	2% (6)	269
Ethnicity: Other	13% (23)	20% (37)	21% (37)	20% (36)	23% (43)	3% (6)	182
Relig: Protestant	3% (15)	7% (38)	21% (108)	25% (132)	41% (211)	3% (16)	520
Relig: Roman Catholic	7% (29)	14% (60)	25% (110)	24% (103)	28% (122)	2% (9)	434
Relig: Ath./Agn./None	8% (51)	11% (68)	17% (106)	26% (164)	34% (215)	6% (37)	640
Relig: Something Else	10% (35)	15% (53)	20% (74)	26% (94)	27% (97)	3% (10)	364
Relig: Jewish	4% (2)	13% (7)	20% (10)	28% (15)	33% (17)	2% (1)	52
Relig: Evangelical	7% (42)	10% (58)	22% (129)	25% (150)	33% (198)	4% (21)	598
Relig: Non-Evang. Catholics	4% (25)	10% (62)	24% (146)	25% (151)	33% (196)	3% (16)	596
Relig: All Christian	6% (67)	10% (120)	23% (275)	25% (301)	33% (394)	3% (37)	1194
Relig: All Non-Christian	9% (86)	12% (121)	18% (180)	26% (258)	31% (312)	5% (46)	1004
Community: Urban	9% (55)	15% (94)	19% (113)	25% (151)	29% (178)	3% (18)	609
Community: Suburban	6% (51)	11% (96)	22% (204)	23% (208)	35% (320)	3% (31)	909
Community: Rural	7% (49)	7% (51)	20% (139)	29% (201)	31% (210)	5% (35)	684
Employ: Private Sector	8% (49)	13% (82)	22% (134)	21% (134)	34% (210)	2% (14)	623
Employ: Government	4% (7)	15% (24)	16% (25)	24% (38)	35% (54)	6% (9)	157
Employ: Self-Employed	13% (29)	16% (34)	18% (39)	31% (67)	20% (44)	1% (3)	216
Employ: Homemaker	9% (17)	6% (11)	23% (44)	28% (55)	28% (54)	6% (11)	192
Employ: Student	17% (18)	27% (30)	21% (24)	17% (19)	17% (19)	— (0)	111
Employ: Retired	2% (10)	5% (23)	23% (111)	30% (147)	39% (191)	2% (9)	491
Employ: Unemployed	4% (9)	10% (22)	20% (44)	25% (54)	32% (68)	9% (18)	216
Employ: Other	7% (14)	8% (15)	18% (36)	24% (47)	34% (66)	9% (18)	196
Military HH: Yes	9% (37)	13% (56)	18% (78)	23% (98)	34% (145)	4% (15)	429
Military HH: No	7% (117)	10% (185)	21% (378)	26% (462)	32% (563)	4% (69)	1773
RD/WT: Right Direction	10% (92)	12% (106)	20% (183)	25% (226)	29% (264)	3% (23)	895
RD/WT: Wrong Track	5% (62)	10% (134)	21% (273)	26% (334)	34% (444)	5% (61)	1307

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**Table QX19:** Do you shop at malls more or less often than you did one year ago, or do you shop at the mall about the same amount as you did one year ago?

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	7% (154)	11% (241)	21% (456)	25% (560)	32% (707)	4% (84)	2202
Strongly Approve	12% (61)	9% (46)	17% (84)	27% (137)	32% (163)	3% (15)	505
Somewhat Approve	5% (19)	16% (68)	24% (101)	25% (105)	30% (128)	1% (4)	425
Somewhat Disapprove	5% (16)	14% (41)	28% (81)	22% (64)	30% (89)	1% (3)	294
Strongly Disapprove	6% (49)	9% (73)	20% (172)	27% (228)	34% (290)	4% (34)	845
Dont Know / No Opinion	7% (9)	10% (13)	14% (19)	21% (27)	28% (37)	21% (28)	132
#1 Issue: Economy	4% (29)	13% (83)	23% (147)	24% (155)	33% (215)	3% (22)	651
#1 Issue: Security	5% (19)	9% (33)	20% (73)	30% (107)	33% (120)	2% (9)	359
#1 Issue: Health Care	11% (43)	10% (42)	20% (79)	24% (95)	33% (133)	2% (10)	400
#1 Issue: Medicare / Social Security	4% (16)	5% (20)	22% (80)	31% (112)	34% (122)	4% (13)	363
#1 Issue: Women's Issues	11% (13)	25% (29)	19% (22)	20% (23)	21% (23)	3% (4)	113
#1 Issue: Education	13% (16)	14% (17)	21% (27)	19% (24)	26% (33)	7% (9)	126
#1 Issue: Energy	15% (14)	11% (10)	17% (16)	20% (19)	33% (31)	4% (4)	94
#1 Issue: Other	5% (5)	8% (8)	13% (12)	28% (27)	32% (31)	14% (13)	96
2016 Vote: Democrat Hillary Clinton	9% (65)	12% (87)	21% (157)	24% (178)	32% (235)	2% (16)	739
2016 Vote: Republican Donald Trump	6% (47)	9% (64)	21% (161)	28% (208)	34% (258)	2% (17)	755
2016 Vote: Someone else	2% (3)	11% (18)	20% (34)	24% (41)	41% (69)	3% (5)	170
2012 Vote: Barack Obama	7% (65)	11% (99)	22% (189)	25% (213)	33% (283)	2% (17)	866
2012 Vote: Mitt Romney	6% (35)	7% (40)	20% (120)	27% (165)	38% (226)	3% (16)	602
2012 Vote: Other	3% (3)	5% (6)	22% (23)	32% (35)	36% (38)	2% (2)	107
2012 Vote: Didn't Vote	8% (51)	15% (96)	20% (124)	23% (145)	26% (160)	8% (49)	625
4-Region: Northeast	6% (23)	12% (50)	21% (85)	25% (101)	32% (128)	4% (15)	402
4-Region: Midwest	5% (24)	10% (48)	20% (96)	26% (122)	35% (168)	3% (16)	474
4-Region: South	9% (76)	11% (91)	21% (169)	27% (218)	29% (236)	3% (25)	815
4-Region: West	6% (30)	10% (52)	21% (106)	23% (120)	34% (175)	5% (28)	511

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

**Table QX20:** *And do you shop at malls more or less often than you did five years ago, or do you shop at the mall about the same amount as you did five years ago?*

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	8% (186)	11% (236)	17% (382)	37% (812)	22% (492)	4% (93)	2202
Gender: Male	11% (115)	12% (129)	19% (199)	30% (321)	24% (258)	4% (38)	1060
Gender: Female	6% (70)	9% (106)	16% (183)	43% (491)	21% (235)	5% (56)	1142
Age: 18-29	24% (116)	21% (100)	15% (69)	20% (95)	14% (65)	6% (29)	474
Age: 30-44	10% (55)	13% (74)	14% (80)	35% (197)	22% (123)	6% (32)	562
Age: 45-54	2% (7)	8% (24)	19% (58)	40% (126)	28% (86)	3% (10)	311
Age: 55-64	1% (5)	6% (28)	19% (88)	44% (202)	26% (121)	3% (14)	457
Age: 65+	1% (3)	2% (10)	22% (87)	48% (193)	24% (97)	2% (9)	398
PID: Dem (no lean)	8% (54)	12% (85)	18% (132)	38% (276)	21% (149)	3% (21)	716
PID: Ind (no lean)	8% (59)	10% (81)	16% (129)	35% (278)	24% (186)	7% (53)	787
PID: Rep (no lean)	10% (72)	10% (70)	17% (122)	37% (259)	23% (157)	3% (19)	700
PID/Gender: Dem Men	11% (33)	14% (43)	21% (66)	29% (91)	21% (65)	4% (13)	312
PID/Gender: Dem Women	5% (21)	10% (41)	16% (66)	46% (184)	21% (83)	2% (9)	404
PID/Gender: Ind Men	6% (21)	12% (45)	18% (67)	29% (105)	30% (109)	5% (19)	366
PID/Gender: Ind Women	9% (39)	9% (36)	15% (61)	41% (173)	18% (77)	8% (34)	420
PID/Gender: Rep Men	16% (61)	11% (41)	17% (65)	33% (125)	22% (83)	1% (6)	382
PID/Gender: Rep Women	3% (11)	9% (29)	18% (56)	42% (134)	23% (74)	4% (13)	318
Tea Party: Supporter	20% (111)	13% (75)	18% (103)	29% (163)	18% (99)	1% (8)	559
Tea Party: Not Supporter	5% (75)	10% (155)	17% (279)	40% (644)	24% (386)	5% (84)	1622
Ideo: Liberal (1-3)	14% (108)	14% (106)	20% (153)	33% (251)	16% (125)	3% (24)	769
Ideo: Moderate (4)	5% (24)	11% (50)	15% (70)	43% (194)	22% (101)	4% (16)	456
Ideo: Conservative (5-7)	5% (36)	8% (59)	19% (132)	39% (276)	26% (180)	2% (15)	698
Educ: < College	10% (154)	10% (164)	16% (252)	37% (576)	22% (351)	4% (70)	1567
Educ: Bachelors degree	4% (18)	11% (44)	21% (89)	37% (154)	23% (97)	3% (13)	416
Educ: Post-grad	6% (14)	13% (28)	19% (41)	37% (82)	20% (44)	5% (10)	219
Income: Under 50k	9% (108)	11% (140)	16% (207)	36% (455)	22% (282)	5% (67)	1258
Income: 50k-100k	9% (62)	10% (71)	20% (134)	36% (249)	21% (145)	3% (22)	683
Income: 100k+	6% (15)	9% (25)	16% (42)	42% (109)	25% (65)	2% (5)	261

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**Table QX20:** *And do you shop at malls more or less often than you did five years ago, or do you shop at the mall about the same amount as you did five years ago?*

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	8% (186)	11% (236)	17% (382)	37% (812)	22% (492)	4% (93)	2202
Ethnicity: White	5% (86)	9% (156)	18% (312)	40% (700)	24% (423)	4% (74)	1751
Ethnicity: Hispanic	21% (70)	21% (70)	10% (32)	27% (88)	18% (59)	4% (12)	330
Ethnicity: Afr. Am.	26% (71)	19% (52)	14% (37)	25% (69)	11% (30)	4% (11)	269
Ethnicity: Other	16% (29)	15% (28)	18% (33)	24% (44)	21% (39)	5% (9)	182
Relig: Protestant	4% (22)	8% (40)	18% (92)	41% (215)	26% (135)	3% (16)	520
Relig: Roman Catholic	7% (30)	12% (54)	18% (76)	37% (160)	24% (105)	2% (9)	434
Relig: Ath./Agn./None	10% (61)	12% (78)	13% (85)	36% (228)	23% (146)	7% (42)	640
Relig: Something Else	14% (51)	12% (42)	21% (75)	32% (117)	19% (68)	3% (12)	364
Relig: Jewish	7% (4)	9% (5)	22% (11)	35% (18)	26% (13)	2% (1)	52
Relig: Evangelical	7% (45)	10% (61)	18% (110)	38% (226)	22% (133)	4% (23)	598
Relig: Non-Evang. Catholics	5% (29)	9% (53)	19% (111)	41% (242)	24% (144)	3% (16)	596
Relig: All Christian	6% (74)	10% (115)	19% (222)	39% (467)	23% (278)	3% (38)	1194
Relig: All Non-Christian	11% (112)	12% (120)	16% (159)	34% (344)	21% (214)	5% (54)	1004
Community: Urban	10% (60)	14% (83)	16% (98)	35% (211)	22% (134)	4% (23)	609
Community: Suburban	7% (60)	11% (101)	19% (177)	38% (345)	21% (193)	4% (33)	909
Community: Rural	10% (66)	8% (52)	16% (107)	37% (256)	24% (165)	5% (37)	684
Employ: Private Sector	8% (52)	11% (69)	18% (115)	37% (233)	22% (135)	3% (19)	623
Employ: Government	5% (7)	19% (29)	17% (26)	30% (46)	25% (40)	5% (8)	157
Employ: Self-Employed	18% (39)	14% (31)	12% (27)	37% (81)	16% (33)	2% (5)	216
Employ: Homemaker	10% (19)	6% (12)	18% (35)	38% (73)	23% (44)	4% (9)	192
Employ: Student	25% (28)	23% (25)	18% (20)	17% (19)	16% (18)	2% (2)	111
Employ: Retired	2% (12)	4% (21)	22% (108)	47% (229)	23% (115)	1% (7)	491
Employ: Unemployed	7% (14)	12% (27)	15% (33)	31% (68)	23% (50)	11% (25)	216
Employ: Other	7% (14)	11% (22)	10% (20)	33% (64)	29% (56)	10% (20)	196
Military HH: Yes	12% (51)	9% (37)	14% (59)	39% (168)	24% (104)	2% (10)	429
Military HH: No	8% (135)	11% (199)	18% (323)	36% (645)	22% (389)	5% (83)	1773
RD/WT: Right Direction	12% (103)	11% (101)	18% (163)	35% (309)	21% (192)	3% (25)	895
RD/WT: Wrong Track	6% (82)	10% (135)	17% (219)	38% (503)	23% (301)	5% (68)	1307

Continued on next page

**Table QX20:** *And do you shop at malls more or less often than you did five years ago, or do you shop at the mall about the same amount as you did five years ago?*

Demographic	Much more often	Somewhat more often	Somewhat less often	Much less often	About the same	Don't Know / No Opinion	Total N
Adults	8% (186)	11% (236)	17% (382)	37% (812)	22% (492)	4% (93)	2202
Strongly Approve	13% (63)	9% (45)	15% (76)	40% (201)	22% (110)	2% (10)	505
Somewhat Approve	6% (25)	14% (57)	24% (101)	32% (135)	23% (99)	2% (8)	425
Somewhat Disapprove	5% (15)	14% (42)	23% (67)	35% (103)	21% (61)	2% (5)	294
Strongly Disapprove	8% (71)	10% (81)	15% (128)	40% (336)	22% (189)	5% (41)	845
Dont Know / No Opinion	9% (11)	8% (11)	7% (10)	28% (38)	25% (33)	22% (30)	132
#1 Issue: Economy	7% (46)	10% (68)	18% (117)	37% (238)	24% (155)	4% (26)	651
#1 Issue: Security	4% (15)	11% (41)	20% (70)	38% (135)	24% (87)	3% (11)	359
#1 Issue: Health Care	13% (50)	11% (43)	16% (66)	36% (144)	21% (82)	4% (15)	400
#1 Issue: Medicare / Social Security	4% (14)	5% (19)	17% (61)	47% (169)	24% (87)	3% (12)	363
#1 Issue: Women's Issues	21% (23)	11% (13)	26% (30)	23% (26)	12% (14)	6% (7)	113
#1 Issue: Education	12% (15)	23% (30)	13% (17)	29% (36)	16% (20)	6% (8)	126
#1 Issue: Energy	15% (14)	17% (16)	10% (9)	32% (30)	23% (21)	4% (4)	94
#1 Issue: Other	8% (8)	7% (6)	13% (12)	35% (33)	27% (26)	11% (11)	96
2016 Vote: Democrat Hillary Clinton	11% (81)	11% (81)	17% (124)	37% (276)	21% (155)	3% (22)	739
2016 Vote: Republican Donald Trump	6% (44)	9% (69)	19% (146)	40% (299)	24% (183)	2% (14)	755
2016 Vote: Someone else	4% (6)	8% (13)	17% (29)	40% (68)	27% (46)	4% (7)	170
2012 Vote: Barack Obama	8% (70)	11% (94)	20% (172)	38% (328)	21% (180)	2% (22)	866
2012 Vote: Mitt Romney	7% (40)	7% (40)	20% (120)	41% (247)	23% (141)	2% (14)	602
2012 Vote: Other	3% (3)	1% (1)	19% (21)	42% (45)	32% (34)	2% (2)	107
2012 Vote: Didn't Vote	12% (72)	16% (100)	11% (69)	31% (191)	22% (137)	9% (56)	625
4-Region: Northeast	8% (34)	11% (43)	17% (66)	39% (158)	21% (84)	4% (16)	402
4-Region: Midwest	6% (28)	12% (58)	18% (86)	36% (172)	23% (108)	5% (23)	474
4-Region: South	10% (84)	11% (90)	17% (142)	36% (295)	21% (171)	4% (32)	815
4-Region: West	8% (40)	9% (45)	17% (87)	37% (188)	25% (130)	4% (22)	511

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

**Table QX21: Do you think malls will be popular shopping destinations in ten years?**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Total N
Adults	12%	(270)	28%	(622)	47%	(1043)	12%	(267)	2202
Gender: Male	15%	(155)	26%	(275)	46%	(491)	13%	(139)	1060
Gender: Female	10%	(115)	30%	(347)	48%	(553)	11%	(127)	1142
Age: 18-29	28%	(133)	32%	(151)	32%	(153)	8%	(38)	474
Age: 30-44	14%	(77)	28%	(159)	43%	(239)	15%	(87)	562
Age: 45-54	9%	(27)	27%	(84)	53%	(165)	11%	(35)	311
Age: 55-64	5%	(23)	26%	(121)	53%	(244)	15%	(69)	457
Age: 65+	3%	(10)	27%	(108)	61%	(242)	10%	(38)	398
PID: Dem (no lean)	12%	(89)	28%	(202)	48%	(346)	11%	(79)	716
PID: Ind (no lean)	11%	(85)	29%	(231)	45%	(357)	15%	(114)	787
PID: Rep (no lean)	14%	(96)	27%	(189)	49%	(340)	11%	(74)	700
PID/Gender: Dem Men	15%	(47)	27%	(85)	47%	(148)	10%	(32)	312
PID/Gender: Dem Women	10%	(42)	29%	(117)	49%	(198)	12%	(47)	404
PID/Gender: Ind Men	10%	(37)	26%	(96)	46%	(168)	18%	(65)	366
PID/Gender: Ind Women	11%	(48)	32%	(134)	45%	(189)	12%	(49)	420
PID/Gender: Rep Men	19%	(71)	25%	(94)	46%	(175)	11%	(42)	382
PID/Gender: Rep Women	8%	(26)	30%	(95)	52%	(165)	10%	(31)	318
Tea Party: Supporter	20%	(112)	28%	(156)	44%	(244)	8%	(47)	559
Tea Party: Not Supporter	9%	(151)	28%	(457)	49%	(794)	14%	(220)	1622
Ideo: Liberal (1-3)	18%	(139)	26%	(203)	45%	(346)	10%	(80)	769
Ideo: Moderate (4)	8%	(37)	31%	(140)	47%	(216)	14%	(63)	456
Ideo: Conservative (5-7)	8%	(54)	27%	(190)	53%	(370)	12%	(85)	698
Educ: < College	14%	(214)	29%	(456)	45%	(702)	12%	(196)	1567
Educ: Bachelors degree	8%	(33)	26%	(108)	55%	(229)	11%	(47)	416
Educ: Post-grad	11%	(23)	27%	(58)	52%	(113)	11%	(24)	219
Income: Under 50k	13%	(163)	30%	(381)	45%	(565)	12%	(150)	1258
Income: 50k-100k	12%	(81)	26%	(175)	51%	(345)	12%	(82)	683
Income: 100k+	10%	(27)	25%	(66)	51%	(133)	13%	(35)	261
Ethnicity: White	9%	(151)	28%	(495)	51%	(886)	13%	(220)	1751
Ethnicity: Hispanic	25%	(83)	30%	(100)	36%	(118)	8%	(28)	330
Ethnicity: Afr. Am.	30%	(81)	26%	(71)	33%	(90)	10%	(27)	269

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**Table QX21: Do you think malls will be popular shopping destinations in ten years?**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Total N
Adults	12%	(270)	28%	(622)	47%	(1043)	12%	(267)	2202
Ethnicity: Other	21%	(39)	31%	(56)	37%	(68)	11%	(20)	182
Relig: Protestant	8%	(40)	28%	(147)	53%	(275)	11%	(58)	520
Relig: Roman Catholic	9%	(40)	34%	(149)	48%	(209)	8%	(36)	434
Relig: Ath./Agn./None	14%	(87)	25%	(162)	46%	(296)	15%	(95)	640
Relig: Something Else	19%	(70)	23%	(85)	45%	(164)	12%	(45)	364
Relig: Jewish	15%	(8)	20%	(11)	57%	(29)	8%	(4)	52
Relig: Evangelical	11%	(65)	33%	(199)	45%	(269)	11%	(65)	598
Relig: Non-Evang. Catholics	8%	(47)	29%	(176)	52%	(312)	10%	(61)	596
Relig: All Christian	9%	(111)	31%	(374)	49%	(582)	11%	(126)	1194
Relig: All Non-Christian	16%	(158)	25%	(246)	46%	(460)	14%	(140)	1004
Community: Urban	14%	(87)	32%	(194)	42%	(254)	12%	(74)	609
Community: Suburban	10%	(93)	26%	(232)	53%	(483)	11%	(101)	909
Community: Rural	13%	(90)	29%	(195)	45%	(307)	13%	(91)	684
Employ: Private Sector	10%	(64)	24%	(151)	54%	(336)	11%	(71)	623
Employ: Government	12%	(20)	31%	(49)	45%	(71)	11%	(18)	157
Employ: Self-Employed	20%	(43)	21%	(46)	44%	(94)	15%	(33)	216
Employ: Homemaker	18%	(34)	36%	(70)	35%	(67)	11%	(21)	192
Employ: Student	23%	(26)	32%	(36)	35%	(39)	10%	(11)	111
Employ: Retired	5%	(23)	29%	(144)	55%	(271)	11%	(53)	491
Employ: Unemployed	14%	(31)	32%	(70)	40%	(87)	13%	(28)	216
Employ: Other	15%	(30)	29%	(57)	40%	(78)	16%	(31)	196
Military HH: Yes	14%	(59)	30%	(127)	45%	(194)	11%	(48)	429
Military HH: No	12%	(211)	28%	(494)	48%	(849)	12%	(219)	1773
RD/WT: Right Direction	16%	(143)	29%	(260)	43%	(388)	12%	(104)	895
RD/WT: Wrong Track	10%	(128)	28%	(362)	50%	(656)	12%	(163)	1307
Strongly Approve	15%	(78)	25%	(126)	46%	(234)	13%	(68)	505
Somewhat Approve	11%	(46)	32%	(137)	50%	(215)	7%	(28)	425
Somewhat Disapprove	11%	(31)	30%	(89)	50%	(147)	9%	(27)	294
Strongly Disapprove	12%	(100)	27%	(232)	47%	(398)	14%	(116)	845
Dont Know / No Opinion	12%	(16)	29%	(38)	38%	(50)	21%	(28)	132

Continued on next page

**Table QX21: Do you think malls will be popular shopping destinations in ten years?**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Total N
Adults	12%	(270)	28%	(622)	47%	(1043)	12%	(267)	2202
#1 Issue: Economy	13%	(87)	27%	(178)	47%	(307)	12%	(79)	651
#1 Issue: Security	8%	(29)	27%	(97)	52%	(188)	13%	(45)	359
#1 Issue: Health Care	14%	(57)	32%	(127)	45%	(180)	9%	(36)	400
#1 Issue: Medicare / Social Security	9%	(34)	26%	(94)	52%	(190)	12%	(45)	363
#1 Issue: Women's Issues	20%	(22)	27%	(31)	39%	(44)	14%	(16)	113
#1 Issue: Education	15%	(19)	29%	(37)	47%	(59)	9%	(11)	126
#1 Issue: Energy	15%	(14)	31%	(29)	37%	(34)	17%	(16)	94
#1 Issue: Other	8%	(7)	29%	(28)	43%	(41)	20%	(19)	96
2016 Vote: Democrat Hillary Clinton	16%	(120)	28%	(209)	44%	(325)	12%	(85)	739
2016 Vote: Republican Donald Trump	9%	(69)	29%	(218)	50%	(380)	12%	(88)	755
2016 Vote: Someone else	12%	(20)	19%	(33)	55%	(93)	14%	(24)	170
2012 Vote: Barack Obama	13%	(115)	29%	(248)	45%	(387)	13%	(116)	866
2012 Vote: Mitt Romney	10%	(61)	24%	(144)	54%	(326)	12%	(71)	602
2012 Vote: Other	5%	(5)	33%	(36)	52%	(55)	10%	(11)	107
2012 Vote: Didn't Vote	14%	(90)	31%	(192)	44%	(274)	11%	(69)	625
4-Region: Northeast	12%	(50)	25%	(102)	47%	(187)	16%	(63)	402
4-Region: Midwest	9%	(43)	31%	(146)	46%	(218)	14%	(66)	474
4-Region: South	14%	(113)	27%	(223)	49%	(400)	10%	(80)	815
4-Region: West	13%	(65)	29%	(150)	47%	(238)	11%	(58)	511

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

**Table QX22:** *In your opinion, have the malls in your area been affected by the economic depression in recent years?*

Demographic	Yes, mall(s) in my area have closed		Yes, stores in mall(s) in my area have closed		No, they havent been affected		I have seen malls impacted in other ways		I dont live near any malls		Total N
Adults	13%	(285)	49%	(1079)	23%	(502)	8%	(182)	7%	(155)	2202
Gender: Male	15%	(158)	46%	(485)	23%	(249)	9%	(100)	6%	(68)	1060
Gender: Female	11%	(126)	52%	(594)	22%	(253)	7%	(82)	8%	(87)	1142
Age: 18-29	18%	(84)	36%	(168)	33%	(158)	8%	(36)	6%	(28)	474
Age: 30-44	11%	(63)	46%	(257)	26%	(148)	9%	(50)	8%	(43)	562
Age: 45-54	16%	(51)	48%	(150)	20%	(61)	9%	(29)	7%	(21)	311
Age: 55-64	10%	(45)	57%	(258)	18%	(81)	9%	(43)	6%	(29)	457
Age: 65+	10%	(41)	62%	(245)	14%	(54)	6%	(25)	8%	(33)	398
PID: Dem (no lean)	11%	(82)	53%	(376)	21%	(151)	8%	(57)	7%	(50)	716
PID: Ind (no lean)	12%	(96)	43%	(340)	27%	(216)	8%	(66)	9%	(70)	787
PID: Rep (no lean)	15%	(107)	52%	(363)	19%	(135)	9%	(60)	5%	(35)	700
PID/Gender: Dem Men	13%	(42)	47%	(145)	23%	(72)	10%	(33)	6%	(20)	312
PID/Gender: Dem Women	10%	(40)	57%	(231)	20%	(79)	6%	(24)	7%	(30)	404
PID/Gender: Ind Men	12%	(42)	42%	(155)	28%	(103)	10%	(36)	8%	(30)	366
PID/Gender: Ind Women	13%	(53)	44%	(184)	27%	(112)	7%	(30)	10%	(40)	420
PID/Gender: Rep Men	19%	(74)	48%	(185)	19%	(73)	8%	(32)	5%	(18)	382
PID/Gender: Rep Women	10%	(33)	56%	(178)	20%	(62)	9%	(28)	5%	(16)	318
Tea Party: Supporter	19%	(107)	43%	(243)	22%	(121)	11%	(61)	5%	(27)	559
Tea Party: Not Supporter	11%	(177)	51%	(825)	23%	(375)	7%	(121)	8%	(125)	1622
Ideo: Liberal (1-3)	16%	(121)	49%	(374)	23%	(174)	8%	(59)	5%	(41)	769
Ideo: Moderate (4)	10%	(46)	52%	(235)	27%	(123)	7%	(31)	5%	(21)	456
Ideo: Conservative (5-7)	11%	(74)	53%	(368)	20%	(139)	10%	(72)	6%	(45)	698
Educ: < College	14%	(215)	47%	(735)	23%	(365)	8%	(133)	8%	(119)	1567
Educ: Bachelors degree	10%	(42)	54%	(224)	23%	(96)	8%	(33)	5%	(20)	416
Educ: Post-grad	13%	(28)	55%	(119)	18%	(40)	7%	(16)	7%	(15)	219
Income: Under 50k	13%	(160)	47%	(593)	22%	(281)	8%	(104)	10%	(120)	1258
Income: 50k-100k	13%	(92)	52%	(358)	23%	(157)	7%	(49)	4%	(27)	683
Income: 100k+	13%	(33)	49%	(127)	24%	(64)	11%	(29)	3%	(8)	261

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**Table QX22:** *In your opinion, have the malls in your area been affected by the economic depression in recent years?*

Demographic	Yes, mall(s) in my area have closed	Yes, stores in mall(s) in my area have closed	No, they havent been affected	I have seen malls impacted in other ways	I dont live near any malls	Total N
Adults	13% (285)	49% (1079)	23% (502)	8% (182)	7% (155)	2202
Ethnicity: White	11% (193)	52% (904)	21% (376)	9% (151)	7% (128)	1751
Ethnicity: Hispanic	14% (47)	39% (130)	36% (118)	7% (22)	4% (13)	330
Ethnicity: Afr. Am.	26% (69)	39% (106)	25% (68)	6% (16)	4% (10)	269
Ethnicity: Other	12% (22)	38% (69)	32% (59)	8% (15)	9% (17)	182
Relig: Protestant	12% (64)	56% (290)	18% (96)	8% (42)	5% (27)	520
Relig: Roman Catholic	11% (47)	55% (237)	23% (98)	6% (28)	5% (23)	434
Relig: Ath./Agn./None	13% (84)	43% (272)	26% (164)	7% (47)	11% (72)	640
Relig: Something Else	14% (51)	47% (169)	26% (95)	9% (33)	4% (15)	364
Relig: Jewish	15% (8)	56% (29)	18% (9)	7% (4)	4% (2)	52
Relig: Evangelical	14% (86)	48% (288)	20% (121)	10% (62)	7% (41)	598
Relig: Non-Evang. Catholics	11% (63)	58% (346)	20% (121)	7% (41)	4% (26)	596
Relig: All Christian	13% (149)	53% (633)	20% (241)	9% (103)	6% (67)	1194
Relig: All Non-Christian	13% (135)	44% (442)	26% (260)	8% (80)	9% (87)	1004
Community: Urban	15% (90)	47% (289)	25% (153)	8% (51)	4% (26)	609
Community: Suburban	11% (102)	52% (473)	24% (214)	9% (85)	4% (36)	909
Community: Rural	14% (93)	46% (317)	20% (135)	7% (47)	14% (93)	684
Employ: Private Sector	14% (89)	50% (311)	23% (143)	9% (54)	4% (26)	623
Employ: Government	10% (16)	50% (78)	26% (41)	9% (13)	5% (9)	157
Employ: Self-Employed	18% (38)	56% (122)	19% (40)	6% (12)	2% (4)	216
Employ: Homemaker	14% (27)	44% (85)	25% (48)	5% (10)	11% (21)	192
Employ: Student	14% (16)	41% (46)	33% (36)	9% (10)	3% (3)	111
Employ: Retired	11% (52)	57% (279)	17% (84)	7% (35)	8% (41)	491
Employ: Unemployed	11% (24)	34% (73)	27% (57)	12% (26)	16% (36)	216
Employ: Other	12% (23)	44% (86)	27% (52)	11% (21)	7% (15)	196
Military HH: Yes	17% (71)	48% (204)	22% (92)	8% (35)	6% (26)	429
Military HH: No	12% (213)	49% (874)	23% (410)	8% (147)	7% (129)	1773
RD/WT: Right Direction	16% (139)	48% (428)	22% (193)	9% (78)	6% (57)	895
RD/WT: Wrong Track	11% (145)	50% (651)	24% (309)	8% (104)	7% (98)	1307

Continued on next page

**Table QX22:** *In your opinion, have the malls in your area been affected by the economic depression in recent years?*

Demographic	Yes, mall(s) in my area have closed		Yes, stores in mall(s) in my area have closed		No, they havent been affected		I have seen malls impacted in other ways		I dont live near any malls		Total N
Adults	13%	(285)	49%	(1079)	23%	(502)	8%	(182)	7%	(155)	2202
Strongly Approve	16%	(79)	49%	(248)	16%	(82)	11%	(58)	8%	(39)	505
Somewhat Approve	14%	(59)	51%	(218)	24%	(104)	7%	(28)	4%	(17)	425
Somewhat Disapprove	9%	(27)	50%	(147)	28%	(82)	8%	(24)	5%	(14)	294
Strongly Disapprove	12%	(103)	50%	(425)	23%	(195)	8%	(67)	6%	(55)	845
Dont Know / No Opinion	13%	(17)	31%	(41)	29%	(38)	4%	(6)	22%	(30)	132
#1 Issue: Economy	11%	(69)	51%	(330)	24%	(154)	10%	(66)	5%	(32)	651
#1 Issue: Security	15%	(52)	46%	(167)	20%	(72)	11%	(40)	8%	(29)	359
#1 Issue: Health Care	14%	(56)	48%	(191)	23%	(92)	8%	(31)	8%	(31)	400
#1 Issue: Medicare / Social Security	12%	(43)	55%	(201)	21%	(75)	6%	(21)	6%	(23)	363
#1 Issue: Women's Issues	11%	(12)	43%	(48)	33%	(37)	5%	(6)	9%	(10)	113
#1 Issue: Education	15%	(18)	46%	(57)	29%	(36)	5%	(6)	6%	(7)	126
#1 Issue: Energy	20%	(18)	44%	(41)	23%	(21)	5%	(4)	9%	(9)	94
#1 Issue: Other	16%	(15)	45%	(43)	16%	(15)	8%	(8)	15%	(14)	96
2016 Vote: Democrat Hillary Clinton	13%	(93)	51%	(380)	23%	(173)	7%	(50)	6%	(43)	739
2016 Vote: Republican Donald Trump	14%	(108)	51%	(387)	19%	(144)	9%	(68)	6%	(49)	755
2016 Vote: Someone else	9%	(15)	54%	(92)	24%	(41)	8%	(14)	5%	(8)	170
2012 Vote: Barack Obama	13%	(114)	51%	(441)	24%	(206)	8%	(65)	5%	(40)	866
2012 Vote: Mitt Romney	13%	(76)	53%	(318)	19%	(112)	9%	(53)	7%	(44)	602
2012 Vote: Other	10%	(11)	60%	(64)	13%	(14)	7%	(8)	9%	(10)	107
2012 Vote: Didn't Vote	13%	(84)	41%	(254)	27%	(170)	9%	(57)	10%	(60)	625
4-Region: Northeast	14%	(56)	53%	(213)	21%	(83)	7%	(29)	5%	(21)	402
4-Region: Midwest	15%	(73)	53%	(252)	18%	(86)	6%	(31)	7%	(32)	474
4-Region: South	15%	(119)	45%	(368)	26%	(212)	7%	(55)	7%	(61)	815
4-Region: West	7%	(37)	48%	(246)	24%	(121)	13%	(67)	8%	(40)	511

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1142	52%
	N	2202	
age5	Age: 18-29	474	22%
	Age: 30-44	562	26%
	Age: 45-54	311	14%
	Age: 55-64	457	21%
	Age: 65+	398	18%
	N	2202	
xpid3	PID: Dem (no lean)	716	33%
	PID: Ind (no lean)	787	36%
	PID: Rep (no lean)	700	32%
	N	2202	
xpidGender	PID/Gender: Dem Men	312	14%
	PID/Gender: Dem Women	404	18%
	PID/Gender: Ind Men	366	17%
	PID/Gender: Ind Women	420	19%
	PID/Gender: Rep Men	382	17%
	PID/Gender: Rep Women	318	14%
	N	2202	
xdemTea	Tea Party: Supporter	559	25%
	Tea Party: Not Supporter	1622	74%
	N	2181	
xdemIdeo3	Ideo: Liberal (1-3)	769	35%
	Ideo: Moderate (4)	456	21%
	Ideo: Conservative (5-7)	698	32%
	N	1924	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2202	
xdemInc3	Income: Under 50k	1258	57%
	Income: 50k-100k	683	31%
	Income: 100k+	261	12%
	N	2202	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1751	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	520	24%
	Relig: Roman Catholic	434	20%
	Relig: Ath./Agn./None	640	29%
	Relig: Something Else	364	17%
	N	1958	
xreligion1	Relig: Jewish	52	2%
xreligion2	Relig: Evangelical	598	27%
	Relig: Non-Evang. Catholics	596	27%
	N	1194	
xreligion3	Relig: All Christian	1194	54%
	Relig: All Non-Christian	1004	46%
	N	2198	
xdemUsr	Community: Urban	609	28%
	Community: Suburban	909	41%
	Community: Rural	684	31%
	N	2202	
xdemEmploy	Employ: Private Sector	623	28%
	Employ: Government	157	7%
	Employ: Self-Employed	216	10%
	Employ: Homemaker	192	9%
	Employ: Student	111	5%
	Employ: Retired	491	22%
	Employ: Unemployed	216	10%
	Employ: Other	196	9%
	N	2202	
xdemMilHH1	Military HH: Yes	429	19%
	Military HH: No	1773	81%
	N	2202	
xnr1	RD/WT: Right Direction	895	41%
	RD/WT: Wrong Track	1307	59%
	N	2202	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	505	23%
	Somewhat Approve	425	19%
	Somewhat Disapprove	294	13%
	Strongly Disapprove	845	38%
	Dont Know / No Opinion	132	6%
	N	2202	
xnr3	#1 Issue: Economy	651	30%
	#1 Issue: Security	359	16%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / Social Security	363	16%
	#1 Issue: Women's Issues	113	5%
	#1 Issue: Education	126	6%
	#1 Issue: Energy	94	4%
	#1 Issue: Other	96	4%
	N	2202	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	739	34%
	2016 Vote: Republican Donald Trump	755	34%
	2016 Vote: Someone else	170	8%
	N	1665	
xsubVote12O	2012 Vote: Barack Obama	866	39%
	2012 Vote: Mitt Romney	602	27%
	2012 Vote: Other	107	5%
	2012 Vote: Didn't Vote	625	28%
	N	2200	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2202	

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



