MORNING CONSULT

National Tracking Poll #180623
June 14-18, 2018

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table BR1: *Which one of the following would you prefer most as a destination for your vacation?*

Demographic	A major city	A theme park, such as Disney-land or Universal Studios	The beach	Spend time in nature, such as at a national park or in the moun-tains	A cultural event, such as a Broadway show or music festival	A destina-tion for relax-ation, such as a spa or resort	A cruise	Other (Please Specify)	Don't know / No Opinion	Total
Adults	5% (101)	11% (252)	22% (484)	21% (459)	3% (65)	13% (290)	16% (356)	3% (70)	6% (124)	220
Gender: Male	7% (71)	11% (120)	18% (187)	22% (233)	3% (32)	12% (129)	17% (178)	5% (51)	6% (63)	106
Gender: Female	3% (31)	12% (131)	26% (297)	20% (227)	3% (33)	14% (161)	16% (179)	2% (19)	5% (61)	113
Age: 18-29	7% (36)	18% (89)	20% (98)	17% (84)	5% (27)	14% (69)	11% (55)	2% (10)	6% (28)	49
Age: 30-44	6% (30)	13% (70)	22% (112)	22% (113)	2% (13)	16% (81)	13% (66)	2% (9)	5% (24)	51
Age: 45-54	3% (12)	9% (32)	26% (96)	20% (73)	2% (6)	14% (54)	17% (63)	3% (12)	6% (24)	37
Age: 55-64	3% (10)	11% (42)	26% (100)	24% (91)	2% (8)	11% (43)	16% (62)	2% (8)	4% (16)	38
Age: 65+	3% (13)	4% (19)	18% (78)	22% (98)	3% (11)	10% (43)	25% (110)	7% (31)	7% (33)	43
Generation Z: 18-21	8% (12)	19% (31)	19% (30)	12% (19)	6% (9)	16% (26)	15% (24)	2% (4)	4% (7)	16
Millennial: Age 22-37	6% (37)	17% (102)	20% (120)	20% (121)	4% (26)	14% (81)	11% (69)	2% (12)	6% (35)	60
Generation X: Age 38-53	5% (29)	10% (57)	25% (148)	22% (128)	2% (9)	15% (89)	14% (81)	2% (12)	5% (30)	58
Boomers: Age 54-72	3% (21)	8% (59)	23% (159)	24% (167)	2% (16)	11% (81)	19% (133)	4% (27)	6% (39)	70
PID: Dem (no lean)	6% (44)	12% (93)	22% (162)	18% (133)	2% (18)	15% (116)	18% (133)	2% (17)	5% (35)	75
PID: Ind (no lean)	4% (36)	11% (91)	19% (158)	24% (201)	4% (35)	12% (98)	14% (114)	4% (30)	7% (59)	82
PID: Rep (no lean)	3% (22)	11% (68)	26% (164)	20% (125)	2% (12)	12% (76)	17% (109)	4% (23)	5% (30)	62
PID/Gender: Dem Men	8% (27)	14% (47)	18% (60)	19% (64)	2% (5)	12% (42)	18% (62)	3% (11)	6% (19)	33
PID/Gender: Dem Women	4% (17)	11% (46)	25% (102)	17% (69)	3% (13)	18% (74)	17% (71)	1% (6)	4% (16)	41
PID/Gender: Ind Men	7% (27)	11% (43)	13% (48)	24% (92)	5% (19)	12% (46)	15% (57)	6% (22)	7% (26)	38
PID/Gender: Ind Women	2% (8)	11% (48)	25% (110)	25% (109)	4% (16)	12% (52)	13% (58)	2% (8)	7% (33)	44
PID/Gender: Rep Men	5% (17)	9% (30)	23% (78)	22% (76)	2% (8)	12% (41)	17% (59)	5% (18)	5% (18)	34
PID/Gender: Rep Women	2% (5)	13% (38)	30% (85)	17% (49)	1% (4)	12% (35)	18% (50)	2% (5)	4% (12)	28

Table BR1: *Which one of the following would you prefer most as a destination for your vacation?*

Demographic	A major city	A theme park, such as Disneyland or Universal Studios	The beach	Spend time in nature, such as at a national park or in the mountains	A cultural event, such as a Broadway show or music festival	A destination for relaxation, such as a spa or resort	A cruise	Other (Please Specify)	Don't know / No Opinion	Total
Adults	5% (101)	11% (252)	22% (484)	21% (459)	3% (65)	13% (290)	16% (356)	3% (70)	6% (124)	220
Ideo: Liberal (1-3)	7% (49)	12% (83)	21% (144)	21% (139)	5% (31)	13% (87)	14% (97)	1% (10)	5% (35)	67
Ideo: Moderate (4)	2% (11)	11% (52)	22% (108)	19% (91)	3% (13)	16% (78)	19% (94)	4% (20)	4% (22)	48
Ideo: Conservative (5-7)	5% (33)	10% (72)	23% (166)	23% (162)	2% (11)	12% (83)	17% (120)	5% (34)	5% (33)	71
Educ: < College	4% (60)	12% (184)	22% (327)	20% (305)	3% (45)	12% (185)	16% (245)	4% (54)	7% (107)	151
Educ: Bachelors degree	6% (26)	10% (44)	22% (99)	23% (103)	2% (10)	16% (72)	15% (68)	3% (11)	2% (10)	44
Educ: Post-grad	6% (15)	10% (24)	23% (57)	21% (51)	4% (9)	13% (32)	17% (42)	2% (5)	3% (7)	24
Income: Under 50k	4% (56)	13% (163)	20% (263)	21% (270)	3% (34)	13% (167)	15% (200)	4% (46)	8% (97)	129
Income: 50k-100k	5% (30)	10% (62)	25% (157)	22% (138)	3% (19)	13% (84)	18% (118)	3% (17)	2% (13)	64
Income: 100k+	6% (16)	10% (27)	24% (63)	19% (51)	4% (12)	15% (39)	14% (38)	3% (7)	5% (13)	26
Ethnicity: White	4% (65)	11% (188)	23% (394)	23% (399)	2% (33)	13% (216)	16% (270)	3% (60)	6% (98)	172
Ethnicity: Hispanic	5% (16)	16% (56)	19% (68)	16% (56)	5% (19)	16% (55)	16% (54)	1% (3)	7% (23)	35
Ethnicity: Afr. Am.	8% (22)	13% (36)	18% (48)	7% (20)	7% (19)	20% (55)	21% (57)	2% (5)	4% (12)	27
Ethnicity: Other	7% (15)	14% (28)	20% (42)	20% (41)	6% (12)	9% (19)	14% (29)	2% (5)	7% (14)	20
Relig: Protestant	4% (21)	8% (42)	24% (120)	23% (116)	2% (9)	13% (64)	20% (103)	4% (18)	3% (15)	50
Relig: Roman Catholic	4% (17)	12% (52)	24% (108)	17% (76)	2% (7)	14% (60)	16% (71)	3% (14)	9% (38)	44
Relig: Ath./Agn./None	7% (41)	11% (69)	20% (121)	23% (137)	4% (27)	12% (71)	14% (82)	4% (22)	6% (39)	60
Relig: Something Else	5% (18)	13% (46)	17% (64)	21% (78)	4% (16)	15% (56)	16% (57)	3% (13)	5% (20)	36
Relig: Jewish	9% (5)	12% (6)	19% (10)	23% (13)	6% (3)	12% (7)	12% (7)	4% (2)	3% (1)	5
Relig: Evangelical	1% (8)	12% (71)	27% (158)	21% (123)	2% (13)	13% (76)	18% (102)	2% (10)	3% (20)	58
Relig: Non-Evang. Catholics	5% (33)	10% (64)	22% (141)	19% (122)	1% (8)	14% (87)	18% (115)	4% (25)	7% (45)	64
Relig: All Christian	3% (41)	11% (135)	25% (299)	20% (244)	2% (21)	13% (163)	18% (217)	3% (36)	5% (64)	122
Relig: All Non-Christian	6% (60)	12% (115)	19% (184)	22% (215)	4% (43)	13% (126)	14% (139)	4% (34)	6% (59)	97

Table BR1: *Which one of the following would you prefer most as a destination for your vacation?*

Demographic	A major city	A theme park, such as Disney-land or Universal Studios	The beach	Spend time in nature, such as at a national park or in the moun-tains	A cultural event, such as a Broadway show or music festival	A destina-tion for relax-ation, such as a spa or resort	A cruise	Other (Please Specify)	Don't know / No Opinion	Total
Adults	5% (101)	11% (252)	22% (484)	21% (459)	3% (65)	13% (290)	16% (356)	3% (70)	6% (124)	220
Community: Urban	7% (44)	16% (94)	17% (105)	19% (116)	3% (19)	13% (75)	16% (99)	3% (20)	5% (27)	59
Community: Suburban	5% (45)	10% (94)	24% (236)	19% (187)	3% (34)	14% (136)	15% (148)	3% (27)	6% (60)	96
Community: Rural	2% (13)	10% (64)	22% (143)	25% (156)	2% (12)	12% (79)	17% (110)	4% (23)	6% (37)	63
Employ: Private Sector	6% (40)	12% (80)	21% (133)	22% (143)	3% (17)	15% (96)	15% (99)	2% (13)	3% (21)	64
Employ: Government	5% (7)	11% (16)	30% (41)	19% (26)	5% (7)	15% (21)	10% (14)	2% (2)	3% (4)	14
Employ: Self-Employed	7% (11)	11% (18)	20% (33)	31% (50)	1% (2)	13% (21)	9% (14)	2% (4)	5% (8)	16
Employ: Homemaker	— (1)	15% (26)	26% (46)	26% (45)	3% (5)	12% (21)	9% (16)	— (1)	8% (13)	17
Employ: Student	6% (9)	15% (20)	20% (27)	13% (17)	5% (7)	18% (24)	14% (19)	2% (3)	6% (8)	13
Employ: Retired	4% (18)	6% (29)	19% (97)	22% (110)	2% (11)	9% (45)	25% (126)	6% (30)	7% (33)	49
Employ: Unemployed	2% (4)	17% (39)	17% (39)	18% (41)	3% (7)	15% (34)	17% (38)	2% (6)	9% (21)	23
Employ: Other	5% (12)	11% (25)	30% (68)	12% (28)	4% (8)	12% (28)	13% (30)	5% (11)	7% (15)	22
Military HH: Yes	2% (9)	11% (38)	19% (66)	22% (77)	3% (11)	12% (43)	20% (72)	5% (16)	6% (23)	35
Military HH: No	5% (93)	12% (213)	23% (418)	21% (383)	3% (54)	13% (247)	15% (284)	3% (54)	5% (101)	184
RD/WT: Right Direction	4% (35)	11% (100)	23% (203)	22% (191)	1% (11)	13% (119)	17% (147)	4% (35)	5% (46)	88
RD/WT: Wrong Track	5% (66)	12% (152)	21% (281)	20% (269)	4% (53)	13% (171)	16% (209)	3% (35)	6% (78)	131
Trump Job Approve	4% (37)	11% (102)	23% (220)	22% (209)	2% (16)	12% (116)	16% (151)	4% (36)	5% (49)	93
Trump Job Disapprove	5% (57)	12% (130)	22% (238)	20% (216)	3% (36)	14% (159)	16% (178)	3% (30)	5% (57)	110
Trump Job Strongly Approve	3% (14)	9% (45)	23% (109)	21% (101)	2% (7)	12% (55)	18% (86)	5% (24)	7% (35)	47
Trump Job Somewhat Approve	5% (22)	13% (58)	24% (111)	24% (109)	2% (9)	13% (60)	14% (65)	3% (12)	3% (14)	46
Trump Job Somewhat Disapprove	3% (11)	13% (45)	23% (80)	19% (67)	2% (7)	17% (58)	14% (50)	3% (9)	6% (22)	34
Trump Job Strongly Disapprove	6% (46)	11% (85)	21% (158)	20% (150)	4% (29)	13% (101)	17% (128)	3% (21)	5% (35)	75

Table BR1: *Which one of the following would you prefer most as a destination for your vacation?*

Demographic	A major city	A theme park, such as Disney-land or Universal Studios	The beach	Spend time in nature, such as at a national park or in the moun-tains	A cultural event, such as a Broadway show or music festival	A destina-tion for relax-ation, such as a spa or resort	A cruise	Other (Please Specify)	Don't know / No Opinion	Total
Adults	5% (101)	11%(252)	22%(484)	21%(459)	3% (65)	13%(290)	16%(356)	3% (70)	6%(124)	220
#1 Issue: Economy	5% (29)	11% (72)	24% (156)	21% (136)	3% (16)	13% (85)	16% (103)	2% (16)	4% (24)	63
#1 Issue: Security	4% (14)	9% (32)	22% (78)	20% (73)	2% (8)	16% (59)	19% (70)	3% (10)	5% (18)	36
#1 Issue: Health Care	4% (16)	12% (42)	21% (75)	22% (80)	3% (11)	15% (55)	14% (52)	2% (8)	7% (25)	36
#1 Issue: Medicare / Social Security	4% (14)	6% (19)	22% (70)	18% (55)	2% (7)	10% (32)	22% (68)	6% (17)	10% (31)	31
#1 Issue: Women's Issues	6% (7)	24% (27)	13% (15)	19% (21)	6% (7)	15% (16)	13% (14)	— (0)	4% (5)	11
#1 Issue: Education	6% (12)	19% (35)	19% (37)	15% (28)	5% (9)	15% (28)	14% (26)	3% (6)	4% (8)	18
#1 Issue: Energy	4% (3)	14% (13)	24% (21)	35% (31)	1% (0)	9% (8)	8% (7)	1% (1)	5% (4)	8
#1 Issue: Other	5% (7)	9% (13)	23% (33)	26% (36)	4% (6)	5% (7)	11% (15)	9% (12)	7% (10)	13
2016 Vote: Democrat Hillary Clinton	6% (43)	11% (78)	20% (138)	19% (132)	3% (24)	15% (101)	18% (127)	3% (19)	4% (28)	69
2016 Vote: Republican Donald Trump	3% (23)	10% (66)	23% (158)	23% (159)	2% (12)	12% (82)	17% (117)	4% (31)	5% (35)	68
2016 Vote: Someone else	4% (8)	9% (20)	18% (39)	28% (61)	2% (4)	16% (36)	15% (32)	5% (12)	4% (9)	22
Voted in 2014: Yes	5% (65)	10% (133)	21% (286)	22% (297)	3% (35)	13% (175)	19% (255)	4% (54)	5% (67)	136
Voted in 2014: No	4% (36)	14% (119)	24% (198)	20% (163)	4% (29)	14% (115)	12% (101)	2% (16)	7% (56)	83
2012 Vote: Barack Obama	6% (49)	10% (84)	19% (159)	22% (178)	2% (19)	15% (128)	18% (146)	3% (26)	5% (38)	82
2012 Vote: Mitt Romney	4% (19)	9% (50)	24% (128)	22% (121)	2% (11)	11% (61)	18% (96)	4% (24)	5% (28)	53
2012 Vote: Other	2% (3)	7% (7)	19% (19)	32% (32)	1% (1)	12% (12)	17% (17)	7% (7)	3% (3)	10
2012 Vote: Didn't Vote	4% (31)	15% (111)	24% (176)	18% (128)	5% (34)	12% (89)	13% (94)	2% (13)	7% (54)	72
4-Region: Northeast	4% (17)	11% (45)	27% (106)	19% (75)	3% (11)	15% (59)	13% (52)	3% (11)	5% (18)	39
4-Region: Midwest	5% (25)	10% (47)	17% (80)	25% (115)	3% (12)	15% (68)	16% (76)	3% (14)	6% (26)	46
4-Region: South	4% (34)	10% (87)	24% (196)	19% (153)	3% (23)	12% (103)	17%(144)	3% (28)	7% (57)	82
4-Region: West	5% (25)	14% (73)	20% (102)	22% (116)	4% (19)	12% (61)	16% (85)	3% (17)	4% (22)	52
Favorable of Trump	4% (36)	11% (98)	24% (218)	22% (201)	2% (14)	12% (113)	17% (158)	4% (35)	5% (44)	91
Unfavorable of Trump	6% (63)	12% (133)	21%(236)	20%(227)	3% (37)	14% (162)	16% (184)	3% (28)	5% (57)	112

Table BR1: *Which one of the following would you prefer most as a destination for your vacation?*

Demographic	A major city	A theme park, such as Disney-land or Universal Studios	The beach	Spend time in nature, such as at a national park or in the moun-tains	A cultural event, such as a Broadway show or music festival	A destina-tion for relax-ation, such as a spa or resort	A cruise	Other (Please Specify)	Don't know / No Opinion	Total
Adults	5% (101)	11% (252)	22% (484)	21% (459)	3% (65)	13% (290)	16% (356)	3% (70)	6% (124)	220
Very Favorable of Trump	3% (17)	10% (53)	23% (119)	21% (110)	1% (5)	12% (60)	19% (96)	5% (26)	6% (29)	51
Somewhat Favorable of Trump	5% (19)	11% (45)	25% (99)	23% (92)	2% (9)	13% (53)	15% (62)	2% (10)	4% (15)	40
Somewhat Unfavorable of Trump	5% (13)	13% (35)	26% (69)	18% (49)	2% (5)	15% (39)	14% (39)	2% (6)	5% (13)	26
Very Unfavorable of Trump	6% (50)	11% (98)	19% (167)	21% (178)	4% (32)	14% (123)	17% (145)	3% (23)	5% (43)	85

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

Table BR2: *Do you have a favorable or unfavorable impression of theme parks?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No Opinion		Total N
Adults	36%	(794)	39%	(869)	12%	(267)	3%	(61)	10%	(210)	2201
Gender: Male	34%	(363)	41%	(433)	13%	(136)	3%	(31)	9%	(100)	1062
Gender: Female	38%	(431)	38%	(436)	12%	(131)	3%	(30)	10%	(111)	1139
Age: 18-29	51%	(250)	30%	(147)	10%	(51)	1%	(6)	8%	(41)	495
Age: 30-44	42%	(216)	38%	(198)	10%	(53)	3%	(14)	7%	(36)	518
Age: 45-54	31%	(114)	40%	(147)	14%	(52)	3%	(11)	13%	(48)	372
Age: 55-64	28%	(108)	47%	(180)	10%	(39)	4%	(15)	10%	(38)	380
Age: 65+	24%	(106)	45%	(198)	16%	(71)	3%	(15)	11%	(47)	436
Generation Z: 18-21	57%	(93)	21%	(35)	10%	(16)	2%	(3)	10%	(16)	162
Millennial: Age 22-37	44%	(264)	37%	(221)	10%	(62)	2%	(10)	8%	(46)	603
Generation X: Age 38-53	37%	(213)	38%	(224)	12%	(70)	3%	(20)	10%	(57)	583
Boomers: Age 54-72	26%	(182)	46%	(326)	13%	(92)	4%	(27)	11%	(76)	702
PID: Dem (no lean)	41%	(307)	39%	(290)	10%	(78)	3%	(22)	7%	(54)	750
PID: Ind (no lean)	31%	(257)	39%	(320)	13%	(108)	3%	(22)	14%	(115)	822
PID: Rep (no lean)	37%	(230)	41%	(259)	13%	(81)	3%	(18)	7%	(41)	628
PID/Gender: Dem Men	41%	(136)	37%	(125)	12%	(41)	2%	(7)	8%	(27)	336
PID/Gender: Dem Women	41%	(171)	40%	(165)	9%	(37)	4%	(15)	7%	(27)	414
PID/Gender: Ind Men	30%	(114)	41%	(157)	12%	(47)	3%	(10)	14%	(52)	380
PID/Gender: Ind Women	33%	(144)	37%	(163)	14%	(61)	3%	(12)	14%	(62)	442
PID/Gender: Rep Men	33%	(113)	44%	(151)	14%	(48)	4%	(14)	6%	(20)	346
PID/Gender: Rep Women	41%	(117)	38%	(108)	12%	(33)	1%	(4)	7%	(21)	283
Ideo: Liberal (1-3)	39%	(264)	39%	(261)	12%	(78)	3%	(22)	7%	(49)	675
Ideo: Moderate (4)	34%	(166)	42%	(205)	12%	(60)	2%	(11)	10%	(47)	488
Ideo: Conservative (5-7)	33%	(238)	41%	(295)	15%	(105)	3%	(22)	7%	(53)	714
Educ: < College	38%	(577)	36%	(545)	12%	(187)	3%	(38)	11%	(166)	1513
Educ: Bachelors degree	32%	(140)	49%	(218)	9%	(41)	3%	(14)	7%	(30)	444
Educ: Post-grad	31%	(77)	43%	(105)	16%	(38)	4%	(10)	6%	(15)	244
Income: Under 50k	37%	(485)	36%	(466)	13%	(168)	2%	(26)	12%	(152)	1296
Income: 50k-100k	35%	(226)	45%	(291)	10%	(64)	4%	(24)	5%	(35)	640
Income: 100k+	31%	(83)	42%	(113)	13%	(35)	4%	(12)	9%	(23)	266

Table BR2: *Do you have a favorable or unfavorable impression of theme parks?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No Opinion		Total N
Adults	36%	(794)	39%	(869)	12%	(267)	3%	(61)	10%	(210)	2201
Ethnicity: White	33%	(571)	41%	(711)	13%	(220)	3%	(53)	10%	(168)	1723
Ethnicity: Hispanic	47%	(164)	30%	(104)	12%	(40)	2%	(6)	10%	(34)	350
Ethnicity: Afr. Am.	48%	(131)	33%	(90)	9%	(25)	1%	(3)	10%	(27)	274
Ethnicity: Other	45%	(93)	33%	(68)	11%	(22)	3%	(6)	8%	(16)	204
Relig: Protestant	33%	(170)	45%	(229)	13%	(64)	2%	(12)	7%	(34)	508
Relig: Roman Catholic	38%	(168)	40%	(175)	11%	(47)	3%	(12)	9%	(42)	443
Relig: Ath./Agn./None	33%	(201)	38%	(231)	14%	(87)	2%	(15)	12%	(73)	608
Relig: Something Else	38%	(142)	38%	(141)	12%	(44)	3%	(12)	8%	(31)	369
Relig: Jewish	17%	(10)	53%	(29)	14%	(8)	8%	(4)	8%	(5)	55
Relig: Evangelical	40%	(230)	39%	(224)	10%	(58)	4%	(21)	8%	(48)	581
Relig: Non-Evang. Catholics	34%	(220)	42%	(271)	12%	(78)	2%	(13)	9%	(58)	640
Relig: All Christian	37%	(450)	41%	(495)	11%	(136)	3%	(34)	9%	(106)	1221
Relig: All Non-Christian	35%	(343)	38%	(372)	13%	(131)	3%	(27)	11%	(104)	978
Community: Urban	43%	(255)	35%	(211)	9%	(56)	2%	(15)	10%	(62)	599
Community: Suburban	34%	(325)	42%	(409)	13%	(125)	2%	(23)	8%	(81)	965
Community: Rural	33%	(213)	39%	(248)	13%	(85)	4%	(23)	11%	(67)	637
Employ: Private Sector	36%	(233)	44%	(280)	10%	(65)	3%	(18)	7%	(43)	640
Employ: Government	37%	(52)	45%	(63)	10%	(14)	1%	(1)	7%	(10)	140
Employ: Self-Employed	37%	(59)	43%	(68)	11%	(17)	7%	(11)	3%	(5)	160
Employ: Homemaker	42%	(74)	34%	(60)	14%	(24)	2%	(3)	8%	(14)	174
Employ: Student	51%	(68)	23%	(30)	15%	(21)	—	(1)	11%	(15)	133
Employ: Retired	26%	(128)	44%	(221)	16%	(77)	4%	(18)	11%	(54)	498
Employ: Unemployed	39%	(90)	31%	(71)	12%	(29)	2%	(5)	15%	(36)	230
Employ: Other	40%	(90)	34%	(76)	9%	(21)	2%	(5)	15%	(34)	225
Military HH: Yes	36%	(127)	42%	(147)	11%	(41)	4%	(15)	7%	(25)	354
Military HH: No	36%	(667)	39%	(722)	12%	(226)	2%	(46)	10%	(186)	1847
RD/WT: Right Direction	35%	(313)	42%	(373)	11%	(97)	3%	(23)	9%	(80)	886
RD/WT: Wrong Track	37%	(481)	38%	(496)	13%	(170)	3%	(38)	10%	(130)	1315
Trump Job Approve	35%	(328)	41%	(388)	13%	(120)	3%	(24)	8%	(76)	936
Trump Job Disapprove	37%	(408)	39%	(427)	12%	(137)	3%	(34)	9%	(97)	1102

Table BR2: *Do you have a favorable or unfavorable impression of theme parks?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No Opinion		Total N
Adults	36%	(794)	39%	(869)	12%	(267)	3%	(61)	10%	(210)	2201
Trump Job Strongly Approve	36%	(171)	37%	(175)	13%	(64)	4%	(17)	10%	(49)	475
Trump Job Somewhat Approve	34%	(157)	46%	(213)	12%	(57)	2%	(7)	6%	(27)	461
Trump Job Somewhat Disapprove	35%	(121)	40%	(141)	14%	(49)	2%	(8)	9%	(30)	348
Trump Job Strongly Disapprove	38%	(287)	38%	(287)	12%	(87)	4%	(27)	9%	(67)	754
#1 Issue: Economy	36%	(229)	42%	(266)	13%	(82)	2%	(13)	7%	(47)	637
#1 Issue: Security	35%	(126)	42%	(152)	16%	(57)	1%	(5)	6%	(20)	361
#1 Issue: Health Care	36%	(130)	35%	(128)	13%	(49)	3%	(10)	13%	(48)	365
#1 Issue: Medicare / Social Security	28%	(88)	46%	(143)	9%	(29)	4%	(13)	12%	(37)	311
#1 Issue: Women's Issues	55%	(61)	28%	(31)	6%	(6)	4%	(4)	8%	(9)	111
#1 Issue: Education	52%	(97)	30%	(57)	7%	(14)	1%	(2)	10%	(18)	188
#1 Issue: Energy	26%	(23)	42%	(37)	16%	(14)	10%	(9)	6%	(5)	88
#1 Issue: Other	28%	(39)	40%	(55)	11%	(15)	4%	(5)	18%	(25)	139
2016 Vote: Democrat Hillary Clinton	39%	(270)	39%	(270)	11%	(79)	3%	(21)	7%	(50)	690
2016 Vote: Republican Donald Trump	33%	(224)	43%	(294)	13%	(90)	3%	(18)	8%	(56)	682
2016 Vote: Someone else	29%	(64)	44%	(98)	16%	(36)	3%	(7)	8%	(17)	222
Voted in 2014: Yes	34%	(464)	42%	(577)	13%	(172)	3%	(42)	8%	(114)	1368
Voted in 2014: No	40%	(330)	35%	(292)	11%	(95)	2%	(19)	12%	(96)	833
2012 Vote: Barack Obama	37%	(303)	42%	(350)	9%	(75)	3%	(28)	9%	(72)	829
2012 Vote: Mitt Romney	32%	(172)	43%	(232)	15%	(79)	2%	(13)	8%	(43)	538
2012 Vote: Other	19%	(19)	42%	(42)	21%	(21)	6%	(6)	12%	(12)	100
2012 Vote: Didn't Vote	41%	(296)	33%	(244)	12%	(91)	2%	(15)	11%	(83)	728
4-Region: Northeast	35%	(139)	37%	(147)	14%	(55)	2%	(9)	11%	(44)	394
4-Region: Midwest	35%	(160)	41%	(189)	14%	(66)	3%	(13)	7%	(34)	462
4-Region: South	39%	(323)	37%	(307)	10%	(85)	3%	(22)	11%	(87)	825
4-Region: West	33%	(172)	43%	(226)	11%	(60)	3%	(17)	9%	(45)	520
Favorable of Trump	34%	(308)	42%	(387)	13%	(120)	3%	(26)	8%	(76)	917
Unfavorable of Trump	38%	(429)	39%	(440)	12%	(134)	3%	(31)	8%	(93)	1127
Very Favorable of Trump	35%	(179)	38%	(196)	13%	(68)	4%	(19)	10%	(51)	514
Somewhat Favorable of Trump	32%	(129)	47%	(191)	13%	(52)	2%	(7)	6%	(25)	403
Somewhat Unfavorable of Trump	34%	(91)	43%	(115)	14%	(39)	1%	(4)	7%	(19)	268
Very Unfavorable of Trump	39%	(337)	38%	(325)	11%	(95)	3%	(28)	9%	(74)	859

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

Table BR3_1: *How do theme parks make you feel?*

Happy

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	79%	(1728)	12%	(265)	9%	(208)	2201
Gender: Male	76%	(810)	14%	(144)	10%	(108)	1062
Gender: Female	81%	(918)	11%	(121)	9%	(99)	1139
Age: 18-29	85%	(422)	7%	(37)	7%	(37)	495
Age: 30-44	84%	(435)	9%	(48)	7%	(35)	518
Age: 45-54	76%	(284)	13%	(49)	10%	(38)	372
Age: 55-64	77%	(291)	14%	(52)	10%	(37)	380
Age: 65+	68%	(296)	18%	(80)	14%	(61)	436
Generation Z: 18-21	85%	(138)	7%	(12)	8%	(13)	162
Millennial: Age 22-37	87%	(523)	7%	(41)	6%	(39)	603
Generation X: Age 38-53	78%	(453)	13%	(77)	9%	(53)	583
Boomers: Age 54-72	73%	(514)	15%	(107)	11%	(80)	702
PID: Dem (no lean)	82%	(613)	11%	(85)	7%	(53)	750
PID: Ind (no lean)	75%	(615)	14%	(111)	12%	(96)	822
PID: Rep (no lean)	80%	(500)	11%	(69)	9%	(59)	628
PID/Gender: Dem Men	78%	(263)	12%	(39)	10%	(34)	336
PID/Gender: Dem Women	84%	(349)	11%	(46)	5%	(19)	414
PID/Gender: Ind Men	73%	(278)	16%	(63)	10%	(39)	380
PID/Gender: Ind Women	76%	(337)	11%	(49)	13%	(57)	442
PID/Gender: Rep Men	78%	(268)	12%	(43)	10%	(35)	346
PID/Gender: Rep Women	82%	(232)	9%	(26)	8%	(24)	283
Ideo: Liberal (1-3)	79%	(535)	13%	(91)	7%	(49)	675
Ideo: Moderate (4)	80%	(392)	11%	(55)	8%	(41)	488
Ideo: Conservative (5-7)	78%	(553)	13%	(89)	10%	(71)	714
Educ: < College	78%	(1173)	11%	(173)	11%	(168)	1513
Educ: Bachelors degree	83%	(370)	11%	(50)	5%	(24)	444
Educ: Post-grad	76%	(186)	17%	(42)	7%	(16)	244

Continued on next page

Table BR3_1: *How do theme parks make you feel?*

Happy

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	79%	(1728)	12%	(265)	9%	(208)	2201
Income: Under 50k	76%	(982)	13%	(164)	12%	(150)	1296
Income: 50k-100k	84%	(537)	10%	(64)	6%	(38)	640
Income: 100k+	79%	(209)	14%	(37)	7%	(19)	266
Ethnicity: White	77%	(1322)	13%	(227)	10%	(173)	1723
Ethnicity: Hispanic	83%	(290)	9%	(33)	8%	(26)	350
Ethnicity: Afr. Am.	86%	(237)	7%	(20)	7%	(18)	274
Ethnicity: Other	83%	(169)	9%	(18)	8%	(17)	204
Relig: Protestant	79%	(399)	12%	(61)	10%	(48)	508
Relig: Roman Catholic	80%	(355)	11%	(50)	9%	(38)	443
Relig: Ath./Agn./None	75%	(456)	14%	(85)	11%	(68)	608
Relig: Something Else	79%	(290)	13%	(49)	8%	(30)	369
Relig: Jewish	67%	(37)	27%	(15)	7%	(4)	55
Relig: Evangelical	83%	(480)	9%	(50)	9%	(50)	581
Relig: Non-Evang. Catholics	78%	(500)	13%	(81)	9%	(59)	640
Relig: All Christian	80%	(980)	11%	(131)	9%	(110)	1221
Relig: All Non-Christian	76%	(746)	14%	(134)	10%	(98)	978
Community: Urban	79%	(471)	10%	(63)	11%	(66)	599
Community: Suburban	79%	(765)	13%	(124)	8%	(76)	965
Community: Rural	77%	(493)	12%	(78)	10%	(66)	637
Employ: Private Sector	83%	(530)	11%	(67)	7%	(43)	640
Employ: Government	83%	(116)	11%	(16)	6%	(8)	140
Employ: Self-Employed	81%	(129)	15%	(24)	4%	(7)	160
Employ: Homemaker	81%	(141)	9%	(16)	10%	(17)	174
Employ: Student	83%	(110)	8%	(10)	10%	(13)	133
Employ: Retired	71%	(355)	17%	(85)	12%	(57)	498
Employ: Unemployed	71%	(164)	12%	(27)	17%	(39)	230
Employ: Other	81%	(183)	8%	(19)	10%	(23)	225
Military HH: Yes	80%	(282)	11%	(39)	9%	(33)	354
Military HH: No	78%	(1446)	12%	(226)	9%	(175)	1847

Table BR3_1: *How do theme parks make you feel?*

Happy

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	79%	(1728)	12%	(265)	9%	(208)	2201
RD/WT: Right Direction	78%	(689)	11%	(100)	11%	(98)	886
RD/WT: Wrong Track	79%	(1039)	13%	(166)	8%	(110)	1315
Trump Job Approve	78%	(727)	12%	(111)	10%	(98)	936
Trump Job Disapprove	80%	(878)	13%	(141)	7%	(83)	1102
Trump Job Strongly Approve	74%	(350)	14%	(65)	13%	(60)	475
Trump Job Somewhat Approve	82%	(377)	10%	(47)	8%	(37)	461
Trump Job Somewhat Disapprove	78%	(273)	13%	(45)	8%	(29)	348
Trump Job Strongly Disapprove	80%	(605)	13%	(96)	7%	(53)	754
#1 Issue: Economy	81%	(516)	12%	(74)	7%	(46)	637
#1 Issue: Security	80%	(288)	12%	(43)	8%	(30)	361
#1 Issue: Health Care	74%	(269)	13%	(49)	13%	(48)	365
#1 Issue: Medicare / Social Security	74%	(229)	14%	(44)	12%	(37)	311
#1 Issue: Women's Issues	85%	(94)	8%	(9)	8%	(8)	111
#1 Issue: Education	89%	(168)	6%	(11)	5%	(9)	188
#1 Issue: Energy	71%	(62)	22%	(20)	7%	(6)	88
#1 Issue: Other	73%	(101)	12%	(16)	16%	(22)	139
2016 Vote: Democrat Hillary Clinton	81%	(561)	12%	(82)	7%	(46)	690
2016 Vote: Republican Donald Trump	76%	(521)	12%	(83)	11%	(77)	682
2016 Vote: Someone else	77%	(171)	16%	(36)	7%	(16)	222
Voted in 2014: Yes	78%	(1065)	13%	(178)	9%	(126)	1368
Voted in 2014: No	80%	(664)	10%	(87)	10%	(82)	833
2012 Vote: Barack Obama	80%	(661)	12%	(98)	8%	(70)	829
2012 Vote: Mitt Romney	76%	(407)	13%	(72)	11%	(60)	538
2012 Vote: Other	67%	(67)	22%	(23)	11%	(11)	100
2012 Vote: Didn't Vote	81%	(591)	10%	(74)	9%	(64)	728
4-Region: Northeast	75%	(294)	14%	(55)	11%	(44)	394
4-Region: Midwest	80%	(369)	12%	(57)	8%	(36)	462
4-Region: South	79%	(655)	10%	(84)	10%	(86)	825
4-Region: West	79%	(410)	13%	(69)	8%	(41)	520

Continued on next page

Table BR3_1: *How do theme parks make you feel?*

Happy

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	79%	(1728)	12%	(265)	9%	(208)	2201
Favorable of Trump	78%	(714)	12%	(112)	10%	(91)	917
Unfavorable of Trump	81%	(909)	12%	(137)	7%	(82)	1127
Very Favorable of Trump	75%	(383)	13%	(67)	12%	(63)	514
Somewhat Favorable of Trump	82%	(330)	11%	(45)	7%	(28)	403
Somewhat Unfavorable of Trump	81%	(217)	12%	(31)	7%	(19)	268
Very Unfavorable of Trump	80%	(691)	12%	(105)	7%	(63)	859

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

Table BR3_4: *How do theme parks make you feel?*

Sad

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	4%	(85)	85%	(1877)	11%	(238)	2201
Gender: Male	4%	(46)	85%	(898)	11%	(118)	1062
Gender: Female	4%	(40)	86%	(979)	11%	(120)	1139
Age: 18-29	5%	(26)	86%	(424)	9%	(46)	495
Age: 30-44	4%	(20)	88%	(455)	8%	(42)	518
Age: 45-54	2%	(8)	85%	(317)	12%	(46)	372
Age: 55-64	3%	(11)	87%	(328)	11%	(40)	380
Age: 65+	5%	(20)	81%	(352)	15%	(64)	436
Generation Z: 18-21	5%	(8)	83%	(134)	12%	(20)	162
Millennial: Age 22-37	5%	(31)	87%	(525)	8%	(46)	603
Generation X: Age 38-53	3%	(15)	87%	(506)	11%	(61)	583
Boomers: Age 54-72	3%	(23)	83%	(581)	14%	(98)	702
PID: Dem (no lean)	3%	(25)	89%	(666)	8%	(59)	750
PID: Ind (no lean)	5%	(40)	81%	(669)	14%	(114)	822
PID: Rep (no lean)	3%	(21)	86%	(542)	10%	(65)	628
PID/Gender: Dem Men	4%	(14)	85%	(287)	10%	(35)	336
PID/Gender: Dem Women	3%	(12)	91%	(379)	6%	(24)	414
PID/Gender: Ind Men	5%	(17)	83%	(317)	12%	(46)	380
PID/Gender: Ind Women	5%	(22)	80%	(352)	15%	(68)	442
PID/Gender: Rep Men	4%	(15)	85%	(294)	11%	(37)	346
PID/Gender: Rep Women	2%	(6)	88%	(248)	10%	(28)	283
Ideo: Liberal (1-3)	4%	(27)	88%	(592)	8%	(55)	675
Ideo: Moderate (4)	4%	(19)	87%	(426)	9%	(43)	488
Ideo: Conservative (5-7)	4%	(25)	85%	(606)	11%	(82)	714
Educ: < College	4%	(62)	83%	(1261)	13%	(190)	1513
Educ: Bachelors degree	4%	(16)	90%	(401)	6%	(27)	444
Educ: Post-grad	3%	(7)	88%	(215)	9%	(22)	244

Continued on next page

Table BR3_4: *How do theme parks make you feel?*

Sad

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	4%	(85)	85%	(1877)	11%	(238)	2201
Income: Under 50k	5%	(59)	83%	(1075)	12%	(162)	1296
Income: 50k-100k	3%	(18)	88%	(565)	9%	(56)	640
Income: 100k+	3%	(8)	89%	(237)	8%	(21)	266
Ethnicity: White	4%	(66)	85%	(1467)	11%	(189)	1723
Ethnicity: Hispanic	4%	(16)	87%	(305)	8%	(29)	350
Ethnicity: Afr. Am.	4%	(11)	88%	(241)	8%	(23)	274
Ethnicity: Other	4%	(9)	83%	(169)	13%	(26)	204
Relig: Protestant	4%	(18)	86%	(436)	11%	(54)	508
Relig: Roman Catholic	3%	(14)	86%	(380)	11%	(49)	443
Relig: Ath./Agn./None	4%	(24)	83%	(507)	13%	(77)	608
Relig: Something Else	5%	(17)	87%	(321)	9%	(31)	369
Relig: Jewish	15%	(8)	74%	(41)	11%	(6)	55
Relig: Evangelical	5%	(30)	85%	(493)	10%	(58)	581
Relig: Non-Evang. Catholics	2%	(14)	87%	(554)	11%	(71)	640
Relig: All Christian	4%	(45)	86%	(1047)	11%	(129)	1221
Relig: All Non-Christian	4%	(41)	85%	(828)	11%	(109)	978
Community: Urban	4%	(26)	85%	(512)	10%	(61)	599
Community: Suburban	3%	(31)	87%	(842)	10%	(92)	965
Community: Rural	4%	(29)	82%	(523)	13%	(86)	637
Employ: Private Sector	3%	(18)	89%	(572)	8%	(50)	640
Employ: Government	3%	(4)	90%	(125)	8%	(11)	140
Employ: Self-Employed	8%	(13)	84%	(135)	8%	(13)	160
Employ: Homemaker	4%	(7)	84%	(146)	12%	(21)	174
Employ: Student	6%	(7)	85%	(114)	9%	(12)	133
Employ: Retired	5%	(24)	83%	(414)	12%	(61)	498
Employ: Unemployed	4%	(9)	78%	(180)	18%	(40)	230
Employ: Other	2%	(4)	85%	(191)	14%	(31)	225
Military HH: Yes	5%	(18)	84%	(297)	11%	(40)	354
Military HH: No	4%	(68)	86%	(1580)	11%	(198)	1847

Table BR3_4: *How do theme parks make you feel?*

Sad

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	4%	(85)	85%	(1877)	11%	(238)	2201
RD/WT: Right Direction	4%	(34)	84%	(743)	12%	(108)	886
RD/WT: Wrong Track	4%	(51)	86%	(1134)	10%	(130)	1315
Trump Job Approve	4%	(41)	84%	(788)	12%	(108)	936
Trump Job Disapprove	4%	(40)	88%	(969)	8%	(93)	1102
Trump Job Strongly Approve	6%	(28)	81%	(384)	13%	(64)	475
Trump Job Somewhat Approve	3%	(13)	88%	(404)	10%	(44)	461
Trump Job Somewhat Disapprove	6%	(19)	85%	(297)	9%	(31)	348
Trump Job Strongly Disapprove	3%	(21)	89%	(672)	8%	(62)	754
#1 Issue: Economy	2%	(12)	89%	(566)	9%	(58)	637
#1 Issue: Security	3%	(10)	89%	(322)	8%	(28)	361
#1 Issue: Health Care	4%	(14)	80%	(292)	16%	(59)	365
#1 Issue: Medicare / Social Security	6%	(19)	83%	(257)	11%	(35)	311
#1 Issue: Women's Issues	5%	(5)	83%	(93)	12%	(13)	111
#1 Issue: Education	6%	(12)	87%	(164)	6%	(12)	188
#1 Issue: Energy	8%	(7)	85%	(75)	8%	(7)	88
#1 Issue: Other	4%	(6)	78%	(108)	18%	(25)	139
2016 Vote: Democrat Hillary Clinton	3%	(18)	89%	(614)	8%	(57)	690
2016 Vote: Republican Donald Trump	5%	(31)	83%	(567)	12%	(84)	682
2016 Vote: Someone else	6%	(12)	85%	(190)	9%	(20)	222
Voted in 2014: Yes	3%	(47)	86%	(1178)	11%	(144)	1368
Voted in 2014: No	5%	(39)	84%	(699)	11%	(95)	833
2012 Vote: Barack Obama	3%	(22)	88%	(726)	10%	(80)	829
2012 Vote: Mitt Romney	5%	(26)	84%	(451)	11%	(61)	538
2012 Vote: Other	2%	(2)	84%	(84)	14%	(14)	100
2012 Vote: Didn't Vote	5%	(34)	84%	(613)	11%	(81)	728
4-Region: Northeast	3%	(13)	85%	(335)	12%	(46)	394
4-Region: Midwest	3%	(15)	86%	(398)	11%	(50)	462
4-Region: South	4%	(34)	84%	(696)	12%	(95)	825
4-Region: West	5%	(24)	86%	(449)	9%	(48)	520

Table BR3_4: *How do theme parks make you feel?*

Sad

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	4%	(85)	85%	(1877)	11%	(238)	2201
Favorable of Trump	4%	(41)	84%	(769)	12%	(107)	917
Unfavorable of Trump	3%	(36)	89%	(1004)	8%	(88)	1127
Very Favorable of Trump	5%	(27)	80%	(413)	14%	(74)	514
Somewhat Favorable of Trump	4%	(15)	88%	(356)	8%	(33)	403
Somewhat Unfavorable of Trump	4%	(10)	90%	(241)	7%	(18)	268
Very Unfavorable of Trump	3%	(26)	89%	(763)	8%	(70)	859

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

Table BR3_5: *How do theme parks make you feel?*

Excited

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	74%	(1620)	17%	(382)	9%	(199)	2201
Gender: Male	70%	(747)	21%	(222)	9%	(93)	1062
Gender: Female	77%	(873)	14%	(160)	9%	(106)	1139
Age: 18-29	85%	(420)	9%	(44)	6%	(31)	495
Age: 30-44	81%	(418)	11%	(56)	8%	(43)	518
Age: 45-54	73%	(271)	17%	(63)	10%	(38)	372
Age: 55-64	69%	(263)	22%	(85)	8%	(32)	380
Age: 65+	56%	(247)	31%	(134)	13%	(56)	436
Generation Z: 18-21	86%	(140)	7%	(12)	6%	(10)	162
Millennial: Age 22-37	85%	(510)	9%	(53)	7%	(40)	603
Generation X: Age 38-53	74%	(434)	16%	(93)	10%	(56)	583
Boomers: Age 54-72	65%	(455)	24%	(170)	11%	(77)	702
PID: Dem (no lean)	79%	(590)	15%	(115)	6%	(45)	750
PID: Ind (no lean)	70%	(572)	18%	(147)	13%	(103)	822
PID: Rep (no lean)	73%	(457)	19%	(120)	8%	(51)	628
PID/Gender: Dem Men	77%	(258)	16%	(54)	7%	(25)	336
PID/Gender: Dem Women	80%	(333)	15%	(61)	5%	(20)	414
PID/Gender: Ind Men	66%	(252)	22%	(85)	11%	(43)	380
PID/Gender: Ind Women	72%	(320)	14%	(62)	14%	(60)	442
PID/Gender: Rep Men	68%	(237)	24%	(84)	7%	(25)	346
PID/Gender: Rep Women	78%	(220)	13%	(37)	9%	(26)	283
Ideo: Liberal (1-3)	76%	(515)	18%	(120)	6%	(39)	675
Ideo: Moderate (4)	74%	(364)	17%	(82)	9%	(43)	488
Ideo: Conservative (5-7)	71%	(504)	20%	(143)	9%	(66)	714
Educ: < College	74%	(1117)	16%	(235)	11%	(161)	1513
Educ: Bachelors degree	75%	(333)	20%	(88)	5%	(23)	444
Educ: Post-grad	70%	(170)	24%	(59)	6%	(14)	244

Continued on next page

Table BR3_5: *How do theme parks make you feel?*

Excited

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	74%	(1620)	17%	(382)	9%	(199)	2201
Income: Under 50k	73%	(940)	17%	(222)	10%	(134)	1296
Income: 50k-100k	78%	(500)	15%	(98)	6%	(41)	640
Income: 100k+	68%	(180)	23%	(62)	9%	(24)	266
Ethnicity: White	71%	(1222)	19%	(330)	10%	(170)	1723
Ethnicity: Hispanic	78%	(272)	16%	(56)	6%	(21)	350
Ethnicity: Afr. Am.	86%	(235)	9%	(25)	5%	(14)	274
Ethnicity: Other	80%	(163)	13%	(27)	7%	(14)	204
Relig: Protestant	74%	(379)	17%	(87)	8%	(43)	508
Relig: Roman Catholic	73%	(322)	19%	(84)	8%	(38)	443
Relig: Ath./Agn./None	70%	(428)	18%	(111)	11%	(70)	608
Relig: Something Else	75%	(277)	19%	(69)	6%	(23)	369
Relig: Jewish	61%	(33)	32%	(17)	8%	(4)	55
Relig: Evangelical	78%	(455)	13%	(77)	8%	(49)	581
Relig: Non-Evang. Catholics	71%	(457)	20%	(125)	9%	(57)	640
Relig: All Christian	75%	(913)	17%	(202)	9%	(106)	1221
Relig: All Non-Christian	72%	(705)	18%	(180)	10%	(93)	978
Community: Urban	77%	(462)	14%	(83)	9%	(54)	599
Community: Suburban	72%	(691)	20%	(194)	8%	(79)	965
Community: Rural	73%	(466)	16%	(104)	10%	(67)	637
Employ: Private Sector	79%	(503)	15%	(96)	6%	(40)	640
Employ: Government	79%	(110)	14%	(20)	7%	(10)	140
Employ: Self-Employed	75%	(120)	21%	(34)	4%	(6)	160
Employ: Homemaker	78%	(136)	11%	(20)	11%	(19)	174
Employ: Student	83%	(110)	11%	(14)	7%	(9)	133
Employ: Retired	61%	(303)	28%	(141)	11%	(54)	498
Employ: Unemployed	68%	(158)	14%	(32)	18%	(41)	230
Employ: Other	80%	(180)	11%	(26)	9%	(20)	225
Military HH: Yes	73%	(258)	19%	(68)	8%	(28)	354
Military HH: No	74%	(1361)	17%	(314)	9%	(171)	1847

Table BR3_5: *How do theme parks make you feel?*

Excited

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	74%	(1620)	17%	(382)	9%	(199)	2201
RD/WT: Right Direction	71%	(628)	19%	(166)	10%	(93)	886
RD/WT: Wrong Track	75%	(992)	16%	(216)	8%	(106)	1315
Trump Job Approve	71%	(667)	19%	(175)	10%	(95)	936
Trump Job Disapprove	76%	(835)	18%	(193)	7%	(75)	1102
Trump Job Strongly Approve	67%	(316)	22%	(103)	12%	(56)	475
Trump Job Somewhat Approve	76%	(351)	16%	(72)	8%	(38)	461
Trump Job Somewhat Disapprove	74%	(258)	18%	(61)	8%	(29)	348
Trump Job Strongly Disapprove	76%	(576)	17%	(132)	6%	(46)	754
#1 Issue: Economy	76%	(483)	17%	(108)	7%	(46)	637
#1 Issue: Security	73%	(262)	20%	(71)	8%	(28)	361
#1 Issue: Health Care	72%	(263)	17%	(61)	11%	(41)	365
#1 Issue: Medicare / Social Security	66%	(204)	23%	(73)	11%	(34)	311
#1 Issue: Women's Issues	85%	(95)	8%	(8)	7%	(8)	111
#1 Issue: Education	85%	(160)	9%	(17)	6%	(11)	188
#1 Issue: Energy	66%	(58)	26%	(23)	8%	(7)	88
#1 Issue: Other	68%	(94)	16%	(22)	17%	(23)	139
2016 Vote: Democrat Hillary Clinton	77%	(533)	17%	(115)	6%	(42)	690
2016 Vote: Republican Donald Trump	68%	(466)	21%	(142)	11%	(73)	682
2016 Vote: Someone else	70%	(156)	23%	(51)	7%	(16)	222
Voted in 2014: Yes	71%	(974)	20%	(275)	9%	(120)	1368
Voted in 2014: No	78%	(646)	13%	(108)	10%	(79)	833
2012 Vote: Barack Obama	76%	(627)	17%	(142)	7%	(60)	829
2012 Vote: Mitt Romney	66%	(358)	23%	(126)	10%	(54)	538
2012 Vote: Other	58%	(59)	32%	(32)	10%	(10)	100
2012 Vote: Didn't Vote	79%	(574)	11%	(82)	10%	(73)	728
4-Region: Northeast	67%	(264)	23%	(89)	10%	(40)	394
4-Region: Midwest	75%	(347)	16%	(75)	9%	(41)	462
4-Region: South	77%	(633)	13%	(107)	10%	(85)	825
4-Region: West	72%	(376)	21%	(112)	6%	(33)	520

Continued on next page

Table BR3_5: *How do theme parks make you feel?*

Excited

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	74%	(1620)	17%	(382)	9%	(199)	2201
Favorable of Trump	71%	(648)	19%	(175)	10%	(95)	917
Unfavorable of Trump	77%	(868)	17%	(189)	6%	(70)	1127
Very Favorable of Trump	68%	(351)	20%	(103)	12%	(59)	514
Somewhat Favorable of Trump	73%	(296)	18%	(72)	9%	(35)	403
Somewhat Unfavorable of Trump	78%	(208)	15%	(40)	7%	(19)	268
Very Unfavorable of Trump	77%	(659)	17%	(149)	6%	(51)	859

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

Table BR3_6: *How do theme parks make you feel?*

Nervous

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	26%	(566)	64%	(1409)	10%	(225)	2201
Gender: Male	23%	(239)	66%	(703)	11%	(120)	1062
Gender: Female	29%	(327)	62%	(706)	9%	(105)	1139
Age: 18-29	38%	(188)	53%	(264)	9%	(43)	495
Age: 30-44	31%	(162)	60%	(311)	9%	(45)	518
Age: 45-54	23%	(85)	64%	(239)	13%	(47)	372
Age: 55-64	18%	(70)	73%	(277)	9%	(33)	380
Age: 65+	14%	(61)	73%	(319)	13%	(57)	436
Generation Z: 18-21	43%	(70)	45%	(74)	11%	(18)	162
Millennial: Age 22-37	35%	(211)	58%	(349)	7%	(42)	603
Generation X: Age 38-53	26%	(149)	63%	(366)	12%	(68)	583
Boomers: Age 54-72	17%	(118)	71%	(501)	12%	(84)	702
PID: Dem (no lean)	22%	(169)	70%	(526)	7%	(55)	750
PID: Ind (no lean)	31%	(256)	56%	(462)	13%	(104)	822
PID: Rep (no lean)	23%	(141)	67%	(421)	11%	(66)	628
PID/Gender: Dem Men	17%	(59)	73%	(245)	10%	(33)	336
PID/Gender: Dem Women	27%	(110)	68%	(282)	5%	(22)	414
PID/Gender: Ind Men	28%	(106)	60%	(228)	12%	(46)	380
PID/Gender: Ind Women	34%	(150)	53%	(234)	13%	(58)	442
PID/Gender: Rep Men	22%	(75)	66%	(230)	12%	(41)	346
PID/Gender: Rep Women	24%	(67)	68%	(191)	9%	(25)	283
Ideo: Liberal (1-3)	27%	(185)	65%	(439)	8%	(51)	675
Ideo: Moderate (4)	25%	(122)	66%	(322)	9%	(45)	488
Ideo: Conservative (5-7)	21%	(150)	68%	(486)	11%	(78)	714
Educ: < College	28%	(423)	60%	(910)	12%	(179)	1513
Educ: Bachelors degree	19%	(86)	75%	(332)	6%	(26)	444
Educ: Post-grad	23%	(57)	68%	(167)	8%	(20)	244

Continued on next page

Table BR3_6: *How do theme parks make you feel?*

Nervous

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	26%	(566)	64%	(1409)	10%	(225)	2201
Income: Under 50k	29%	(374)	59%	(762)	12%	(160)	1296
Income: 50k-100k	23%	(144)	71%	(452)	7%	(43)	640
Income: 100k+	18%	(48)	74%	(195)	8%	(22)	266
Ethnicity: White	26%	(444)	64%	(1103)	10%	(176)	1723
Ethnicity: Hispanic	29%	(102)	61%	(214)	10%	(33)	350
Ethnicity: Afr. Am.	23%	(62)	67%	(184)	10%	(28)	274
Ethnicity: Other	30%	(61)	60%	(122)	10%	(21)	204
Relig: Protestant	21%	(106)	69%	(352)	10%	(50)	508
Relig: Roman Catholic	21%	(94)	71%	(315)	8%	(35)	443
Relig: Ath./Agn./None	32%	(192)	56%	(341)	12%	(75)	608
Relig: Something Else	28%	(103)	63%	(233)	9%	(33)	369
Relig: Jewish	23%	(13)	66%	(36)	11%	(6)	55
Relig: Evangelical	24%	(137)	66%	(384)	10%	(60)	581
Relig: Non-Evang. Catholics	21%	(134)	70%	(450)	9%	(56)	640
Relig: All Christian	22%	(271)	68%	(833)	10%	(117)	1221
Relig: All Non-Christian	30%	(295)	59%	(574)	11%	(109)	978
Community: Urban	27%	(161)	63%	(377)	10%	(61)	599
Community: Suburban	24%	(233)	68%	(656)	8%	(76)	965
Community: Rural	27%	(173)	59%	(376)	14%	(89)	637
Employ: Private Sector	23%	(147)	69%	(443)	8%	(51)	640
Employ: Government	25%	(35)	65%	(90)	10%	(14)	140
Employ: Self-Employed	29%	(47)	64%	(102)	7%	(11)	160
Employ: Homemaker	37%	(64)	54%	(95)	9%	(16)	174
Employ: Student	39%	(51)	50%	(66)	12%	(16)	133
Employ: Retired	19%	(93)	71%	(352)	11%	(53)	498
Employ: Unemployed	24%	(56)	58%	(134)	17%	(40)	230
Employ: Other	33%	(74)	56%	(127)	11%	(24)	225
Military HH: Yes	21%	(76)	68%	(241)	11%	(38)	354
Military HH: No	27%	(491)	63%	(1168)	10%	(187)	1847

Table BR3_6: *How do theme parks make you feel?*

Nervous

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	26%	(566)	64%	(1409)	10%	(225)	2201
RD/WT: Right Direction	24%	(208)	64%	(569)	12%	(109)	886
RD/WT: Wrong Track	27%	(358)	64%	(840)	9%	(117)	1315
Trump Job Approve	24%	(223)	65%	(604)	12%	(109)	936
Trump Job Disapprove	27%	(297)	65%	(718)	8%	(87)	1102
Trump Job Strongly Approve	22%	(105)	64%	(306)	13%	(64)	475
Trump Job Somewhat Approve	25%	(117)	65%	(298)	10%	(45)	461
Trump Job Somewhat Disapprove	29%	(103)	61%	(213)	9%	(32)	348
Trump Job Strongly Disapprove	26%	(195)	67%	(505)	7%	(55)	754
#1 Issue: Economy	25%	(157)	66%	(418)	10%	(62)	637
#1 Issue: Security	22%	(81)	70%	(252)	8%	(28)	361
#1 Issue: Health Care	28%	(101)	60%	(220)	12%	(45)	365
#1 Issue: Medicare / Social Security	19%	(61)	69%	(215)	11%	(35)	311
#1 Issue: Women's Issues	31%	(35)	60%	(66)	9%	(10)	111
#1 Issue: Education	31%	(58)	61%	(115)	8%	(15)	188
#1 Issue: Energy	35%	(31)	55%	(48)	10%	(9)	88
#1 Issue: Other	31%	(43)	55%	(76)	14%	(20)	139
2016 Vote: Democrat Hillary Clinton	21%	(142)	72%	(496)	7%	(51)	690
2016 Vote: Republican Donald Trump	20%	(136)	68%	(466)	12%	(79)	682
2016 Vote: Someone else	31%	(69)	61%	(136)	8%	(17)	222
Voted in 2014: Yes	21%	(285)	70%	(953)	9%	(130)	1368
Voted in 2014: No	34%	(281)	55%	(456)	11%	(95)	833
2012 Vote: Barack Obama	20%	(168)	70%	(584)	9%	(76)	829
2012 Vote: Mitt Romney	19%	(103)	70%	(376)	11%	(60)	538
2012 Vote: Other	31%	(31)	59%	(59)	11%	(11)	100
2012 Vote: Didn't Vote	36%	(264)	53%	(388)	10%	(76)	728
4-Region: Northeast	27%	(105)	62%	(243)	12%	(45)	394
4-Region: Midwest	27%	(123)	63%	(293)	10%	(47)	462
4-Region: South	25%	(208)	64%	(527)	11%	(90)	825
4-Region: West	25%	(131)	67%	(347)	8%	(43)	520

Table BR3_6: *How do theme parks make you feel?*

Nervous

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	26%	(566)	64%	(1409)	10%	(225)	2201
Favorable of Trump	25%	(226)	65%	(592)	11%	(100)	917
Unfavorable of Trump	27%	(301)	66%	(741)	8%	(85)	1127
Very Favorable of Trump	22%	(114)	65%	(332)	13%	(68)	514
Somewhat Favorable of Trump	28%	(112)	64%	(259)	8%	(32)	403
Somewhat Unfavorable of Trump	23%	(62)	69%	(186)	8%	(20)	268
Very Unfavorable of Trump	28%	(239)	65%	(555)	8%	(65)	859

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

Table BR3_7: *How do theme parks make you feel?*

Nostalgic

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	52%	(1135)	34%	(755)	14%	(311)	2201
Gender: Male	48%	(514)	37%	(390)	15%	(158)	1062
Gender: Female	55%	(621)	32%	(365)	13%	(153)	1139
Age: 18-29	47%	(235)	35%	(172)	18%	(88)	495
Age: 30-44	55%	(283)	31%	(161)	14%	(73)	518
Age: 45-54	51%	(189)	34%	(125)	16%	(58)	372
Age: 55-64	57%	(215)	33%	(126)	10%	(38)	380
Age: 65+	49%	(212)	39%	(171)	12%	(54)	436
Generation Z: 18-21	41%	(66)	42%	(68)	17%	(28)	162
Millennial: Age 22-37	53%	(317)	32%	(191)	16%	(95)	603
Generation X: Age 38-53	52%	(305)	32%	(189)	15%	(89)	583
Boomers: Age 54-72	55%	(383)	34%	(237)	12%	(82)	702
PID: Dem (no lean)	53%	(394)	35%	(263)	12%	(93)	750
PID: Ind (no lean)	51%	(418)	32%	(265)	17%	(140)	822
PID: Rep (no lean)	51%	(323)	36%	(227)	12%	(78)	628
PID/Gender: Dem Men	46%	(155)	39%	(130)	15%	(51)	336
PID/Gender: Dem Women	58%	(239)	32%	(133)	10%	(42)	414
PID/Gender: Ind Men	50%	(190)	35%	(133)	15%	(58)	380
PID/Gender: Ind Women	52%	(228)	30%	(132)	18%	(81)	442
PID/Gender: Rep Men	49%	(170)	37%	(127)	14%	(48)	346
PID/Gender: Rep Women	54%	(153)	35%	(100)	11%	(30)	283
Ideo: Liberal (1-3)	56%	(377)	35%	(234)	9%	(63)	675
Ideo: Moderate (4)	56%	(272)	32%	(155)	13%	(61)	488
Ideo: Conservative (5-7)	51%	(363)	36%	(255)	13%	(95)	714
Educ: < College	47%	(704)	37%	(553)	17%	(256)	1513
Educ: Bachelors degree	64%	(283)	29%	(127)	8%	(34)	444
Educ: Post-grad	60%	(148)	31%	(75)	9%	(21)	244

Continued on next page

Table BR3_7: *How do theme parks make you feel?*

Nostalgic

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	52%	(1135)	34%	(755)	14%	(311)	2201
Income: Under 50k	46%	(592)	37%	(475)	18%	(229)	1296
Income: 50k-100k	60%	(381)	30%	(194)	10%	(64)	640
Income: 100k+	61%	(162)	32%	(86)	6%	(17)	266
Ethnicity: White	53%	(918)	33%	(576)	13%	(229)	1723
Ethnicity: Hispanic	44%	(155)	42%	(145)	14%	(49)	350
Ethnicity: Afr. Am.	43%	(118)	39%	(107)	18%	(49)	274
Ethnicity: Other	48%	(99)	35%	(72)	16%	(33)	204
Relig: Protestant	57%	(289)	32%	(164)	11%	(56)	508
Relig: Roman Catholic	52%	(231)	35%	(156)	13%	(57)	443
Relig: Ath./Agn./None	51%	(310)	34%	(206)	15%	(92)	608
Relig: Something Else	52%	(193)	33%	(122)	15%	(54)	369
Relig: Jewish	57%	(32)	32%	(18)	10%	(6)	55
Relig: Evangelical	50%	(290)	36%	(207)	14%	(84)	581
Relig: Non-Evang. Catholics	54%	(343)	34%	(218)	12%	(79)	640
Relig: All Christian	52%	(632)	35%	(425)	13%	(163)	1221
Relig: All Non-Christian	51%	(503)	34%	(328)	15%	(147)	978
Community: Urban	48%	(287)	37%	(223)	15%	(89)	599
Community: Suburban	57%	(553)	31%	(302)	11%	(109)	965
Community: Rural	46%	(295)	36%	(230)	18%	(113)	637
Employ: Private Sector	59%	(379)	31%	(198)	10%	(63)	640
Employ: Government	52%	(73)	33%	(46)	15%	(21)	140
Employ: Self-Employed	53%	(86)	28%	(45)	18%	(29)	160
Employ: Homemaker	51%	(89)	37%	(64)	12%	(21)	174
Employ: Student	48%	(64)	33%	(44)	19%	(26)	133
Employ: Retired	49%	(242)	39%	(195)	12%	(60)	498
Employ: Unemployed	41%	(95)	35%	(81)	24%	(55)	230
Employ: Other	48%	(109)	36%	(81)	16%	(35)	225
Military HH: Yes	55%	(193)	32%	(114)	13%	(48)	354
Military HH: No	51%	(942)	35%	(641)	14%	(263)	1847

Table BR3_7: *How do theme parks make you feel?*

Nostalgic

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	52%	(1135)	34%	(755)	14%	(311)	2201
RD/WT: Right Direction	48%	(427)	36%	(319)	16%	(140)	886
RD/WT: Wrong Track	54%	(708)	33%	(436)	13%	(171)	1315
Trump Job Approve	49%	(459)	36%	(339)	15%	(138)	936
Trump Job Disapprove	55%	(608)	33%	(363)	12%	(132)	1102
Trump Job Strongly Approve	47%	(223)	36%	(171)	17%	(81)	475
Trump Job Somewhat Approve	51%	(236)	36%	(168)	12%	(57)	461
Trump Job Somewhat Disapprove	50%	(175)	34%	(119)	16%	(54)	348
Trump Job Strongly Disapprove	57%	(433)	32%	(244)	10%	(77)	754
#1 Issue: Economy	51%	(326)	35%	(224)	14%	(87)	637
#1 Issue: Security	50%	(180)	38%	(138)	12%	(43)	361
#1 Issue: Health Care	48%	(176)	35%	(129)	16%	(60)	365
#1 Issue: Medicare / Social Security	48%	(150)	39%	(121)	13%	(39)	311
#1 Issue: Women's Issues	67%	(75)	20%	(23)	12%	(14)	111
#1 Issue: Education	57%	(108)	30%	(57)	13%	(24)	188
#1 Issue: Energy	53%	(47)	32%	(28)	15%	(13)	88
#1 Issue: Other	52%	(73)	25%	(35)	22%	(31)	139
2016 Vote: Democrat Hillary Clinton	54%	(370)	37%	(252)	10%	(68)	690
2016 Vote: Republican Donald Trump	52%	(357)	33%	(224)	15%	(101)	682
2016 Vote: Someone else	58%	(129)	32%	(70)	10%	(23)	222
Voted in 2014: Yes	54%	(737)	34%	(468)	12%	(163)	1368
Voted in 2014: No	48%	(398)	35%	(287)	18%	(147)	833
2012 Vote: Barack Obama	54%	(444)	36%	(295)	11%	(90)	829
2012 Vote: Mitt Romney	55%	(298)	32%	(172)	13%	(68)	538
2012 Vote: Other	46%	(47)	39%	(39)	15%	(15)	100
2012 Vote: Didn't Vote	47%	(344)	34%	(249)	19%	(136)	728
4-Region: Northeast	55%	(217)	30%	(119)	15%	(58)	394
4-Region: Midwest	53%	(247)	35%	(163)	11%	(52)	462
4-Region: South	48%	(396)	35%	(292)	16%	(136)	825
4-Region: West	53%	(275)	35%	(181)	12%	(65)	520

Table BR3_7: *How do theme parks make you feel?*

Nostalgic

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	52%	(1135)	34%	(755)	14%	(311)	2201
Favorable of Trump	49%	(446)	37%	(337)	15%	(135)	917
Unfavorable of Trump	55%	(623)	33%	(372)	12%	(132)	1127
Very Favorable of Trump	48%	(245)	36%	(185)	16%	(83)	514
Somewhat Favorable of Trump	50%	(200)	38%	(151)	13%	(52)	403
Somewhat Unfavorable of Trump	55%	(148)	33%	(90)	11%	(31)	268
Very Unfavorable of Trump	55%	(475)	33%	(283)	12%	(101)	859

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

Table BR3_8: *How do theme parks make you feel?*

Like a kid

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	69%	(1518)	21%	(473)	10%	(210)	2201
Gender: Male	64%	(679)	26%	(275)	10%	(109)	1062
Gender: Female	74%	(840)	17%	(198)	9%	(101)	1139
Age: 18-29	79%	(391)	13%	(62)	9%	(42)	495
Age: 30-44	79%	(407)	15%	(76)	7%	(35)	518
Age: 45-54	65%	(243)	24%	(88)	11%	(41)	372
Age: 55-64	66%	(252)	25%	(97)	8%	(31)	380
Age: 65+	52%	(226)	34%	(151)	14%	(60)	436
Generation Z: 18-21	81%	(131)	11%	(17)	9%	(14)	162
Millennial: Age 22-37	79%	(478)	13%	(81)	7%	(44)	603
Generation X: Age 38-53	69%	(402)	21%	(123)	10%	(58)	583
Boomers: Age 54-72	62%	(433)	27%	(191)	11%	(77)	702
PID: Dem (no lean)	74%	(558)	19%	(144)	7%	(49)	750
PID: Ind (no lean)	65%	(531)	24%	(194)	12%	(98)	822
PID: Rep (no lean)	68%	(429)	22%	(136)	10%	(63)	628
PID/Gender: Dem Men	70%	(235)	21%	(72)	9%	(30)	336
PID/Gender: Dem Women	78%	(323)	17%	(72)	5%	(19)	414
PID/Gender: Ind Men	61%	(230)	28%	(108)	11%	(42)	380
PID/Gender: Ind Women	68%	(300)	19%	(86)	13%	(56)	442
PID/Gender: Rep Men	62%	(213)	28%	(95)	11%	(37)	346
PID/Gender: Rep Women	76%	(216)	14%	(40)	9%	(26)	283
Ideo: Liberal (1-3)	70%	(474)	22%	(151)	7%	(50)	675
Ideo: Moderate (4)	72%	(354)	20%	(99)	7%	(35)	488
Ideo: Conservative (5-7)	65%	(467)	24%	(171)	11%	(75)	714
Educ: < College	69%	(1040)	20%	(308)	11%	(165)	1513
Educ: Bachelors degree	72%	(322)	21%	(95)	6%	(28)	444
Educ: Post-grad	64%	(157)	29%	(70)	7%	(18)	244

Continued on next page

Table BR3_8: *How do theme parks make you feel?*

Like a kid

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	69%	(1518)	21%	(473)	10%	(210)	2201
Income: Under 50k	68%	(882)	21%	(276)	11%	(138)	1296
Income: 50k-100k	74%	(471)	19%	(123)	7%	(46)	640
Income: 100k+	63%	(166)	28%	(74)	9%	(25)	266
Ethnicity: White	67%	(1160)	23%	(394)	10%	(169)	1723
Ethnicity: Hispanic	73%	(255)	19%	(65)	8%	(29)	350
Ethnicity: Afr. Am.	74%	(204)	17%	(48)	8%	(23)	274
Ethnicity: Other	76%	(154)	15%	(31)	9%	(18)	204
Relig: Protestant	69%	(350)	22%	(109)	10%	(49)	508
Relig: Roman Catholic	69%	(307)	22%	(99)	9%	(38)	443
Relig: Ath./Agn./None	67%	(411)	21%	(128)	11%	(70)	608
Relig: Something Else	69%	(254)	23%	(87)	8%	(29)	369
Relig: Jewish	52%	(28)	40%	(22)	9%	(5)	55
Relig: Evangelical	73%	(422)	19%	(110)	8%	(49)	581
Relig: Non-Evang. Catholics	67%	(431)	23%	(147)	10%	(62)	640
Relig: All Christian	70%	(852)	21%	(258)	9%	(111)	1221
Relig: All Non-Christian	68%	(665)	22%	(215)	10%	(98)	978
Community: Urban	71%	(425)	20%	(119)	9%	(56)	599
Community: Suburban	70%	(674)	21%	(205)	9%	(85)	965
Community: Rural	66%	(419)	23%	(149)	11%	(69)	637
Employ: Private Sector	76%	(484)	18%	(112)	7%	(44)	640
Employ: Government	70%	(98)	23%	(32)	7%	(10)	140
Employ: Self-Employed	68%	(110)	28%	(45)	3%	(5)	160
Employ: Homemaker	78%	(135)	13%	(23)	9%	(16)	174
Employ: Student	78%	(104)	12%	(16)	10%	(14)	133
Employ: Retired	55%	(275)	33%	(163)	12%	(59)	498
Employ: Unemployed	67%	(153)	17%	(39)	17%	(38)	230
Employ: Other	71%	(159)	19%	(42)	11%	(24)	225
Military HH: Yes	68%	(241)	23%	(81)	9%	(33)	354
Military HH: No	69%	(1277)	21%	(392)	10%	(177)	1847

Table BR3_8: *How do theme parks make you feel?*

Like a kid

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	69%	(1518)	21%	(473)	10%	(210)	2201
RD/WT: Right Direction	66%	(587)	22%	(198)	11%	(101)	886
RD/WT: Wrong Track	71%	(931)	21%	(275)	8%	(109)	1315
Trump Job Approve	66%	(618)	23%	(218)	11%	(99)	936
Trump Job Disapprove	72%	(792)	21%	(232)	7%	(78)	1102
Trump Job Strongly Approve	60%	(287)	27%	(129)	13%	(60)	475
Trump Job Somewhat Approve	72%	(331)	19%	(90)	9%	(40)	461
Trump Job Somewhat Disapprove	73%	(256)	18%	(64)	8%	(28)	348
Trump Job Strongly Disapprove	71%	(537)	22%	(168)	7%	(49)	754
#1 Issue: Economy	72%	(460)	21%	(133)	7%	(44)	637
#1 Issue: Security	67%	(243)	23%	(85)	9%	(33)	361
#1 Issue: Health Care	67%	(245)	21%	(77)	12%	(43)	365
#1 Issue: Medicare / Social Security	61%	(190)	27%	(85)	12%	(37)	311
#1 Issue: Women's Issues	88%	(98)	3%	(4)	8%	(9)	111
#1 Issue: Education	78%	(147)	16%	(30)	6%	(11)	188
#1 Issue: Energy	61%	(54)	32%	(28)	8%	(7)	88
#1 Issue: Other	59%	(82)	23%	(32)	18%	(25)	139
2016 Vote: Democrat Hillary Clinton	72%	(498)	21%	(148)	6%	(44)	690
2016 Vote: Republican Donald Trump	65%	(442)	24%	(163)	11%	(77)	682
2016 Vote: Someone else	63%	(141)	29%	(64)	8%	(17)	222
Voted in 2014: Yes	66%	(904)	25%	(339)	9%	(126)	1368
Voted in 2014: No	74%	(615)	16%	(134)	10%	(84)	833
2012 Vote: Barack Obama	71%	(586)	21%	(176)	8%	(66)	829
2012 Vote: Mitt Romney	63%	(340)	26%	(139)	11%	(60)	538
2012 Vote: Other	47%	(47)	43%	(43)	10%	(10)	100
2012 Vote: Didn't Vote	74%	(542)	16%	(115)	10%	(72)	728
4-Region: Northeast	68%	(268)	22%	(86)	10%	(41)	394
4-Region: Midwest	68%	(314)	25%	(114)	7%	(35)	462
4-Region: South	70%	(577)	19%	(155)	11%	(92)	825
4-Region: West	69%	(360)	23%	(118)	8%	(43)	520

Table BR3_8: *How do theme parks make you feel?*

Like a kid

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	69%	(1518)	21%	(473)	10%	(210)	2201
Favorable of Trump	66%	(601)	24%	(217)	11%	(99)	917
Unfavorable of Trump	73%	(820)	20%	(231)	7%	(77)	1127
Very Favorable of Trump	62%	(320)	25%	(127)	13%	(67)	514
Somewhat Favorable of Trump	70%	(281)	22%	(91)	8%	(32)	403
Somewhat Unfavorable of Trump	72%	(194)	20%	(53)	8%	(21)	268
Very Unfavorable of Trump	73%	(625)	21%	(178)	7%	(56)	859

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

Table BR3_9: *How do theme parks make you feel?*

Anxious

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	36%	(787)	54%	(1181)	11%	(233)	2201
Gender: Male	34%	(361)	54%	(577)	12%	(124)	1062
Gender: Female	37%	(426)	53%	(604)	10%	(109)	1139
Age: 18-29	49%	(241)	44%	(220)	7%	(35)	495
Age: 30-44	44%	(228)	47%	(242)	9%	(48)	518
Age: 45-54	35%	(129)	53%	(197)	12%	(45)	372
Age: 55-64	27%	(101)	64%	(242)	10%	(37)	380
Age: 65+	20%	(88)	64%	(280)	16%	(68)	436
Generation Z: 18-21	55%	(89)	41%	(66)	5%	(8)	162
Millennial: Age 22-37	46%	(275)	46%	(278)	8%	(50)	603
Generation X: Age 38-53	39%	(225)	50%	(293)	11%	(65)	583
Boomers: Age 54-72	26%	(180)	62%	(432)	13%	(90)	702
PID: Dem (no lean)	34%	(259)	57%	(425)	9%	(66)	750
PID: Ind (no lean)	38%	(309)	50%	(413)	12%	(101)	822
PID: Rep (no lean)	35%	(219)	55%	(343)	10%	(66)	628
PID/Gender: Dem Men	30%	(101)	57%	(193)	13%	(43)	336
PID/Gender: Dem Women	38%	(158)	56%	(233)	6%	(24)	414
PID/Gender: Ind Men	37%	(140)	52%	(198)	11%	(42)	380
PID/Gender: Ind Women	38%	(169)	48%	(214)	13%	(59)	442
PID/Gender: Rep Men	35%	(120)	54%	(186)	12%	(40)	346
PID/Gender: Rep Women	35%	(99)	56%	(157)	9%	(26)	283
Ideo: Liberal (1-3)	37%	(251)	55%	(371)	8%	(53)	675
Ideo: Moderate (4)	35%	(173)	55%	(267)	10%	(49)	488
Ideo: Conservative (5-7)	33%	(234)	57%	(406)	10%	(74)	714
Educ: < College	37%	(565)	51%	(770)	12%	(178)	1513
Educ: Bachelors degree	32%	(141)	61%	(269)	8%	(34)	444
Educ: Post-grad	33%	(82)	58%	(142)	9%	(21)	244

Continued on next page

Table BR3_9: *How do theme parks make you feel?*

Anxious

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	36%	(787)	54%	(1181)	11%	(233)	2201
Income: Under 50k	38%	(494)	49%	(641)	12%	(161)	1296
Income: 50k-100k	34%	(219)	58%	(370)	8%	(50)	640
Income: 100k+	28%	(74)	64%	(170)	8%	(22)	266
Ethnicity: White	35%	(603)	54%	(936)	11%	(183)	1723
Ethnicity: Hispanic	39%	(138)	53%	(185)	8%	(26)	350
Ethnicity: Afr. Am.	36%	(100)	53%	(147)	10%	(28)	274
Ethnicity: Other	41%	(84)	48%	(98)	11%	(22)	204
Relig: Protestant	28%	(142)	61%	(310)	11%	(56)	508
Relig: Roman Catholic	33%	(147)	57%	(253)	10%	(43)	443
Relig: Ath./Agn./None	40%	(244)	48%	(292)	12%	(72)	608
Relig: Something Else	38%	(142)	52%	(193)	9%	(35)	369
Relig: Jewish	39%	(21)	50%	(27)	11%	(6)	55
Relig: Evangelical	36%	(209)	53%	(309)	11%	(63)	581
Relig: Non-Evang. Catholics	30%	(190)	60%	(386)	10%	(63)	640
Relig: All Christian	33%	(399)	57%	(695)	10%	(126)	1221
Relig: All Non-Christian	40%	(386)	50%	(485)	11%	(107)	978
Community: Urban	38%	(225)	51%	(306)	11%	(68)	599
Community: Suburban	34%	(326)	57%	(550)	9%	(89)	965
Community: Rural	37%	(236)	51%	(326)	12%	(75)	637
Employ: Private Sector	36%	(232)	56%	(357)	8%	(52)	640
Employ: Government	41%	(57)	51%	(72)	8%	(11)	140
Employ: Self-Employed	38%	(61)	53%	(85)	9%	(15)	160
Employ: Homemaker	47%	(82)	43%	(74)	10%	(18)	174
Employ: Student	52%	(69)	41%	(55)	7%	(9)	133
Employ: Retired	23%	(113)	64%	(319)	13%	(66)	498
Employ: Unemployed	38%	(87)	46%	(107)	16%	(37)	230
Employ: Other	39%	(88)	50%	(112)	11%	(25)	225
Military HH: Yes	32%	(113)	57%	(201)	11%	(40)	354
Military HH: No	37%	(674)	53%	(980)	10%	(193)	1847

Table BR3_9: *How do theme parks make you feel?*

Anxious

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	36%	(787)	54%	(1181)	11%	(233)	2201
RD/WT: Right Direction	34%	(303)	53%	(467)	13%	(116)	886
RD/WT: Wrong Track	37%	(484)	54%	(714)	9%	(117)	1315
Trump Job Approve	34%	(321)	54%	(504)	12%	(111)	936
Trump Job Disapprove	37%	(410)	55%	(601)	8%	(91)	1102
Trump Job Strongly Approve	32%	(153)	54%	(256)	14%	(66)	475
Trump Job Somewhat Approve	36%	(168)	54%	(247)	10%	(45)	461
Trump Job Somewhat Disapprove	37%	(128)	53%	(183)	11%	(37)	348
Trump Job Strongly Disapprove	37%	(282)	55%	(418)	7%	(54)	754
#1 Issue: Economy	38%	(242)	51%	(326)	11%	(69)	637
#1 Issue: Security	34%	(123)	59%	(212)	7%	(26)	361
#1 Issue: Health Care	35%	(129)	52%	(190)	13%	(46)	365
#1 Issue: Medicare / Social Security	29%	(89)	58%	(179)	14%	(43)	311
#1 Issue: Women's Issues	40%	(44)	52%	(57)	9%	(10)	111
#1 Issue: Education	44%	(83)	49%	(93)	7%	(12)	188
#1 Issue: Energy	33%	(29)	57%	(50)	10%	(9)	88
#1 Issue: Other	34%	(48)	53%	(74)	13%	(18)	139
2016 Vote: Democrat Hillary Clinton	34%	(232)	58%	(399)	9%	(59)	690
2016 Vote: Republican Donald Trump	32%	(215)	56%	(381)	13%	(85)	682
2016 Vote: Someone else	39%	(86)	56%	(124)	6%	(13)	222
Voted in 2014: Yes	31%	(424)	58%	(800)	11%	(144)	1368
Voted in 2014: No	44%	(363)	46%	(381)	11%	(89)	833
2012 Vote: Barack Obama	33%	(273)	58%	(480)	9%	(76)	829
2012 Vote: Mitt Romney	30%	(161)	58%	(313)	12%	(64)	538
2012 Vote: Other	35%	(36)	52%	(53)	12%	(12)	100
2012 Vote: Didn't Vote	43%	(317)	46%	(334)	11%	(78)	728
4-Region: Northeast	33%	(132)	55%	(216)	12%	(46)	394
4-Region: Midwest	37%	(173)	52%	(240)	11%	(49)	462
4-Region: South	36%	(298)	52%	(430)	12%	(96)	825
4-Region: West	35%	(184)	57%	(295)	8%	(41)	520

Table BR3_9: *How do theme parks make you feel?*

Anxious

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	36%	(787)	54%	(1181)	11%	(233)	2201
Favorable of Trump	35%	(317)	53%	(484)	13%	(116)	917
Unfavorable of Trump	37%	(420)	55%	(624)	7%	(83)	1127
Very Favorable of Trump	33%	(171)	52%	(269)	14%	(73)	514
Somewhat Favorable of Trump	36%	(146)	53%	(215)	11%	(43)	403
Somewhat Unfavorable of Trump	36%	(96)	55%	(148)	9%	(24)	268
Very Unfavorable of Trump	38%	(324)	55%	(476)	7%	(59)	859

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

Table BR3_10: *How do theme parks make you feel?*

Joyful

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	75%	(1645)	15%	(341)	10%	(216)	2201
Gender: Male	73%	(774)	17%	(183)	10%	(105)	1062
Gender: Female	76%	(870)	14%	(158)	10%	(111)	1139
Age: 18-29	83%	(409)	10%	(48)	8%	(38)	495
Age: 30-44	82%	(427)	10%	(50)	8%	(40)	518
Age: 45-54	71%	(265)	17%	(62)	12%	(44)	372
Age: 55-64	71%	(270)	19%	(73)	10%	(37)	380
Age: 65+	63%	(273)	25%	(107)	13%	(56)	436
Generation Z: 18-21	86%	(139)	8%	(13)	6%	(10)	162
Millennial: Age 22-37	84%	(505)	9%	(53)	7%	(45)	603
Generation X: Age 38-53	74%	(433)	15%	(89)	10%	(61)	583
Boomers: Age 54-72	68%	(475)	20%	(142)	12%	(86)	702
PID: Dem (no lean)	79%	(591)	14%	(108)	7%	(51)	750
PID: Ind (no lean)	72%	(590)	16%	(128)	13%	(105)	822
PID: Rep (no lean)	74%	(464)	17%	(105)	9%	(60)	628
PID/Gender: Dem Men	79%	(265)	13%	(44)	8%	(28)	336
PID/Gender: Dem Women	79%	(326)	16%	(65)	6%	(24)	414
PID/Gender: Ind Men	69%	(264)	19%	(72)	12%	(45)	380
PID/Gender: Ind Women	74%	(326)	13%	(56)	14%	(60)	442
PID/Gender: Rep Men	71%	(246)	20%	(68)	9%	(32)	346
PID/Gender: Rep Women	77%	(218)	13%	(37)	10%	(27)	283
Ideo: Liberal (1-3)	75%	(508)	17%	(118)	7%	(49)	675
Ideo: Moderate (4)	77%	(375)	14%	(68)	9%	(45)	488
Ideo: Conservative (5-7)	73%	(518)	18%	(126)	10%	(70)	714
Educ: < College	74%	(1126)	14%	(217)	11%	(170)	1513
Educ: Bachelors degree	78%	(347)	15%	(69)	6%	(28)	444
Educ: Post-grad	70%	(171)	23%	(55)	7%	(17)	244

Continued on next page

Table BR3_10: *How do theme parks make you feel?*

Joyful

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	75%	(1645)	15%	(341)	10%	(216)	2201
Income: Under 50k	73%	(940)	16%	(210)	11%	(146)	1296
Income: 50k-100k	80%	(511)	13%	(81)	7%	(47)	640
Income: 100k+	73%	(194)	19%	(50)	8%	(22)	266
Ethnicity: White	73%	(1254)	17%	(289)	10%	(180)	1723
Ethnicity: Hispanic	79%	(277)	13%	(46)	8%	(26)	350
Ethnicity: Afr. Am.	85%	(233)	8%	(22)	7%	(19)	274
Ethnicity: Other	77%	(157)	15%	(30)	8%	(16)	204
Relig: Protestant	74%	(377)	16%	(82)	10%	(50)	508
Relig: Roman Catholic	75%	(335)	16%	(70)	9%	(39)	443
Relig: Ath./Agn./None	72%	(435)	16%	(100)	12%	(73)	608
Relig: Something Else	76%	(279)	16%	(59)	8%	(31)	369
Relig: Jewish	61%	(34)	29%	(16)	10%	(5)	55
Relig: Evangelical	79%	(457)	13%	(75)	8%	(48)	581
Relig: Non-Evang. Catholics	73%	(470)	17%	(106)	10%	(63)	640
Relig: All Christian	76%	(928)	15%	(181)	9%	(112)	1221
Relig: All Non-Christian	73%	(715)	16%	(159)	11%	(104)	978
Community: Urban	76%	(456)	14%	(81)	10%	(62)	599
Community: Suburban	75%	(719)	17%	(165)	8%	(80)	965
Community: Rural	74%	(469)	15%	(95)	11%	(73)	637
Employ: Private Sector	79%	(506)	14%	(88)	7%	(46)	640
Employ: Government	75%	(105)	16%	(23)	8%	(12)	140
Employ: Self-Employed	76%	(122)	17%	(27)	7%	(11)	160
Employ: Homemaker	77%	(135)	11%	(19)	12%	(21)	174
Employ: Student	84%	(113)	8%	(11)	8%	(10)	133
Employ: Retired	65%	(325)	23%	(117)	11%	(56)	498
Employ: Unemployed	69%	(160)	14%	(32)	17%	(38)	230
Employ: Other	79%	(179)	11%	(25)	10%	(22)	225
Military HH: Yes	73%	(260)	18%	(62)	9%	(32)	354
Military HH: No	75%	(1384)	15%	(279)	10%	(184)	1847

Table BR3_10: *How do theme parks make you feel?*

Joyful

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	75%	(1645)	15%	(341)	10%	(216)	2201
RD/WT: Right Direction	74%	(652)	16%	(140)	11%	(95)	886
RD/WT: Wrong Track	76%	(993)	15%	(201)	9%	(121)	1315
Trump Job Approve	74%	(690)	15%	(145)	11%	(101)	936
Trump Job Disapprove	76%	(833)	17%	(183)	8%	(87)	1102
Trump Job Strongly Approve	69%	(327)	18%	(87)	13%	(60)	475
Trump Job Somewhat Approve	79%	(363)	12%	(57)	9%	(41)	461
Trump Job Somewhat Disapprove	75%	(261)	16%	(54)	10%	(33)	348
Trump Job Strongly Disapprove	76%	(572)	17%	(129)	7%	(54)	754
#1 Issue: Economy	76%	(485)	16%	(103)	8%	(48)	637
#1 Issue: Security	77%	(277)	14%	(52)	9%	(31)	361
#1 Issue: Health Care	71%	(261)	16%	(57)	13%	(47)	365
#1 Issue: Medicare / Social Security	69%	(213)	21%	(65)	10%	(33)	311
#1 Issue: Women's Issues	84%	(93)	7%	(7)	10%	(11)	111
#1 Issue: Education	84%	(159)	9%	(17)	7%	(13)	188
#1 Issue: Energy	69%	(61)	21%	(18)	11%	(9)	88
#1 Issue: Other	68%	(95)	15%	(21)	17%	(23)	139
2016 Vote: Democrat Hillary Clinton	77%	(531)	16%	(110)	7%	(48)	690
2016 Vote: Republican Donald Trump	72%	(488)	17%	(114)	12%	(80)	682
2016 Vote: Someone else	71%	(157)	22%	(49)	7%	(16)	222
Voted in 2014: Yes	73%	(996)	18%	(240)	10%	(132)	1368
Voted in 2014: No	78%	(649)	12%	(101)	10%	(83)	833
2012 Vote: Barack Obama	76%	(628)	16%	(130)	9%	(71)	829
2012 Vote: Mitt Romney	70%	(377)	19%	(102)	11%	(60)	538
2012 Vote: Other	56%	(56)	31%	(31)	13%	(13)	100
2012 Vote: Didn't Vote	80%	(581)	11%	(78)	10%	(70)	728
4-Region: Northeast	72%	(285)	17%	(65)	11%	(43)	394
4-Region: Midwest	74%	(341)	16%	(74)	10%	(47)	462
4-Region: South	77%	(634)	12%	(101)	11%	(90)	825
4-Region: West	74%	(385)	19%	(100)	7%	(35)	520

Table BR3_10: *How do theme parks make you feel?*

Joyful

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	75%	(1645)	15%	(341)	10%	(216)	2201
Favorable of Trump	73%	(670)	16%	(149)	11%	(98)	917
Unfavorable of Trump	77%	(869)	15%	(174)	7%	(84)	1127
Very Favorable of Trump	70%	(359)	17%	(88)	13%	(66)	514
Somewhat Favorable of Trump	77%	(311)	15%	(61)	8%	(31)	403
Somewhat Unfavorable of Trump	78%	(209)	15%	(40)	7%	(19)	268
Very Unfavorable of Trump	77%	(660)	16%	(135)	8%	(65)	859

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

Table BR3_11: *How do theme parks make you feel?*

Irritated

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(478)	66%	(1459)	12%	(263)	2201
Gender: Male	20%	(209)	68%	(720)	13%	(133)	1062
Gender: Female	24%	(269)	65%	(739)	11%	(131)	1139
Age: 18-29	23%	(115)	65%	(323)	11%	(57)	495
Age: 30-44	28%	(145)	62%	(322)	10%	(51)	518
Age: 45-54	20%	(74)	67%	(249)	13%	(49)	372
Age: 55-64	21%	(80)	67%	(255)	12%	(44)	380
Age: 65+	15%	(63)	71%	(310)	14%	(63)	436
Generation Z: 18-21	17%	(28)	69%	(113)	14%	(22)	162
Millennial: Age 22-37	28%	(170)	63%	(377)	9%	(56)	603
Generation X: Age 38-53	22%	(131)	65%	(381)	12%	(71)	583
Boomers: Age 54-72	19%	(134)	67%	(470)	14%	(98)	702
PID: Dem (no lean)	19%	(143)	72%	(539)	9%	(69)	750
PID: Ind (no lean)	26%	(211)	60%	(490)	15%	(122)	822
PID: Rep (no lean)	20%	(125)	69%	(431)	12%	(73)	628
PID/Gender: Dem Men	16%	(53)	73%	(245)	11%	(38)	336
PID/Gender: Dem Women	22%	(90)	71%	(294)	7%	(31)	414
PID/Gender: Ind Men	24%	(91)	62%	(236)	14%	(53)	380
PID/Gender: Ind Women	27%	(120)	57%	(254)	16%	(69)	442
PID/Gender: Rep Men	19%	(65)	69%	(239)	12%	(42)	346
PID/Gender: Rep Women	21%	(59)	68%	(192)	11%	(31)	283
Ideo: Liberal (1-3)	24%	(165)	66%	(445)	10%	(65)	675
Ideo: Moderate (4)	21%	(102)	68%	(331)	11%	(56)	488
Ideo: Conservative (5-7)	20%	(140)	69%	(493)	11%	(80)	714
Educ: < College	19%	(289)	67%	(1010)	14%	(214)	1513
Educ: Bachelors degree	26%	(116)	66%	(295)	7%	(33)	444
Educ: Post-grad	30%	(73)	63%	(154)	7%	(17)	244

Table BR3_11: *How do theme parks make you feel?*

Irritated

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(478)	66%	(1459)	12%	(263)	2201
Income: Under 50k	19%	(249)	67%	(865)	14%	(182)	1296
Income: 50k-100k	24%	(153)	67%	(426)	9%	(61)	640
Income: 100k+	29%	(76)	63%	(168)	8%	(21)	266
Ethnicity: White	24%	(406)	64%	(1109)	12%	(208)	1723
Ethnicity: Hispanic	20%	(70)	70%	(246)	9%	(33)	350
Ethnicity: Afr. Am.	14%	(39)	75%	(205)	11%	(31)	274
Ethnicity: Other	16%	(33)	71%	(146)	12%	(25)	204
Relig: Protestant	21%	(104)	69%	(349)	11%	(55)	508
Relig: Roman Catholic	18%	(79)	69%	(304)	13%	(60)	443
Relig: Ath./Agn./None	24%	(148)	61%	(374)	14%	(87)	608
Relig: Something Else	27%	(98)	64%	(238)	9%	(34)	369
Relig: Jewish	34%	(18)	56%	(31)	10%	(6)	55
Relig: Evangelical	19%	(113)	70%	(406)	11%	(62)	581
Relig: Non-Evang. Catholics	19%	(119)	69%	(440)	13%	(81)	640
Relig: All Christian	19%	(232)	69%	(845)	12%	(143)	1221
Relig: All Non-Christian	25%	(246)	62%	(611)	12%	(121)	978
Community: Urban	19%	(116)	69%	(416)	11%	(67)	599
Community: Suburban	23%	(218)	66%	(638)	11%	(109)	965
Community: Rural	23%	(145)	63%	(405)	14%	(88)	637
Employ: Private Sector	22%	(139)	68%	(437)	10%	(64)	640
Employ: Government	35%	(49)	56%	(78)	9%	(12)	140
Employ: Self-Employed	23%	(37)	69%	(111)	8%	(12)	160
Employ: Homemaker	31%	(55)	59%	(102)	10%	(18)	174
Employ: Student	22%	(30)	62%	(83)	15%	(20)	133
Employ: Retired	16%	(82)	71%	(352)	13%	(64)	498
Employ: Unemployed	20%	(47)	61%	(140)	19%	(43)	230
Employ: Other	18%	(41)	69%	(155)	13%	(29)	225
Military HH: Yes	21%	(75)	67%	(238)	11%	(41)	354
Military HH: No	22%	(403)	66%	(1221)	12%	(223)	1847

Table BR3_11: *How do theme parks make you feel?*

Irritated

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(478)	66%	(1459)	12%	(263)	2201
RD/WT: Right Direction	19%	(168)	67%	(596)	14%	(121)	886
RD/WT: Wrong Track	24%	(310)	66%	(863)	11%	(142)	1315
Trump Job Approve	20%	(190)	67%	(628)	13%	(119)	936
Trump Job Disapprove	23%	(256)	67%	(738)	10%	(109)	1102
Trump Job Strongly Approve	18%	(88)	68%	(323)	14%	(65)	475
Trump Job Somewhat Approve	22%	(102)	66%	(305)	12%	(54)	461
Trump Job Somewhat Disapprove	24%	(85)	64%	(222)	12%	(41)	348
Trump Job Strongly Disapprove	23%	(171)	68%	(516)	9%	(67)	754
#1 Issue: Economy	23%	(145)	67%	(427)	10%	(65)	637
#1 Issue: Security	19%	(68)	72%	(260)	9%	(33)	361
#1 Issue: Health Care	24%	(87)	60%	(220)	16%	(58)	365
#1 Issue: Medicare / Social Security	20%	(63)	66%	(206)	13%	(42)	311
#1 Issue: Women's Issues	16%	(18)	69%	(76)	15%	(17)	111
#1 Issue: Education	24%	(45)	66%	(125)	10%	(19)	188
#1 Issue: Energy	27%	(24)	64%	(57)	8%	(7)	88
#1 Issue: Other	22%	(30)	63%	(88)	15%	(22)	139
2016 Vote: Democrat Hillary Clinton	20%	(139)	71%	(488)	9%	(62)	690
2016 Vote: Republican Donald Trump	20%	(134)	67%	(458)	13%	(90)	682
2016 Vote: Someone else	29%	(65)	63%	(140)	8%	(17)	222
Voted in 2014: Yes	21%	(282)	68%	(933)	11%	(153)	1368
Voted in 2014: No	24%	(197)	63%	(526)	13%	(110)	833
2012 Vote: Barack Obama	21%	(171)	69%	(575)	10%	(83)	829
2012 Vote: Mitt Romney	21%	(114)	65%	(352)	13%	(72)	538
2012 Vote: Other	29%	(29)	60%	(60)	11%	(11)	100
2012 Vote: Didn't Vote	22%	(164)	65%	(470)	13%	(95)	728
4-Region: Northeast	20%	(77)	67%	(263)	13%	(53)	394
4-Region: Midwest	24%	(109)	64%	(296)	12%	(57)	462
4-Region: South	21%	(171)	67%	(549)	13%	(105)	825
4-Region: West	23%	(121)	67%	(351)	9%	(48)	520

Table BR3_11: *How do theme parks make you feel?*

Irritated

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(478)	66%	(1459)	12%	(263)	2201
Favorable of Trump	21%	(190)	66%	(605)	13%	(123)	917
Unfavorable of Trump	23%	(256)	68%	(772)	9%	(99)	1127
Very Favorable of Trump	17%	(89)	68%	(349)	15%	(75)	514
Somewhat Favorable of Trump	25%	(101)	63%	(255)	12%	(47)	403
Somewhat Unfavorable of Trump	19%	(52)	72%	(193)	9%	(24)	268
Very Unfavorable of Trump	24%	(204)	67%	(579)	9%	(76)	859

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

Table BR4: *Do you have summer travel plans?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	39%	(868)	52%	(1153)	8%	(180)	2201
Gender: Male	41%	(439)	51%	(540)	8%	(84)	1062
Gender: Female	38%	(429)	54%	(614)	8%	(96)	1139
Age: 18-29	41%	(205)	45%	(225)	13%	(65)	495
Age: 30-44	44%	(229)	49%	(253)	7%	(36)	518
Age: 45-54	38%	(143)	55%	(205)	6%	(24)	372
Age: 55-64	38%	(144)	57%	(216)	5%	(20)	380
Age: 65+	34%	(147)	58%	(254)	8%	(35)	436
Generation Z: 18-21	48%	(78)	38%	(62)	14%	(23)	162
Millennial: Age 22-37	42%	(256)	47%	(285)	10%	(62)	603
Generation X: Age 38-53	39%	(225)	55%	(319)	7%	(39)	583
Boomers: Age 54-72	37%	(260)	56%	(396)	7%	(46)	702
PID: Dem (no lean)	40%	(302)	52%	(391)	8%	(57)	750
PID: Ind (no lean)	36%	(296)	55%	(449)	9%	(77)	822
PID: Rep (no lean)	43%	(270)	50%	(313)	7%	(45)	628
PID/Gender: Dem Men	42%	(141)	48%	(163)	10%	(33)	336
PID/Gender: Dem Women	39%	(161)	55%	(229)	6%	(25)	414
PID/Gender: Ind Men	38%	(144)	55%	(209)	7%	(27)	380
PID/Gender: Ind Women	34%	(152)	54%	(239)	11%	(50)	442
PID/Gender: Rep Men	44%	(154)	49%	(168)	7%	(24)	346
PID/Gender: Rep Women	41%	(116)	52%	(146)	7%	(21)	283
Ideo: Liberal (1-3)	41%	(273)	51%	(345)	8%	(57)	675
Ideo: Moderate (4)	43%	(209)	50%	(244)	7%	(36)	488
Ideo: Conservative (5-7)	43%	(308)	51%	(361)	6%	(45)	714
Educ: < College	34%	(521)	56%	(840)	10%	(152)	1513
Educ: Bachelors degree	48%	(214)	48%	(211)	4%	(19)	444
Educ: Post-grad	55%	(133)	42%	(102)	4%	(9)	244
Income: Under 50k	30%	(385)	60%	(779)	10%	(131)	1296
Income: 50k-100k	49%	(311)	46%	(293)	5%	(35)	640
Income: 100k+	64%	(171)	31%	(81)	5%	(13)	266

Continued on next page

Table BR4: *Do you have summer travel plans?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	39%	(868)	52%	(1153)	8%	(180)	2201
Ethnicity: White	39%	(670)	54%	(924)	7%	(128)	1723
Ethnicity: Hispanic	43%	(149)	47%	(165)	10%	(36)	350
Ethnicity: Afr. Am.	39%	(108)	52%	(142)	9%	(24)	274
Ethnicity: Other	44%	(90)	43%	(87)	13%	(27)	204
Relig: Protestant	41%	(210)	53%	(268)	6%	(30)	508
Relig: Roman Catholic	45%	(201)	48%	(215)	6%	(27)	443
Relig: Ath./Agn./None	35%	(212)	54%	(330)	11%	(66)	608
Relig: Something Else	39%	(145)	53%	(194)	8%	(30)	369
Relig: Jewish	34%	(19)	55%	(30)	10%	(6)	55
Relig: Evangelical	40%	(232)	52%	(299)	9%	(50)	581
Relig: Non-Evang. Catholics	44%	(279)	51%	(327)	5%	(34)	640
Relig: All Christian	42%	(510)	51%	(627)	7%	(84)	1221
Relig: All Non-Christian	37%	(358)	54%	(524)	10%	(96)	978
Community: Urban	38%	(227)	51%	(308)	11%	(64)	599
Community: Suburban	43%	(416)	49%	(475)	8%	(74)	965
Community: Rural	35%	(225)	58%	(370)	7%	(42)	637
Employ: Private Sector	46%	(294)	49%	(312)	5%	(34)	640
Employ: Government	63%	(88)	33%	(47)	4%	(5)	140
Employ: Self-Employed	40%	(64)	50%	(80)	10%	(16)	160
Employ: Homemaker	31%	(54)	58%	(101)	11%	(20)	174
Employ: Student	49%	(66)	34%	(46)	16%	(22)	133
Employ: Retired	35%	(175)	57%	(286)	7%	(37)	498
Employ: Unemployed	20%	(46)	70%	(161)	10%	(23)	230
Employ: Other	37%	(82)	54%	(121)	10%	(22)	225
Military HH: Yes	45%	(158)	48%	(169)	8%	(28)	354
Military HH: No	38%	(710)	53%	(985)	8%	(152)	1847
RD/WT: Right Direction	40%	(358)	52%	(459)	8%	(69)	886
RD/WT: Wrong Track	39%	(510)	53%	(695)	8%	(110)	1315
Trump Job Approve	41%	(384)	51%	(475)	8%	(76)	936
Trump Job Disapprove	40%	(442)	52%	(577)	8%	(83)	1102

Table BR4: *Do you have summer travel plans?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	39%	(868)	52%	(1153)	8%	(180)	2201
Trump Job Strongly Approve	42%	(199)	50%	(238)	8%	(38)	475
Trump Job Somewhat Approve	40%	(185)	52%	(238)	8%	(38)	461
Trump Job Somewhat Disapprove	40%	(140)	53%	(185)	7%	(23)	348
Trump Job Strongly Disapprove	40%	(303)	52%	(392)	8%	(60)	754
#1 Issue: Economy	41%	(264)	51%	(322)	8%	(50)	637
#1 Issue: Security	41%	(149)	52%	(186)	7%	(25)	361
#1 Issue: Health Care	36%	(130)	54%	(198)	10%	(37)	365
#1 Issue: Medicare / Social Security	34%	(105)	60%	(186)	6%	(20)	311
#1 Issue: Women's Issues	48%	(54)	46%	(51)	6%	(6)	111
#1 Issue: Education	47%	(89)	44%	(82)	9%	(17)	188
#1 Issue: Energy	39%	(35)	52%	(46)	8%	(7)	88
#1 Issue: Other	30%	(42)	58%	(80)	12%	(17)	139
2016 Vote: Democrat Hillary Clinton	40%	(276)	53%	(365)	7%	(48)	690
2016 Vote: Republican Donald Trump	44%	(303)	50%	(340)	6%	(39)	682
2016 Vote: Someone else	49%	(109)	46%	(101)	5%	(12)	222
Voted in 2014: Yes	43%	(582)	51%	(699)	6%	(88)	1368
Voted in 2014: No	34%	(286)	55%	(455)	11%	(92)	833
2012 Vote: Barack Obama	40%	(331)	53%	(440)	7%	(57)	829
2012 Vote: Mitt Romney	45%	(245)	50%	(267)	5%	(26)	538
2012 Vote: Other	38%	(38)	56%	(56)	6%	(6)	100
2012 Vote: Didn't Vote	35%	(252)	53%	(387)	12%	(90)	728
4-Region: Northeast	45%	(179)	48%	(188)	7%	(26)	394
4-Region: Midwest	41%	(188)	51%	(237)	8%	(38)	462
4-Region: South	35%	(287)	56%	(462)	9%	(76)	825
4-Region: West	41%	(214)	51%	(266)	8%	(40)	520
Favorable of Trump	40%	(368)	52%	(477)	8%	(71)	917
Unfavorable of Trump	41%	(459)	52%	(592)	7%	(76)	1127
Very Favorable of Trump	42%	(214)	50%	(259)	8%	(41)	514
Somewhat Favorable of Trump	38%	(154)	54%	(219)	8%	(30)	403
Somewhat Unfavorable of Trump	44%	(117)	50%	(134)	6%	(17)	268
Very Unfavorable of Trump	40%	(342)	53%	(458)	7%	(60)	859

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

Table BR5: *Do your summer travel plans include going to a theme park?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	34%	(298)	60%	(524)	5%	(46)	868
Gender: Male	35%	(152)	59%	(261)	6%	(25)	439
Gender: Female	34%	(146)	61%	(263)	5%	(20)	429
Age: 18-29	44%	(90)	47%	(97)	9%	(18)	205
Age: 30-44	46%	(106)	49%	(112)	5%	(11)	229
Age: 45-54	28%	(40)	69%	(98)	3%	(5)	143
Age: 55-64	32%	(46)	64%	(93)	4%	(5)	144
Age: 65+	11%	(16)	85%	(124)	4%	(6)	147
Generation Z: 18-21	47%	(37)	42%	(32)	11%	(8)	78
Millennial: Age 22-37	48%	(122)	47%	(120)	5%	(14)	256
Generation X: Age 38-53	32%	(71)	64%	(144)	4%	(10)	225
Boomers: Age 54-72	26%	(67)	69%	(180)	5%	(14)	260
PID: Dem (no lean)	38%	(115)	57%	(174)	5%	(14)	302
PID: Ind (no lean)	35%	(102)	60%	(177)	6%	(17)	296
PID: Rep (no lean)	30%	(81)	64%	(174)	5%	(14)	270
PID/Gender: Dem Men	39%	(55)	54%	(77)	7%	(9)	141
PID/Gender: Dem Women	37%	(59)	60%	(97)	3%	(5)	161
PID/Gender: Ind Men	36%	(52)	60%	(87)	4%	(5)	144
PID/Gender: Ind Women	33%	(50)	59%	(90)	8%	(12)	152
PID/Gender: Rep Men	29%	(45)	63%	(97)	7%	(11)	154
PID/Gender: Rep Women	31%	(36)	66%	(76)	3%	(3)	116
Ideo: Liberal (1-3)	41%	(113)	54%	(148)	5%	(12)	273
Ideo: Moderate (4)	37%	(78)	57%	(120)	6%	(12)	209
Ideo: Conservative (5-7)	26%	(79)	71%	(217)	4%	(11)	308
Educ: < College	37%	(194)	57%	(298)	6%	(29)	521
Educ: Bachelors degree	31%	(66)	64%	(136)	5%	(12)	214
Educ: Post-grad	29%	(38)	68%	(90)	3%	(5)	133
Income: Under 50k	37%	(142)	57%	(220)	6%	(23)	385
Income: 50k-100k	33%	(102)	60%	(188)	7%	(21)	311
Income: 100k+	31%	(54)	68%	(115)	1%	(2)	171

Table BR5: *Do your summer travel plans include going to a theme park?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	34%	(298)	60%	(524)	5%	(46)	868
Ethnicity: White	32%	(212)	63%	(424)	5%	(34)	670
Ethnicity: Hispanic	58%	(86)	38%	(56)	4%	(7)	149
Ethnicity: Afr. Am.	34%	(36)	58%	(63)	8%	(9)	108
Ethnicity: Other	55%	(50)	42%	(38)	3%	(3)	90
Relig: Protestant	24%	(51)	71%	(149)	5%	(10)	210
Relig: Roman Catholic	43%	(86)	55%	(111)	2%	(4)	201
Relig: Ath./Agn./None	35%	(74)	57%	(122)	8%	(17)	212
Relig: Something Else	34%	(49)	60%	(88)	6%	(8)	145
Relig: Evangelical	35%	(81)	59%	(136)	6%	(14)	232
Relig: Non-Evang. Catholics	34%	(94)	64%	(178)	2%	(6)	279
Relig: All Christian	34%	(176)	62%	(314)	4%	(20)	510
Relig: All Non-Christian	34%	(123)	59%	(210)	7%	(25)	358
Community: Urban	40%	(92)	53%	(121)	6%	(14)	227
Community: Suburban	31%	(130)	65%	(270)	4%	(15)	416
Community: Rural	34%	(77)	59%	(132)	7%	(16)	225
Employ: Private Sector	40%	(116)	57%	(168)	3%	(10)	294
Employ: Government	31%	(27)	64%	(57)	5%	(4)	88
Employ: Self-Employed	45%	(29)	48%	(31)	6%	(4)	64
Employ: Homemaker	35%	(19)	54%	(29)	11%	(6)	54
Employ: Student	47%	(31)	46%	(30)	8%	(5)	66
Employ: Retired	16%	(28)	81%	(142)	3%	(5)	175
Employ: Other	37%	(31)	51%	(42)	12%	(10)	82
Military HH: Yes	33%	(53)	63%	(99)	4%	(6)	158
Military HH: No	35%	(246)	60%	(425)	5%	(39)	710
RD/WT: Right Direction	35%	(124)	61%	(219)	4%	(15)	358
RD/WT: Wrong Track	34%	(174)	60%	(305)	6%	(31)	510
Trump Job Approve	34%	(132)	60%	(232)	5%	(20)	384
Trump Job Disapprove	35%	(154)	61%	(268)	5%	(21)	442

Table BR5: *Do your summer travel plans include going to a theme park?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	34%	(298)	60%	(524)	5%	(46)	868
Trump Job Strongly Approve	31%	(62)	63%	(126)	6%	(11)	199
Trump Job Somewhat Approve	38%	(71)	57%	(106)	4%	(8)	185
Trump Job Somewhat Disapprove	36%	(50)	60%	(84)	4%	(6)	140
Trump Job Strongly Disapprove	34%	(104)	61%	(184)	5%	(15)	303
#1 Issue: Economy	37%	(97)	58%	(152)	6%	(15)	264
#1 Issue: Security	39%	(59)	59%	(88)	2%	(3)	149
#1 Issue: Health Care	33%	(43)	56%	(73)	11%	(15)	130
#1 Issue: Medicare / Social Security	20%	(21)	75%	(79)	5%	(6)	105
#1 Issue: Women's Issues	50%	(27)	50%	(27)	—	(0)	54
#1 Issue: Education	35%	(31)	59%	(53)	5%	(5)	89
2016 Vote: Democrat Hillary Clinton	35%	(98)	59%	(164)	5%	(14)	276
2016 Vote: Republican Donald Trump	33%	(99)	64%	(195)	3%	(8)	303
2016 Vote: Someone else	28%	(30)	68%	(75)	4%	(4)	109
Voted in 2014: Yes	33%	(192)	64%	(371)	3%	(19)	582
Voted in 2014: No	37%	(107)	53%	(153)	9%	(26)	286
2012 Vote: Barack Obama	38%	(124)	58%	(191)	5%	(16)	331
2012 Vote: Mitt Romney	24%	(60)	73%	(178)	3%	(7)	245
2012 Vote: Didn't Vote	39%	(99)	52%	(131)	8%	(21)	252
4-Region: Northeast	34%	(61)	60%	(108)	5%	(9)	179
4-Region: Midwest	29%	(54)	65%	(123)	6%	(11)	188
4-Region: South	38%	(108)	58%	(166)	5%	(14)	287
4-Region: West	35%	(75)	60%	(127)	5%	(11)	214
Favorable of Trump	33%	(121)	62%	(228)	5%	(19)	368
Unfavorable of Trump	34%	(156)	61%	(281)	5%	(23)	459
Very Favorable of Trump	31%	(67)	65%	(138)	4%	(8)	214
Somewhat Favorable of Trump	35%	(54)	58%	(90)	7%	(11)	154
Somewhat Unfavorable of Trump	33%	(39)	65%	(77)	1%	(2)	117
Very Unfavorable of Trump	34%	(117)	60%	(204)	6%	(21)	342

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

Table BR6: *In the next 12 months, how interested are you in going to a theme park?*

Demographic	Very interested		Somewhat interested		Not very interested		Not at all interested		Don't know / No Opinion		Total N
Adults	31%	(693)	27%	(600)	16%	(362)	20%	(436)	5%	(110)	2201
Gender: Male	29%	(308)	29%	(303)	18%	(192)	21%	(222)	3%	(37)	1062
Gender: Female	34%	(385)	26%	(297)	15%	(169)	19%	(214)	6%	(73)	1139
Age: 18-29	51%	(252)	27%	(133)	10%	(50)	7%	(34)	5%	(27)	495
Age: 30-44	42%	(217)	32%	(164)	12%	(65)	10%	(54)	4%	(18)	518
Age: 45-54	27%	(102)	30%	(111)	16%	(61)	21%	(77)	6%	(22)	372
Age: 55-64	21%	(81)	25%	(97)	22%	(83)	25%	(96)	6%	(22)	380
Age: 65+	9%	(41)	22%	(95)	24%	(103)	40%	(176)	5%	(22)	436
Generation Z: 18-21	58%	(94)	22%	(37)	8%	(13)	4%	(7)	8%	(13)	162
Millennial: Age 22-37	47%	(283)	30%	(179)	11%	(69)	8%	(50)	4%	(22)	603
Generation X: Age 38-53	31%	(181)	32%	(186)	15%	(86)	17%	(101)	5%	(29)	583
Boomers: Age 54-72	19%	(132)	24%	(169)	22%	(156)	30%	(212)	5%	(33)	702
PID: Dem (no lean)	35%	(263)	29%	(215)	17%	(128)	16%	(121)	3%	(23)	750
PID: Ind (no lean)	31%	(255)	25%	(209)	17%	(139)	19%	(158)	7%	(61)	822
PID: Rep (no lean)	28%	(175)	28%	(177)	15%	(95)	25%	(156)	4%	(26)	628
PID/Gender: Dem Men	35%	(117)	29%	(97)	19%	(65)	15%	(51)	2%	(7)	336
PID/Gender: Dem Women	35%	(146)	28%	(118)	15%	(63)	17%	(71)	4%	(17)	414
PID/Gender: Ind Men	28%	(107)	27%	(102)	19%	(72)	21%	(80)	5%	(19)	380
PID/Gender: Ind Women	33%	(148)	24%	(106)	15%	(67)	18%	(78)	9%	(42)	442
PID/Gender: Rep Men	24%	(84)	30%	(104)	16%	(56)	26%	(91)	3%	(11)	346
PID/Gender: Rep Women	32%	(91)	26%	(73)	14%	(39)	23%	(65)	5%	(15)	283
Ideo: Liberal (1-3)	35%	(235)	28%	(189)	18%	(120)	16%	(106)	4%	(25)	675
Ideo: Moderate (4)	30%	(147)	28%	(139)	17%	(81)	20%	(97)	5%	(25)	488
Ideo: Conservative (5-7)	26%	(186)	27%	(192)	17%	(125)	26%	(186)	3%	(25)	714
Educ: < College	33%	(496)	27%	(404)	15%	(221)	20%	(298)	6%	(94)	1513
Educ: Bachelors degree	31%	(136)	29%	(130)	19%	(85)	19%	(86)	2%	(8)	444
Educ: Post-grad	25%	(61)	27%	(66)	23%	(56)	21%	(52)	3%	(8)	244
Income: Under 50k	33%	(426)	26%	(343)	15%	(195)	19%	(252)	6%	(80)	1296
Income: 50k-100k	29%	(185)	30%	(193)	18%	(116)	20%	(126)	3%	(20)	640
Income: 100k+	31%	(82)	24%	(65)	19%	(50)	22%	(58)	4%	(10)	266

Table BR6: *In the next 12 months, how interested are you in going to a theme park?*

Demographic	Very interested		Somewhat interested		Not very interested		Not at all interested		Don't know / No Opinion		Total N
Adults	31%	(693)	27%	(600)	16%	(362)	20%	(436)	5%	(110)	2201
Ethnicity: White	27%	(470)	28%	(478)	17%	(294)	23%	(396)	5%	(83)	1723
Ethnicity: Hispanic	47%	(166)	23%	(79)	13%	(44)	13%	(46)	4%	(15)	350
Ethnicity: Afr. Am.	46%	(127)	26%	(71)	14%	(39)	7%	(19)	7%	(18)	274
Ethnicity: Other	47%	(96)	25%	(51)	14%	(29)	10%	(20)	4%	(9)	204
Relig: Protestant	24%	(124)	30%	(151)	19%	(99)	23%	(117)	4%	(18)	508
Relig: Roman Catholic	31%	(137)	27%	(120)	17%	(76)	21%	(93)	4%	(18)	443
Relig: Ath./Agn./None	33%	(198)	27%	(162)	15%	(94)	19%	(114)	7%	(40)	608
Relig: Something Else	35%	(128)	24%	(89)	18%	(65)	18%	(67)	6%	(21)	369
Relig: Jewish	20%	(11)	12%	(7)	27%	(15)	38%	(21)	3%	(1)	55
Relig: Evangelical	35%	(205)	29%	(168)	15%	(86)	16%	(95)	5%	(27)	581
Relig: Non-Evang. Catholics	25%	(162)	28%	(179)	18%	(116)	25%	(159)	4%	(23)	640
Relig: All Christian	30%	(367)	28%	(347)	17%	(203)	21%	(254)	4%	(50)	1221
Relig: All Non-Christian	33%	(326)	26%	(252)	16%	(159)	19%	(181)	6%	(61)	978
Community: Urban	38%	(228)	27%	(160)	16%	(98)	15%	(91)	3%	(21)	599
Community: Suburban	30%	(287)	27%	(259)	17%	(166)	20%	(196)	6%	(57)	965
Community: Rural	28%	(178)	28%	(181)	15%	(98)	23%	(149)	5%	(33)	637
Employ: Private Sector	36%	(233)	28%	(180)	16%	(102)	16%	(101)	4%	(24)	640
Employ: Government	32%	(45)	33%	(46)	20%	(28)	13%	(18)	1%	(2)	140
Employ: Self-Employed	37%	(60)	24%	(39)	20%	(32)	16%	(26)	2%	(4)	160
Employ: Homemaker	38%	(65)	32%	(56)	9%	(16)	15%	(26)	6%	(11)	174
Employ: Student	50%	(67)	24%	(33)	12%	(16)	3%	(4)	10%	(13)	133
Employ: Retired	12%	(61)	26%	(127)	21%	(106)	36%	(181)	5%	(23)	498
Employ: Unemployed	37%	(84)	25%	(58)	14%	(32)	19%	(43)	6%	(13)	230
Employ: Other	34%	(77)	28%	(62)	13%	(29)	16%	(36)	9%	(21)	225
Military HH: Yes	31%	(108)	26%	(94)	17%	(62)	22%	(77)	4%	(13)	354
Military HH: No	32%	(585)	27%	(506)	16%	(300)	19%	(358)	5%	(97)	1847
RD/WT: Right Direction	28%	(252)	26%	(230)	17%	(152)	23%	(202)	6%	(50)	886
RD/WT: Wrong Track	34%	(441)	28%	(370)	16%	(210)	18%	(234)	5%	(60)	1315
Trump Job Approve	29%	(272)	27%	(253)	16%	(151)	23%	(216)	5%	(45)	936
Trump Job Disapprove	34%	(376)	28%	(303)	17%	(183)	18%	(197)	4%	(43)	1102

Table BR6: *In the next 12 months, how interested are you in going to a theme park?*

Demographic	Very interested		Somewhat interested		Not very interested		Not at all interested		Don't know / No Opinion		Total N
Adults	31%	(693)	27%	(600)	16%	(362)	20%	(436)	5%	(110)	2201
Trump Job Strongly Approve	29%	(136)	24%	(115)	14%	(66)	29%	(138)	4%	(20)	475
Trump Job Somewhat Approve	30%	(137)	30%	(138)	18%	(84)	17%	(77)	5%	(25)	461
Trump Job Somewhat Disapprove	30%	(106)	33%	(116)	16%	(57)	16%	(56)	4%	(13)	348
Trump Job Strongly Disapprove	36%	(271)	25%	(187)	17%	(126)	19%	(140)	4%	(30)	754
#1 Issue: Economy	32%	(201)	32%	(205)	16%	(100)	17%	(109)	4%	(22)	637
#1 Issue: Security	32%	(114)	23%	(83)	19%	(67)	22%	(79)	5%	(18)	361
#1 Issue: Health Care	32%	(116)	27%	(99)	15%	(55)	21%	(75)	5%	(20)	365
#1 Issue: Medicare / Social Security	15%	(47)	22%	(68)	24%	(76)	32%	(98)	7%	(22)	311
#1 Issue: Women's Issues	59%	(66)	23%	(25)	5%	(5)	9%	(10)	4%	(5)	111
#1 Issue: Education	45%	(86)	29%	(56)	12%	(22)	9%	(16)	5%	(9)	188
#1 Issue: Energy	30%	(27)	24%	(21)	18%	(16)	25%	(22)	2%	(2)	88
#1 Issue: Other	27%	(37)	31%	(43)	14%	(20)	19%	(27)	9%	(12)	139
2016 Vote: Democrat Hillary Clinton	35%	(239)	27%	(188)	17%	(120)	18%	(125)	3%	(18)	690
2016 Vote: Republican Donald Trump	27%	(183)	26%	(178)	17%	(118)	25%	(174)	4%	(29)	682
2016 Vote: Someone else	25%	(55)	32%	(71)	18%	(40)	21%	(46)	4%	(10)	222
Voted in 2014: Yes	28%	(389)	26%	(361)	18%	(251)	23%	(314)	4%	(53)	1368
Voted in 2014: No	37%	(304)	29%	(239)	13%	(111)	15%	(122)	7%	(57)	833
2012 Vote: Barack Obama	30%	(251)	30%	(249)	18%	(147)	19%	(154)	3%	(29)	829
2012 Vote: Mitt Romney	23%	(123)	26%	(139)	19%	(100)	28%	(153)	4%	(24)	538
2012 Vote: Other	25%	(25)	21%	(21)	23%	(23)	29%	(29)	1%	(1)	100
2012 Vote: Didn't Vote	40%	(290)	26%	(191)	13%	(92)	14%	(99)	8%	(56)	728
4-Region: Northeast	29%	(112)	26%	(101)	18%	(71)	23%	(92)	4%	(17)	394
4-Region: Midwest	27%	(125)	31%	(146)	16%	(73)	20%	(92)	6%	(27)	462
4-Region: South	34%	(278)	25%	(206)	17%	(137)	19%	(155)	6%	(48)	825
4-Region: West	34%	(178)	28%	(147)	15%	(80)	19%	(97)	4%	(18)	520
Favorable of Trump	29%	(264)	26%	(236)	17%	(154)	24%	(222)	5%	(41)	917
Unfavorable of Trump	34%	(380)	29%	(324)	17%	(190)	17%	(192)	4%	(41)	1127
Very Favorable of Trump	29%	(147)	25%	(126)	14%	(73)	28%	(145)	4%	(22)	514
Somewhat Favorable of Trump	29%	(117)	27%	(110)	20%	(81)	19%	(76)	5%	(19)	403
Somewhat Unfavorable of Trump	28%	(76)	38%	(103)	18%	(49)	11%	(31)	4%	(10)	268
Very Unfavorable of Trump	35%	(305)	26%	(222)	16%	(141)	19%	(161)	4%	(31)	859

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

Table BR7_1: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
Alone

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	7%	(86)	6%	(81)	21%	(267)	64%	(824)	3%	(35)	1293
Gender: Male	9%	(55)	9%	(53)	24%	(145)	55%	(338)	3%	(20)	611
Gender: Female	5%	(31)	4%	(28)	18%	(122)	71%	(486)	2%	(15)	682
Age: 18-29	8%	(30)	8%	(32)	18%	(68)	62%	(238)	4%	(17)	386
Age: 30-44	7%	(27)	7%	(26)	22%	(83)	63%	(240)	2%	(7)	381
Age: 45-54	6%	(12)	3%	(7)	24%	(51)	65%	(138)	2%	(5)	212
Age: 55-64	5%	(10)	7%	(13)	18%	(32)	66%	(117)	3%	(6)	178
Age: 65+	6%	(8)	2%	(3)	24%	(33)	67%	(91)	1%	(1)	136
Generation Z: 18-21	8%	(10)	9%	(12)	18%	(24)	60%	(78)	5%	(6)	130
Millennial: Age 22-37	8%	(35)	6%	(27)	19%	(88)	64%	(298)	3%	(14)	462
Generation X: Age 38-53	6%	(22)	7%	(26)	23%	(86)	62%	(227)	2%	(6)	367
Boomers: Age 54-72	6%	(18)	5%	(15)	22%	(67)	64%	(193)	2%	(7)	301
PID: Dem (no lean)	7%	(32)	5%	(23)	21%	(101)	64%	(306)	3%	(16)	478
PID: Ind (no lean)	8%	(35)	7%	(34)	18%	(84)	64%	(296)	3%	(15)	464
PID: Rep (no lean)	5%	(19)	7%	(24)	23%	(83)	63%	(222)	1%	(4)	352
PID/Gender: Dem Men	10%	(22)	5%	(11)	22%	(48)	58%	(123)	5%	(10)	214
PID/Gender: Dem Women	4%	(10)	5%	(12)	20%	(53)	69%	(183)	2%	(6)	264
PID/Gender: Ind Men	9%	(20)	11%	(22)	21%	(45)	55%	(115)	4%	(8)	209
PID/Gender: Ind Women	6%	(15)	5%	(12)	15%	(39)	71%	(181)	3%	(8)	254
PID/Gender: Rep Men	7%	(13)	10%	(20)	28%	(53)	53%	(99)	2%	(3)	188
PID/Gender: Rep Women	4%	(6)	3%	(4)	18%	(30)	75%	(123)	1%	(1)	164
Ideo: Liberal (1-3)	8%	(34)	7%	(30)	22%	(95)	61%	(257)	2%	(8)	424
Ideo: Moderate (4)	5%	(15)	5%	(14)	19%	(55)	67%	(191)	4%	(11)	286
Ideo: Conservative (5-7)	5%	(20)	6%	(23)	20%	(74)	67%	(255)	2%	(6)	378
Educ: < College	7%	(59)	7%	(61)	22%	(196)	62%	(557)	3%	(28)	900
Educ: Bachelors degree	6%	(15)	4%	(12)	18%	(48)	70%	(187)	1%	(3)	266
Educ: Post-grad	9%	(12)	6%	(8)	18%	(24)	63%	(80)	3%	(4)	128

Table BR7_1: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
Alone

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	7%	(86)	6%	(81)	21%	(267)	64%	(824)	3%	(35)	1293
Income: Under 50k	8%	(64)	7%	(56)	21%	(164)	60%	(458)	3%	(26)	769
Income: 50k-100k	3%	(13)	5%	(17)	22%	(83)	68%	(257)	2%	(8)	378
Income: 100k+	6%	(9)	5%	(7)	14%	(21)	74%	(109)	—	(1)	147
Ethnicity: White	6%	(54)	5%	(50)	19%	(183)	68%	(641)	2%	(21)	949
Ethnicity: Hispanic	6%	(15)	6%	(15)	22%	(53)	60%	(148)	5%	(13)	245
Ethnicity: Afr. Am.	11%	(22)	10%	(19)	26%	(52)	50%	(99)	3%	(6)	198
Ethnicity: Other	7%	(11)	8%	(11)	22%	(33)	57%	(84)	5%	(8)	147
Relig: Protestant	6%	(16)	4%	(11)	23%	(62)	66%	(181)	2%	(4)	275
Relig: Roman Catholic	5%	(13)	6%	(15)	19%	(49)	67%	(171)	3%	(8)	257
Relig: Ath./Agn./None	9%	(32)	6%	(23)	20%	(72)	62%	(222)	3%	(11)	360
Relig: Something Else	6%	(14)	8%	(17)	17%	(38)	64%	(138)	5%	(10)	217
Relig: Evangelical	6%	(24)	7%	(27)	23%	(87)	61%	(228)	2%	(7)	373
Relig: Non-Evang. Catholics	5%	(17)	4%	(14)	21%	(71)	68%	(234)	2%	(7)	342
Relig: All Christian	6%	(41)	6%	(41)	22%	(157)	65%	(462)	2%	(14)	714
Relig: All Non-Christian	8%	(46)	7%	(40)	19%	(110)	62%	(360)	4%	(21)	577
Community: Urban	7%	(26)	5%	(21)	26%	(101)	59%	(228)	3%	(13)	389
Community: Suburban	7%	(40)	6%	(32)	19%	(105)	65%	(356)	2%	(14)	546
Community: Rural	6%	(21)	8%	(28)	17%	(62)	67%	(240)	2%	(8)	358
Employ: Private Sector	6%	(24)	6%	(26)	19%	(80)	66%	(272)	3%	(11)	413
Employ: Government	4%	(4)	13%	(12)	17%	(16)	62%	(57)	3%	(3)	91
Employ: Self-Employed	19%	(18)	4%	(4)	31%	(31)	43%	(42)	3%	(3)	99
Employ: Homemaker	3%	(4)	5%	(6)	15%	(19)	76%	(92)	1%	(1)	121
Employ: Student	7%	(7)	6%	(6)	21%	(21)	62%	(62)	4%	(4)	100
Employ: Retired	5%	(10)	4%	(7)	21%	(39)	69%	(131)	—	(1)	188
Employ: Unemployed	8%	(11)	7%	(10)	23%	(33)	56%	(80)	5%	(8)	142
Employ: Other	6%	(8)	7%	(9)	21%	(30)	63%	(88)	3%	(4)	139
Military HH: Yes	9%	(19)	6%	(12)	19%	(38)	62%	(126)	3%	(7)	202
Military HH: No	6%	(67)	6%	(68)	21%	(230)	64%	(697)	3%	(28)	1091
RD/WT: Right Direction	7%	(32)	8%	(39)	22%	(105)	62%	(301)	1%	(6)	482
RD/WT: Wrong Track	7%	(54)	5%	(42)	20%	(163)	64%	(523)	4%	(29)	811

Table BR7_1: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
Alone

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	7%	(86)	6%	(81)	21%	(267)	64%	(824)	3%	(35)	1293
Trump Job Approve	7%	(35)	7%	(38)	21%	(110)	64%	(336)	1%	(7)	525
Trump Job Disapprove	7%	(50)	5%	(34)	20%	(138)	64%	(436)	3%	(21)	680
Trump Job Strongly Approve	7%	(17)	8%	(20)	21%	(52)	64%	(160)	1%	(1)	250
Trump Job Somewhat Approve	6%	(18)	6%	(18)	21%	(58)	64%	(176)	2%	(6)	275
Trump Job Somewhat Disapprove	7%	(15)	7%	(15)	22%	(49)	62%	(138)	2%	(5)	222
Trump Job Strongly Disapprove	8%	(35)	4%	(20)	19%	(89)	65%	(298)	4%	(16)	458
#1 Issue: Economy	5%	(21)	5%	(21)	22%	(87)	65%	(264)	3%	(12)	406
#1 Issue: Security	6%	(12)	9%	(18)	21%	(41)	62%	(123)	2%	(4)	197
#1 Issue: Health Care	6%	(13)	8%	(17)	19%	(41)	64%	(138)	3%	(7)	215
#1 Issue: Medicare / Social Security	10%	(12)	4%	(4)	20%	(23)	61%	(70)	5%	(5)	115
#1 Issue: Women's Issues	11%	(10)	2%	(2)	14%	(13)	71%	(65)	2%	(2)	91
#1 Issue: Education	6%	(9)	7%	(10)	23%	(33)	63%	(88)	1%	(1)	141
#1 Issue: Other	7%	(5)	6%	(5)	25%	(20)	60%	(48)	3%	(2)	81
2016 Vote: Democrat Hillary Clinton	8%	(33)	5%	(23)	24%	(101)	61%	(261)	2%	(8)	427
2016 Vote: Republican Donald Trump	6%	(23)	7%	(24)	22%	(78)	63%	(229)	2%	(7)	361
2016 Vote: Someone else	8%	(10)	5%	(7)	14%	(18)	69%	(87)	4%	(5)	126
Voted in 2014: Yes	8%	(58)	7%	(50)	21%	(160)	63%	(470)	2%	(13)	750
Voted in 2014: No	5%	(28)	6%	(31)	20%	(108)	65%	(354)	4%	(22)	543
2012 Vote: Barack Obama	8%	(38)	6%	(32)	22%	(108)	62%	(311)	2%	(10)	499
2012 Vote: Mitt Romney	5%	(12)	7%	(20)	21%	(54)	67%	(174)	1%	(2)	262
2012 Vote: Didn't Vote	6%	(29)	6%	(28)	20%	(96)	64%	(307)	5%	(22)	481
4-Region: Northeast	6%	(12)	4%	(8)	17%	(36)	71%	(150)	3%	(7)	213
4-Region: Midwest	5%	(14)	4%	(12)	19%	(52)	68%	(183)	3%	(9)	271
4-Region: South	8%	(37)	9%	(43)	20%	(95)	61%	(294)	3%	(15)	485
4-Region: West	7%	(23)	5%	(17)	26%	(84)	61%	(197)	1%	(4)	325
Favorable of Trump	6%	(29)	7%	(35)	21%	(105)	65%	(324)	1%	(7)	500
Unfavorable of Trump	7%	(51)	5%	(35)	20%	(141)	65%	(457)	3%	(21)	705

Continued on next page

Table BR7_1: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
Alone

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	7%	(86)	6%	(81)	21%	(267)	64%	(824)	3%	(35)	1293
Very Favorable of Trump	7%	(18)	5%	(15)	21%	(59)	66%	(180)	1%	(1)	274
Somewhat Favorable of Trump	5%	(11)	9%	(20)	20%	(46)	64%	(144)	2%	(5)	227
Somewhat Unfavorable of Trump	6%	(10)	4%	(7)	23%	(42)	65%	(116)	2%	(4)	178
Very Unfavorable of Trump	8%	(41)	5%	(28)	19%	(99)	65%	(342)	3%	(17)	526

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

Table BR7_4: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	21%	(267)	21%	(268)	24%	(315)	31%	(399)	3%	(44)	1293
Gender: Male	22%	(131)	22%	(134)	27%	(166)	26%	(156)	4%	(23)	611
Gender: Female	20%	(136)	20%	(134)	22%	(149)	36%	(243)	3%	(21)	682
Age: 18-29	34%	(131)	25%	(97)	19%	(71)	18%	(68)	4%	(17)	386
Age: 30-44	20%	(74)	23%	(86)	22%	(83)	33%	(127)	3%	(11)	381
Age: 45-54	15%	(33)	19%	(40)	25%	(54)	38%	(80)	3%	(6)	212
Age: 55-64	12%	(22)	14%	(25)	31%	(55)	40%	(71)	3%	(5)	178
Age: 65+	5%	(7)	14%	(20)	38%	(52)	39%	(53)	4%	(5)	136
Generation Z: 18-21	34%	(45)	32%	(41)	16%	(20)	12%	(15)	7%	(8)	130
Millennial: Age 22-37	29%	(133)	21%	(97)	21%	(96)	27%	(123)	3%	(13)	462
Generation X: Age 38-53	15%	(57)	22%	(80)	24%	(86)	36%	(132)	3%	(12)	367
Boomers: Age 54-72	11%	(32)	15%	(46)	34%	(102)	37%	(112)	3%	(8)	301
PID: Dem (no lean)	23%	(109)	18%	(86)	25%	(118)	31%	(148)	4%	(18)	478
PID: Ind (no lean)	21%	(99)	23%	(107)	22%	(103)	30%	(138)	4%	(17)	464
PID: Rep (no lean)	17%	(60)	21%	(75)	27%	(94)	32%	(114)	3%	(9)	352
PID/Gender: Dem Men	23%	(49)	20%	(44)	28%	(60)	24%	(51)	4%	(10)	214
PID/Gender: Dem Women	23%	(60)	16%	(42)	22%	(57)	36%	(96)	3%	(8)	264
PID/Gender: Ind Men	23%	(47)	22%	(47)	24%	(51)	27%	(56)	4%	(8)	209
PID/Gender: Ind Women	20%	(51)	24%	(60)	20%	(52)	32%	(82)	3%	(9)	254
PID/Gender: Rep Men	19%	(35)	23%	(43)	29%	(55)	26%	(49)	3%	(5)	188
PID/Gender: Rep Women	15%	(24)	19%	(32)	24%	(39)	39%	(65)	2%	(4)	164
Ideo: Liberal (1-3)	25%	(105)	23%	(100)	22%	(93)	27%	(115)	3%	(11)	424
Ideo: Moderate (4)	22%	(63)	20%	(57)	23%	(64)	32%	(90)	4%	(11)	286
Ideo: Conservative (5-7)	15%	(56)	21%	(80)	26%	(97)	36%	(136)	3%	(10)	378
Educ: < College	21%	(191)	20%	(178)	26%	(232)	29%	(261)	4%	(38)	900
Educ: Bachelors degree	20%	(53)	23%	(61)	19%	(51)	37%	(98)	1%	(2)	266
Educ: Post-grad	19%	(24)	23%	(29)	25%	(31)	31%	(40)	3%	(3)	128

Table BR7_4: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	21%	(267)	21%	(268)	24%	(315)	31%	(399)	3%	(44)	1293
Income: Under 50k	23%	(177)	20%	(153)	24%	(185)	29%	(221)	4%	(33)	769
Income: 50k-100k	16%	(62)	21%	(80)	27%	(100)	34%	(129)	2%	(6)	378
Income: 100k+	20%	(29)	24%	(35)	20%	(29)	34%	(49)	3%	(5)	147
Ethnicity: White	16%	(150)	21%	(196)	25%	(241)	34%	(323)	4%	(39)	949
Ethnicity: Hispanic	24%	(60)	19%	(46)	24%	(59)	25%	(62)	7%	(17)	245
Ethnicity: Afr. Am.	39%	(78)	21%	(42)	19%	(38)	20%	(39)	1%	(2)	198
Ethnicity: Other	27%	(39)	21%	(31)	24%	(35)	26%	(38)	2%	(4)	147
Relig: Protestant	15%	(40)	21%	(59)	28%	(77)	33%	(92)	3%	(7)	275
Relig: Roman Catholic	21%	(54)	18%	(46)	27%	(70)	30%	(78)	4%	(10)	257
Relig: Ath./Agn./None	24%	(86)	22%	(78)	22%	(78)	29%	(105)	4%	(13)	360
Relig: Something Else	20%	(43)	23%	(50)	20%	(44)	31%	(67)	6%	(13)	217
Relig: Evangelical	20%	(76)	22%	(82)	26%	(95)	29%	(109)	3%	(11)	373
Relig: Non-Evang. Catholics	18%	(62)	17%	(57)	28%	(97)	35%	(118)	2%	(8)	342
Relig: All Christian	19%	(138)	20%	(139)	27%	(192)	32%	(227)	3%	(18)	714
Relig: All Non-Christian	22%	(130)	22%	(128)	21%	(122)	30%	(171)	4%	(26)	577
Community: Urban	26%	(103)	24%	(93)	21%	(82)	24%	(93)	4%	(17)	389
Community: Suburban	18%	(98)	21%	(113)	26%	(144)	32%	(175)	3%	(16)	546
Community: Rural	18%	(66)	17%	(62)	25%	(88)	37%	(131)	3%	(11)	358
Employ: Private Sector	20%	(81)	21%	(87)	26%	(106)	31%	(128)	3%	(12)	413
Employ: Government	23%	(21)	25%	(23)	25%	(23)	26%	(24)	—	(0)	91
Employ: Self-Employed	21%	(21)	25%	(25)	28%	(28)	21%	(20)	5%	(5)	99
Employ: Homemaker	12%	(15)	18%	(22)	17%	(20)	51%	(61)	3%	(3)	121
Employ: Student	32%	(32)	32%	(32)	15%	(15)	12%	(12)	8%	(8)	100
Employ: Retired	7%	(12)	15%	(28)	36%	(67)	39%	(74)	4%	(7)	188
Employ: Unemployed	32%	(46)	18%	(25)	19%	(28)	25%	(35)	6%	(8)	142
Employ: Other	28%	(39)	20%	(28)	20%	(28)	32%	(44)	—	(0)	139
Military HH: Yes	15%	(31)	20%	(41)	26%	(52)	35%	(71)	4%	(7)	202
Military HH: No	22%	(236)	21%	(227)	24%	(263)	30%	(328)	3%	(37)	1091
RD/WT: Right Direction	18%	(88)	22%	(108)	26%	(128)	30%	(143)	3%	(15)	482
RD/WT: Wrong Track	22%	(179)	20%	(160)	23%	(187)	32%	(256)	4%	(29)	811

Table BR7_4: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	21%	(267)	21%	(268)	24%	(315)	31%	(399)	3%	(44)	1293
Trump Job Approve	18%	(94)	21%	(112)	27%	(140)	31%	(163)	3%	(16)	525
Trump Job Disapprove	24%	(160)	19%	(132)	22%	(153)	32%	(215)	3%	(20)	680
Trump Job Strongly Approve	17%	(42)	20%	(50)	28%	(70)	31%	(78)	4%	(10)	250
Trump Job Somewhat Approve	19%	(52)	22%	(61)	25%	(70)	31%	(85)	2%	(6)	275
Trump Job Somewhat Disapprove	20%	(45)	22%	(48)	25%	(56)	30%	(67)	3%	(6)	222
Trump Job Strongly Disapprove	25%	(116)	18%	(84)	21%	(97)	32%	(147)	3%	(13)	458
#1 Issue: Economy	20%	(81)	20%	(79)	26%	(106)	31%	(126)	3%	(14)	406
#1 Issue: Security	17%	(33)	19%	(37)	29%	(58)	33%	(64)	3%	(5)	197
#1 Issue: Health Care	15%	(32)	26%	(56)	21%	(45)	32%	(69)	6%	(14)	215
#1 Issue: Medicare / Social Security	12%	(14)	19%	(22)	32%	(36)	33%	(38)	4%	(5)	115
#1 Issue: Women's Issues	47%	(43)	12%	(11)	13%	(12)	28%	(26)	—	(0)	91
#1 Issue: Education	28%	(40)	23%	(33)	19%	(27)	27%	(39)	2%	(3)	141
#1 Issue: Other	18%	(15)	17%	(13)	31%	(25)	33%	(27)	1%	(1)	81
2016 Vote: Democrat Hillary Clinton	20%	(87)	20%	(86)	25%	(106)	32%	(136)	3%	(12)	427
2016 Vote: Republican Donald Trump	17%	(62)	21%	(76)	25%	(91)	33%	(120)	4%	(13)	361
2016 Vote: Someone else	23%	(30)	20%	(26)	20%	(25)	33%	(42)	3%	(4)	126
Voted in 2014: Yes	19%	(146)	18%	(133)	25%	(188)	35%	(263)	3%	(21)	750
Voted in 2014: No	22%	(121)	25%	(136)	23%	(127)	25%	(136)	4%	(23)	543
2012 Vote: Barack Obama	21%	(107)	19%	(97)	26%	(127)	31%	(157)	2%	(11)	499
2012 Vote: Mitt Romney	13%	(33)	18%	(46)	27%	(70)	39%	(102)	4%	(10)	262
2012 Vote: Didn't Vote	24%	(117)	25%	(118)	21%	(103)	25%	(120)	5%	(22)	481
4-Region: Northeast	14%	(30)	19%	(41)	28%	(59)	34%	(73)	5%	(10)	213
4-Region: Midwest	22%	(59)	21%	(57)	21%	(58)	33%	(90)	2%	(7)	271
4-Region: South	22%	(107)	20%	(97)	24%	(115)	30%	(146)	4%	(20)	485
4-Region: West	22%	(71)	22%	(73)	26%	(83)	28%	(91)	2%	(7)	325
Favorable of Trump	16%	(82)	21%	(106)	28%	(138)	32%	(161)	2%	(12)	500
Unfavorable of Trump	24%	(166)	21%	(145)	22%	(154)	30%	(215)	4%	(25)	705

Table BR7_4: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	21%	(267)	21%	(268)	24%	(315)	31%	(399)	3%	(44)	1293
Very Favorable of Trump	17%	(46)	18%	(49)	31%	(84)	32%	(87)	3%	(8)	274
Somewhat Favorable of Trump	16%	(37)	25%	(57)	24%	(55)	33%	(74)	2%	(5)	227
Somewhat Unfavorable of Trump	23%	(40)	20%	(36)	28%	(50)	25%	(45)	4%	(7)	178
Very Unfavorable of Trump	24%	(126)	21%	(109)	20%	(105)	32%	(169)	3%	(18)	526

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

Table BR7_5: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	22%	(281)	25%	(318)	22%	(283)	28%	(367)	3%	(44)	1293
Gender: Male	22%	(133)	23%	(138)	27%	(162)	26%	(157)	3%	(21)	611
Gender: Female	22%	(149)	26%	(180)	18%	(121)	31%	(210)	3%	(23)	682
Age: 18-29	25%	(96)	23%	(91)	16%	(63)	29%	(110)	6%	(25)	386
Age: 30-44	27%	(103)	28%	(107)	18%	(70)	24%	(93)	2%	(8)	381
Age: 45-54	18%	(39)	29%	(62)	24%	(50)	26%	(55)	3%	(6)	212
Age: 55-64	19%	(33)	17%	(31)	28%	(50)	35%	(63)	1%	(1)	178
Age: 65+	7%	(10)	21%	(28)	36%	(49)	34%	(46)	2%	(3)	136
Generation Z: 18-21	20%	(27)	22%	(29)	19%	(24)	30%	(39)	9%	(12)	130
Millennial: Age 22-37	29%	(132)	25%	(115)	17%	(77)	26%	(122)	3%	(16)	462
Generation X: Age 38-53	21%	(77)	31%	(112)	20%	(75)	25%	(92)	3%	(11)	367
Boomers: Age 54-72	15%	(46)	19%	(56)	31%	(93)	34%	(102)	1%	(4)	301
PID: Dem (no lean)	22%	(107)	27%	(128)	19%	(92)	28%	(134)	4%	(18)	478
PID: Ind (no lean)	24%	(110)	23%	(106)	22%	(100)	28%	(130)	4%	(17)	464
PID: Rep (no lean)	18%	(65)	24%	(84)	26%	(91)	29%	(103)	3%	(9)	352
PID/Gender: Dem Men	26%	(56)	24%	(52)	24%	(52)	20%	(43)	5%	(11)	214
PID/Gender: Dem Women	19%	(51)	29%	(76)	15%	(40)	34%	(90)	2%	(6)	264
PID/Gender: Ind Men	20%	(43)	21%	(44)	26%	(54)	30%	(63)	3%	(5)	209
PID/Gender: Ind Women	26%	(67)	24%	(62)	18%	(46)	26%	(67)	5%	(12)	254
PID/Gender: Rep Men	18%	(34)	22%	(42)	30%	(56)	27%	(51)	2%	(5)	188
PID/Gender: Rep Women	19%	(31)	25%	(42)	21%	(35)	32%	(52)	3%	(5)	164
Ideo: Liberal (1-3)	24%	(104)	25%	(106)	21%	(89)	27%	(114)	3%	(13)	424
Ideo: Moderate (4)	23%	(66)	25%	(72)	19%	(54)	30%	(86)	3%	(8)	286
Ideo: Conservative (5-7)	16%	(62)	25%	(94)	27%	(101)	30%	(112)	3%	(10)	378
Educ: < College	23%	(209)	25%	(227)	21%	(185)	27%	(239)	4%	(39)	900
Educ: Bachelors degree	18%	(47)	23%	(62)	26%	(68)	32%	(85)	1%	(4)	266
Educ: Post-grad	20%	(25)	23%	(29)	23%	(30)	33%	(43)	1%	(1)	128

Table BR7_5: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	22%	(281)	25%	(318)	22%	(283)	28%	(367)	3%	(44)	1293
Income: Under 50k	23%	(180)	25%	(192)	20%	(150)	27%	(211)	5%	(36)	769
Income: 50k-100k	19%	(70)	23%	(88)	27%	(103)	30%	(112)	1%	(4)	378
Income: 100k+	21%	(31)	26%	(38)	20%	(30)	30%	(44)	3%	(4)	147
Ethnicity: White	18%	(171)	24%	(223)	23%	(218)	32%	(303)	3%	(33)	949
Ethnicity: Hispanic	28%	(69)	25%	(60)	19%	(46)	22%	(53)	7%	(17)	245
Ethnicity: Afr. Am.	35%	(69)	25%	(50)	16%	(33)	21%	(41)	3%	(6)	198
Ethnicity: Other	28%	(41)	31%	(45)	22%	(32)	15%	(23)	4%	(5)	147
Relig: Protestant	15%	(40)	22%	(59)	29%	(79)	32%	(89)	3%	(8)	275
Relig: Roman Catholic	23%	(60)	27%	(70)	21%	(54)	25%	(64)	3%	(8)	257
Relig: Ath./Agn./None	22%	(78)	25%	(89)	20%	(71)	31%	(111)	3%	(11)	360
Relig: Something Else	27%	(58)	23%	(51)	19%	(41)	26%	(56)	5%	(11)	217
Relig: Evangelical	21%	(80)	24%	(88)	24%	(91)	27%	(100)	4%	(15)	373
Relig: Non-Evang. Catholics	19%	(66)	26%	(90)	24%	(81)	29%	(98)	2%	(7)	342
Relig: All Christian	20%	(146)	25%	(178)	24%	(171)	28%	(198)	3%	(22)	714
Relig: All Non-Christian	24%	(136)	24%	(140)	19%	(112)	29%	(168)	4%	(22)	577
Community: Urban	26%	(101)	25%	(99)	19%	(73)	25%	(99)	5%	(18)	389
Community: Suburban	20%	(110)	24%	(130)	23%	(125)	30%	(165)	3%	(16)	546
Community: Rural	20%	(70)	25%	(89)	24%	(86)	29%	(103)	3%	(10)	358
Employ: Private Sector	22%	(92)	25%	(104)	24%	(99)	25%	(105)	3%	(13)	413
Employ: Government	18%	(16)	28%	(25)	19%	(17)	36%	(32)	—	(0)	91
Employ: Self-Employed	27%	(27)	25%	(25)	22%	(21)	22%	(21)	5%	(5)	99
Employ: Homemaker	30%	(37)	23%	(28)	15%	(18)	30%	(36)	2%	(2)	121
Employ: Student	19%	(19)	30%	(30)	16%	(16)	25%	(25)	9%	(9)	100
Employ: Retired	12%	(22)	19%	(35)	33%	(62)	36%	(68)	—	(1)	188
Employ: Unemployed	22%	(32)	32%	(45)	16%	(23)	23%	(33)	7%	(10)	142
Employ: Other	26%	(37)	18%	(25)	19%	(26)	33%	(47)	3%	(4)	139
Military HH: Yes	26%	(52)	20%	(40)	23%	(46)	29%	(59)	3%	(6)	202
Military HH: No	21%	(229)	26%	(278)	22%	(237)	28%	(307)	4%	(39)	1091
RD/WT: Right Direction	21%	(100)	24%	(115)	25%	(121)	28%	(133)	3%	(13)	482
RD/WT: Wrong Track	22%	(181)	25%	(203)	20%	(162)	29%	(233)	4%	(31)	811

Table BR7_5: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	22%	(281)	25%	(318)	22%	(283)	28%	(367)	3%	(44)	1293
Trump Job Approve	22%	(117)	24%	(125)	25%	(129)	26%	(137)	3%	(16)	525
Trump Job Disapprove	22%	(147)	25%	(168)	21%	(141)	30%	(204)	3%	(20)	680
Trump Job Strongly Approve	23%	(58)	20%	(50)	27%	(67)	25%	(63)	4%	(11)	250
Trump Job Somewhat Approve	21%	(59)	27%	(75)	23%	(63)	27%	(73)	2%	(5)	275
Trump Job Somewhat Disapprove	19%	(42)	31%	(70)	20%	(43)	29%	(64)	1%	(3)	222
Trump Job Strongly Disapprove	23%	(105)	22%	(99)	21%	(97)	31%	(140)	4%	(17)	458
#1 Issue: Economy	23%	(91)	22%	(91)	24%	(97)	28%	(114)	3%	(12)	406
#1 Issue: Security	24%	(47)	27%	(54)	20%	(39)	26%	(52)	3%	(6)	197
#1 Issue: Health Care	17%	(36)	29%	(62)	23%	(48)	27%	(59)	4%	(9)	215
#1 Issue: Medicare / Social Security	17%	(20)	21%	(24)	28%	(32)	31%	(36)	3%	(3)	115
#1 Issue: Women's Issues	20%	(18)	19%	(17)	21%	(19)	40%	(36)	1%	(1)	91
#1 Issue: Education	34%	(48)	30%	(42)	16%	(22)	20%	(28)	1%	(1)	141
#1 Issue: Other	18%	(14)	21%	(17)	23%	(19)	30%	(24)	8%	(7)	81
2016 Vote: Democrat Hillary Clinton	22%	(94)	26%	(112)	22%	(94)	27%	(115)	3%	(12)	427
2016 Vote: Republican Donald Trump	21%	(75)	23%	(84)	25%	(91)	28%	(101)	3%	(10)	361
2016 Vote: Someone else	20%	(25)	21%	(26)	15%	(19)	40%	(50)	4%	(5)	126
Voted in 2014: Yes	23%	(170)	25%	(185)	23%	(171)	27%	(203)	3%	(21)	750
Voted in 2014: No	21%	(111)	25%	(133)	21%	(112)	30%	(164)	4%	(23)	543
2012 Vote: Barack Obama	23%	(113)	24%	(122)	22%	(112)	27%	(134)	3%	(17)	499
2012 Vote: Mitt Romney	18%	(47)	23%	(59)	26%	(67)	31%	(81)	3%	(7)	262
2012 Vote: Didn't Vote	24%	(115)	26%	(124)	19%	(93)	27%	(129)	4%	(20)	481
4-Region: Northeast	20%	(43)	17%	(37)	24%	(51)	32%	(69)	6%	(13)	213
4-Region: Midwest	20%	(54)	23%	(63)	19%	(52)	34%	(93)	3%	(8)	271
4-Region: South	24%	(117)	26%	(125)	22%	(107)	24%	(116)	4%	(19)	485
4-Region: West	21%	(67)	28%	(93)	22%	(72)	27%	(89)	1%	(5)	325
Favorable of Trump	20%	(102)	25%	(126)	26%	(132)	25%	(125)	3%	(15)	500
Unfavorable of Trump	22%	(157)	25%	(173)	19%	(135)	31%	(217)	3%	(22)	705

<div align="center">Continued on next page</div>

Table BR7_5: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With friends, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	22%	(281)	25%	(318)	22%	(283)	28%	(367)	3%	(44)	1293
Very Favorable of Trump	19%	(51)	21%	(58)	30%	(82)	27%	(74)	4%	(10)	274
Somewhat Favorable of Trump	23%	(51)	30%	(69)	22%	(50)	23%	(51)	2%	(5)	227
Somewhat Unfavorable of Trump	22%	(40)	29%	(52)	18%	(33)	29%	(53)	1%	(2)	178
Very Unfavorable of Trump	22%	(118)	23%	(121)	19%	(102)	31%	(165)	4%	(21)	526

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

Table BR7_6: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	20%	(257)	21%	(266)	24%	(313)	32%	(408)	4%	(51)	1293
Gender: Male	21%	(126)	21%	(128)	27%	(164)	28%	(169)	4%	(25)	611
Gender: Female	19%	(131)	20%	(137)	22%	(148)	35%	(239)	4%	(26)	682
Age: 18-29	23%	(87)	24%	(94)	22%	(84)	26%	(101)	5%	(20)	386
Age: 30-44	20%	(77)	16%	(62)	26%	(98)	35%	(133)	3%	(11)	381
Age: 45-54	17%	(36)	19%	(41)	23%	(50)	35%	(75)	5%	(11)	212
Age: 55-64	20%	(36)	19%	(33)	24%	(43)	35%	(62)	2%	(4)	178
Age: 65+	16%	(21)	27%	(36)	27%	(37)	27%	(37)	3%	(5)	136
Generation Z: 18-21	20%	(26)	28%	(36)	21%	(28)	25%	(33)	6%	(8)	130
Millennial: Age 22-37	23%	(106)	19%	(88)	23%	(107)	31%	(144)	4%	(17)	462
Generation X: Age 38-53	16%	(60)	19%	(68)	26%	(95)	35%	(127)	4%	(16)	367
Boomers: Age 54-72	20%	(61)	20%	(61)	26%	(77)	31%	(93)	3%	(8)	301
PID: Dem (no lean)	20%	(96)	19%	(89)	25%	(120)	32%	(151)	5%	(22)	478
PID: Ind (no lean)	19%	(88)	22%	(103)	23%	(106)	31%	(145)	5%	(21)	464
PID: Rep (no lean)	21%	(74)	21%	(73)	24%	(86)	32%	(112)	2%	(7)	352
PID/Gender: Dem Men	24%	(50)	20%	(42)	25%	(53)	27%	(57)	5%	(11)	214
PID/Gender: Dem Women	17%	(46)	18%	(47)	25%	(67)	35%	(93)	4%	(11)	264
PID/Gender: Ind Men	20%	(41)	20%	(41)	27%	(57)	30%	(62)	4%	(8)	209
PID/Gender: Ind Women	18%	(46)	25%	(63)	20%	(50)	32%	(83)	5%	(13)	254
PID/Gender: Rep Men	18%	(34)	24%	(46)	29%	(54)	26%	(49)	3%	(5)	188
PID/Gender: Rep Women	24%	(40)	17%	(27)	20%	(32)	38%	(63)	1%	(2)	164
Ideo: Liberal (1-3)	22%	(92)	21%	(88)	23%	(99)	31%	(133)	3%	(12)	424
Ideo: Moderate (4)	24%	(67)	20%	(56)	24%	(68)	30%	(87)	3%	(8)	286
Ideo: Conservative (5-7)	17%	(63)	20%	(77)	26%	(97)	34%	(129)	3%	(12)	378
Educ: < College	21%	(193)	20%	(180)	24%	(217)	29%	(265)	5%	(45)	900
Educ: Bachelors degree	15%	(40)	24%	(64)	25%	(67)	35%	(92)	1%	(3)	266
Educ: Post-grad	19%	(24)	17%	(22)	22%	(28)	39%	(50)	2%	(3)	128

<div align="center">Continued on next page</div>

Table BR7_6: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	20%	(257)	21%	(266)	24%	(313)	32%	(408)	4%	(51)	1293
Income: Under 50k	19%	(147)	21%	(165)	23%	(177)	31%	(239)	5%	(41)	769
Income: 50k-100k	21%	(79)	18%	(69)	27%	(102)	32%	(120)	2%	(8)	378
Income: 100k+	21%	(31)	22%	(32)	23%	(34)	33%	(49)	1%	(1)	147
Ethnicity: White	17%	(162)	22%	(207)	23%	(223)	34%	(320)	4%	(37)	949
Ethnicity: Hispanic	18%	(44)	19%	(46)	23%	(57)	33%	(82)	7%	(16)	245
Ethnicity: Afr. Am.	30%	(59)	17%	(34)	25%	(50)	24%	(47)	4%	(7)	198
Ethnicity: Other	25%	(36)	16%	(24)	27%	(39)	27%	(40)	5%	(7)	147
Relig: Protestant	19%	(51)	21%	(57)	25%	(69)	32%	(87)	4%	(11)	275
Relig: Roman Catholic	20%	(51)	23%	(60)	23%	(60)	30%	(78)	3%	(8)	257
Relig: Ath./Agn./None	18%	(65)	20%	(72)	26%	(94)	31%	(113)	5%	(16)	360
Relig: Something Else	22%	(47)	19%	(42)	21%	(46)	33%	(72)	5%	(10)	217
Relig: Evangelical	23%	(84)	19%	(73)	24%	(88)	31%	(115)	4%	(14)	373
Relig: Non-Evang. Catholics	18%	(61)	23%	(77)	25%	(85)	32%	(108)	3%	(11)	342
Relig: All Christian	20%	(146)	21%	(150)	24%	(172)	31%	(223)	3%	(24)	714
Relig: All Non-Christian	19%	(112)	20%	(115)	24%	(140)	32%	(184)	5%	(26)	577
Community: Urban	21%	(81)	22%	(84)	25%	(99)	29%	(111)	3%	(13)	389
Community: Suburban	20%	(107)	20%	(110)	24%	(130)	33%	(178)	4%	(20)	546
Community: Rural	19%	(69)	20%	(72)	23%	(83)	33%	(118)	5%	(17)	358
Employ: Private Sector	21%	(88)	18%	(76)	25%	(102)	33%	(135)	3%	(13)	413
Employ: Government	29%	(26)	16%	(15)	24%	(21)	32%	(29)	—	(0)	91
Employ: Self-Employed	21%	(21)	24%	(24)	27%	(26)	22%	(22)	6%	(6)	99
Employ: Homemaker	13%	(16)	23%	(27)	17%	(21)	42%	(51)	5%	(6)	121
Employ: Student	21%	(21)	24%	(24)	24%	(24)	23%	(23)	9%	(9)	100
Employ: Retired	16%	(30)	24%	(46)	27%	(50)	31%	(58)	2%	(4)	188
Employ: Unemployed	21%	(30)	22%	(31)	22%	(31)	29%	(41)	6%	(9)	142
Employ: Other	18%	(26)	17%	(23)	27%	(37)	35%	(48)	4%	(5)	139
Military HH: Yes	21%	(43)	26%	(53)	21%	(42)	29%	(58)	3%	(7)	202
Military HH: No	20%	(214)	19%	(213)	25%	(271)	32%	(349)	4%	(44)	1091
RD/WT: Right Direction	22%	(107)	20%	(97)	27%	(131)	27%	(131)	3%	(16)	482
RD/WT: Wrong Track	19%	(150)	21%	(169)	22%	(181)	34%	(276)	4%	(35)	811

Table BR7_6: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	20%	(257)	21%	(266)	24%	(313)	32%	(408)	4%	(51)	1293
Trump Job Approve	22%	(114)	21%	(111)	26%	(136)	29%	(152)	2%	(12)	525
Trump Job Disapprove	20%	(136)	19%	(130)	23%	(154)	34%	(232)	4%	(28)	680
Trump Job Strongly Approve	24%	(61)	17%	(43)	25%	(63)	29%	(73)	4%	(9)	250
Trump Job Somewhat Approve	19%	(53)	25%	(68)	26%	(73)	29%	(79)	1%	(3)	275
Trump Job Somewhat Disapprove	15%	(33)	23%	(50)	29%	(64)	32%	(70)	2%	(4)	222
Trump Job Strongly Disapprove	22%	(102)	18%	(80)	20%	(90)	35%	(162)	5%	(23)	458
#1 Issue: Economy	18%	(72)	22%	(88)	26%	(107)	31%	(127)	3%	(11)	406
#1 Issue: Security	22%	(44)	22%	(43)	25%	(50)	28%	(56)	2%	(5)	197
#1 Issue: Health Care	16%	(34)	20%	(44)	26%	(56)	31%	(66)	7%	(15)	215
#1 Issue: Medicare / Social Security	23%	(26)	15%	(17)	26%	(30)	34%	(39)	2%	(2)	115
#1 Issue: Women's Issues	26%	(24)	28%	(25)	12%	(11)	31%	(28)	3%	(3)	91
#1 Issue: Education	22%	(31)	19%	(27)	23%	(32)	34%	(48)	2%	(2)	141
#1 Issue: Other	21%	(17)	16%	(13)	26%	(21)	29%	(23)	8%	(6)	81
2016 Vote: Democrat Hillary Clinton	23%	(98)	17%	(72)	24%	(101)	33%	(141)	4%	(15)	427
2016 Vote: Republican Donald Trump	21%	(74)	22%	(79)	25%	(91)	30%	(107)	3%	(10)	361
2016 Vote: Someone else	11%	(13)	26%	(32)	20%	(25)	43%	(54)	1%	(1)	126
Voted in 2014: Yes	21%	(155)	20%	(152)	24%	(181)	32%	(239)	3%	(24)	750
Voted in 2014: No	19%	(102)	21%	(114)	24%	(132)	31%	(169)	5%	(27)	543
2012 Vote: Barack Obama	21%	(104)	17%	(85)	25%	(124)	34%	(169)	4%	(18)	499
2012 Vote: Mitt Romney	19%	(51)	22%	(57)	22%	(58)	34%	(89)	3%	(7)	262
2012 Vote: Didn't Vote	20%	(96)	22%	(108)	25%	(119)	27%	(132)	5%	(26)	481
4-Region: Northeast	16%	(34)	20%	(44)	22%	(47)	37%	(78)	5%	(11)	213
4-Region: Midwest	19%	(51)	24%	(66)	19%	(53)	35%	(94)	3%	(8)	271
4-Region: South	24%	(117)	19%	(93)	24%	(114)	28%	(135)	5%	(25)	485
4-Region: West	17%	(56)	19%	(63)	30%	(99)	31%	(101)	2%	(7)	325
Favorable of Trump	22%	(108)	21%	(103)	27%	(135)	29%	(144)	2%	(11)	500
Unfavorable of Trump	19%	(132)	20%	(142)	22%	(157)	34%	(242)	4%	(31)	705

Table BR7_6: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, excluding children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	20%	(257)	21%	(266)	24%	(313)	32%	(408)	4%	(51)	1293
Very Favorable of Trump	23%	(63)	18%	(50)	27%	(74)	29%	(79)	3%	(8)	274
Somewhat Favorable of Trump	20%	(45)	23%	(53)	27%	(60)	29%	(66)	1%	(3)	227
Somewhat Unfavorable of Trump	16%	(29)	21%	(38)	32%	(57)	29%	(52)	1%	(2)	178
Very Unfavorable of Trump	20%	(103)	20%	(104)	19%	(100)	36%	(191)	5%	(29)	526

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

Table BR7_7: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	40%	(521)	25%	(320)	14%	(179)	17%	(221)	4%	(51)	1293
Gender: Male	38%	(235)	23%	(140)	17%	(105)	18%	(107)	4%	(24)	611
Gender: Female	42%	(287)	26%	(180)	11%	(74)	17%	(114)	4%	(27)	682
Age: 18-29	39%	(150)	24%	(94)	14%	(52)	17%	(65)	7%	(26)	386
Age: 30-44	51%	(195)	19%	(74)	12%	(47)	14%	(54)	3%	(12)	381
Age: 45-54	37%	(78)	31%	(67)	13%	(29)	14%	(31)	4%	(8)	212
Age: 55-64	40%	(70)	23%	(41)	13%	(23)	23%	(41)	1%	(2)	178
Age: 65+	20%	(28)	33%	(45)	21%	(29)	23%	(31)	3%	(4)	136
Generation Z: 18-21	38%	(49)	25%	(33)	16%	(21)	15%	(20)	6%	(8)	130
Millennial: Age 22-37	46%	(210)	21%	(97)	12%	(54)	17%	(78)	5%	(23)	462
Generation X: Age 38-53	42%	(154)	28%	(101)	13%	(48)	14%	(50)	4%	(13)	367
Boomers: Age 54-72	35%	(105)	26%	(78)	16%	(47)	22%	(66)	2%	(6)	301
PID: Dem (no lean)	41%	(196)	25%	(120)	14%	(68)	15%	(74)	4%	(20)	478
PID: Ind (no lean)	39%	(183)	24%	(112)	13%	(62)	19%	(86)	4%	(20)	464
PID: Rep (no lean)	40%	(142)	25%	(88)	14%	(49)	17%	(61)	3%	(10)	352
PID/Gender: Dem Men	38%	(81)	22%	(47)	20%	(42)	14%	(31)	6%	(12)	214
PID/Gender: Dem Women	44%	(115)	27%	(72)	10%	(25)	16%	(43)	3%	(8)	264
PID/Gender: Ind Men	39%	(81)	23%	(49)	15%	(31)	20%	(43)	3%	(6)	209
PID/Gender: Ind Women	40%	(102)	25%	(63)	12%	(32)	17%	(43)	6%	(14)	254
PID/Gender: Rep Men	39%	(73)	23%	(44)	17%	(32)	18%	(34)	3%	(6)	188
PID/Gender: Rep Women	43%	(70)	27%	(44)	11%	(17)	17%	(28)	3%	(5)	164
Ideo: Liberal (1-3)	41%	(175)	20%	(87)	16%	(69)	19%	(80)	3%	(13)	424
Ideo: Moderate (4)	44%	(124)	25%	(72)	12%	(34)	16%	(46)	3%	(9)	286
Ideo: Conservative (5-7)	37%	(139)	29%	(111)	14%	(52)	17%	(64)	3%	(12)	378
Educ: < College	42%	(374)	23%	(208)	14%	(123)	17%	(151)	5%	(44)	900
Educ: Bachelors degree	38%	(101)	29%	(76)	15%	(40)	17%	(44)	2%	(5)	266
Educ: Post-grad	36%	(46)	28%	(36)	13%	(16)	21%	(26)	2%	(3)	128

Table BR7_7: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	40%	(521)	25%	(320)	14%	(179)	17%	(221)	4%	(51)	1293
Income: Under 50k	36%	(279)	26%	(196)	13%	(103)	20%	(152)	5%	(38)	769
Income: 50k-100k	46%	(174)	22%	(84)	15%	(57)	14%	(52)	3%	(10)	378
Income: 100k+	46%	(68)	27%	(39)	13%	(19)	12%	(17)	2%	(3)	147
Ethnicity: White	37%	(349)	25%	(238)	14%	(130)	20%	(192)	4%	(40)	949
Ethnicity: Hispanic	50%	(124)	20%	(49)	11%	(26)	13%	(32)	6%	(14)	245
Ethnicity: Afr. Am.	47%	(93)	28%	(56)	13%	(27)	8%	(16)	3%	(6)	198
Ethnicity: Other	54%	(79)	18%	(26)	16%	(23)	9%	(13)	4%	(5)	147
Relig: Protestant	35%	(95)	30%	(82)	14%	(39)	19%	(51)	3%	(8)	275
Relig: Roman Catholic	48%	(124)	21%	(55)	13%	(34)	13%	(32)	4%	(11)	257
Relig: Ath./Agn./None	33%	(121)	25%	(90)	16%	(58)	21%	(77)	4%	(15)	360
Relig: Something Else	47%	(102)	20%	(42)	12%	(26)	16%	(34)	6%	(13)	217
Relig: Evangelical	40%	(149)	28%	(104)	13%	(49)	16%	(59)	3%	(12)	373
Relig: Non-Evang. Catholics	44%	(150)	24%	(83)	14%	(46)	15%	(50)	4%	(12)	342
Relig: All Christian	42%	(299)	26%	(187)	13%	(96)	15%	(109)	3%	(24)	714
Relig: All Non-Christian	39%	(222)	23%	(132)	14%	(84)	19%	(111)	5%	(28)	577
Community: Urban	39%	(152)	25%	(97)	13%	(52)	18%	(70)	4%	(17)	389
Community: Suburban	41%	(223)	24%	(129)	15%	(82)	17%	(91)	4%	(21)	546
Community: Rural	41%	(146)	26%	(94)	13%	(45)	17%	(60)	4%	(14)	358
Employ: Private Sector	46%	(190)	20%	(82)	13%	(56)	17%	(71)	4%	(15)	413
Employ: Government	42%	(38)	26%	(23)	15%	(14)	16%	(14)	2%	(2)	91
Employ: Self-Employed	39%	(39)	30%	(30)	11%	(10)	14%	(14)	6%	(6)	99
Employ: Homemaker	51%	(61)	25%	(30)	10%	(12)	12%	(15)	2%	(3)	121
Employ: Student	33%	(33)	28%	(28)	15%	(15)	17%	(17)	7%	(7)	100
Employ: Retired	30%	(56)	28%	(52)	18%	(33)	24%	(45)	1%	(2)	188
Employ: Unemployed	35%	(49)	25%	(35)	17%	(25)	16%	(23)	7%	(10)	142
Employ: Other	40%	(56)	28%	(39)	11%	(15)	15%	(21)	5%	(7)	139
Military HH: Yes	41%	(82)	27%	(54)	13%	(26)	17%	(34)	3%	(6)	202
Military HH: No	40%	(439)	24%	(266)	14%	(153)	17%	(187)	4%	(45)	1091
RD/WT: Right Direction	41%	(197)	23%	(113)	15%	(74)	16%	(79)	4%	(19)	482
RD/WT: Wrong Track	40%	(324)	26%	(207)	13%	(105)	18%	(143)	4%	(32)	811

Table BR7_7: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	40%	(521)	25%	(320)	14%	(179)	17%	(221)	4%	(51)	1293
Trump Job Approve	42%	(223)	24%	(125)	15%	(77)	16%	(83)	3%	(17)	525
Trump Job Disapprove	40%	(274)	24%	(164)	14%	(95)	18%	(121)	4%	(26)	680
Trump Job Strongly Approve	45%	(112)	19%	(46)	14%	(34)	17%	(43)	6%	(14)	250
Trump Job Somewhat Approve	40%	(111)	28%	(78)	16%	(43)	15%	(40)	1%	(3)	275
Trump Job Somewhat Disapprove	43%	(95)	24%	(53)	14%	(31)	17%	(37)	2%	(5)	222
Trump Job Strongly Disapprove	39%	(179)	24%	(111)	14%	(63)	18%	(83)	5%	(22)	458
#1 Issue: Economy	42%	(172)	24%	(98)	14%	(58)	16%	(66)	3%	(13)	406
#1 Issue: Security	49%	(96)	20%	(40)	12%	(23)	16%	(31)	3%	(6)	197
#1 Issue: Health Care	36%	(76)	28%	(61)	16%	(34)	14%	(31)	6%	(12)	215
#1 Issue: Medicare / Social Security	32%	(37)	22%	(26)	18%	(21)	25%	(29)	3%	(3)	115
#1 Issue: Women's Issues	39%	(35)	27%	(24)	13%	(12)	18%	(17)	3%	(3)	91
#1 Issue: Education	50%	(70)	29%	(41)	10%	(14)	9%	(13)	2%	(3)	141
#1 Issue: Other	25%	(20)	23%	(19)	18%	(15)	24%	(19)	10%	(8)	81
2016 Vote: Democrat Hillary Clinton	42%	(181)	23%	(96)	17%	(73)	14%	(61)	4%	(15)	427
2016 Vote: Republican Donald Trump	40%	(145)	26%	(92)	14%	(51)	17%	(60)	4%	(13)	361
2016 Vote: Someone else	32%	(40)	26%	(33)	12%	(15)	29%	(36)	1%	(2)	126
Voted in 2014: Yes	42%	(318)	24%	(184)	14%	(106)	16%	(119)	3%	(23)	750
Voted in 2014: No	37%	(203)	25%	(136)	13%	(73)	19%	(102)	5%	(29)	543
2012 Vote: Barack Obama	41%	(207)	25%	(122)	14%	(68)	17%	(85)	3%	(17)	499
2012 Vote: Mitt Romney	39%	(103)	26%	(67)	13%	(35)	18%	(48)	3%	(9)	262
2012 Vote: Didn't Vote	41%	(198)	24%	(116)	14%	(67)	16%	(75)	5%	(26)	481
4-Region: Northeast	40%	(84)	25%	(53)	15%	(31)	16%	(34)	5%	(11)	213
4-Region: Midwest	35%	(95)	21%	(57)	17%	(47)	23%	(63)	3%	(8)	271
4-Region: South	43%	(209)	27%	(130)	12%	(56)	14%	(66)	5%	(23)	485
4-Region: West	41%	(133)	24%	(79)	14%	(45)	18%	(59)	3%	(9)	325
Favorable of Trump	41%	(205)	25%	(124)	15%	(75)	16%	(81)	3%	(16)	500
Unfavorable of Trump	40%	(281)	25%	(176)	13%	(94)	18%	(127)	4%	(27)	705

Continued on next page

Table BR7_7: *How likely are you to travel with each of the following to a theme park in the next 12 months?*
With my family, including children

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No Opinion		Total N
Adults	40%	(521)	25%	(320)	14%	(179)	17%	(221)	4%	(51)	1293
Very Favorable of Trump	44%	(121)	21%	(58)	13%	(35)	17%	(47)	5%	(13)	274
Somewhat Favorable of Trump	37%	(84)	29%	(66)	18%	(40)	15%	(34)	1%	(3)	227
Somewhat Unfavorable of Trump	44%	(78)	23%	(42)	15%	(26)	17%	(30)	1%	(2)	178
Very Unfavorable of Trump	39%	(203)	25%	(134)	13%	(67)	18%	(97)	5%	(25)	526

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

Table BR9_1: *In your opinion, how important are each of the following when visiting a theme park?*
The rides, such as rollercoasters

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	47%	(1028)	26%	(567)	12%	(260)	9%	(200)	7%	(146)	2201
Gender: Male	44%	(469)	26%	(280)	13%	(138)	9%	(94)	8%	(81)	1062
Gender: Female	49%	(560)	25%	(287)	11%	(121)	9%	(106)	6%	(65)	1139
Age: 18-29	62%	(305)	20%	(100)	8%	(38)	5%	(27)	5%	(26)	495
Age: 30-44	57%	(294)	26%	(134)	8%	(40)	5%	(24)	5%	(26)	518
Age: 45-54	47%	(175)	26%	(96)	11%	(42)	9%	(34)	7%	(25)	372
Age: 55-64	34%	(130)	34%	(129)	13%	(50)	13%	(48)	6%	(23)	380
Age: 65+	29%	(125)	25%	(109)	21%	(90)	15%	(67)	11%	(47)	436
Generation Z: 18-21	62%	(101)	22%	(35)	6%	(10)	5%	(7)	5%	(9)	162
Millennial: Age 22-37	60%	(359)	23%	(136)	8%	(51)	5%	(31)	4%	(26)	603
Generation X: Age 38-53	50%	(294)	26%	(149)	9%	(55)	8%	(46)	7%	(39)	583
Boomers: Age 54-72	33%	(233)	29%	(204)	17%	(116)	13%	(93)	8%	(56)	702
PID: Dem (no lean)	52%	(390)	24%	(183)	11%	(80)	9%	(64)	5%	(34)	750
PID: Ind (no lean)	46%	(374)	26%	(212)	11%	(88)	9%	(72)	9%	(76)	822
PID: Rep (no lean)	42%	(264)	27%	(172)	15%	(91)	10%	(64)	6%	(37)	628
PID/Gender: Dem Men	51%	(172)	24%	(79)	12%	(40)	7%	(24)	6%	(21)	336
PID/Gender: Dem Women	52%	(217)	25%	(104)	10%	(41)	10%	(40)	3%	(13)	414
PID/Gender: Ind Men	42%	(160)	24%	(92)	14%	(54)	9%	(35)	10%	(40)	380
PID/Gender: Ind Women	49%	(214)	27%	(121)	8%	(35)	8%	(36)	8%	(36)	442
PID/Gender: Rep Men	39%	(136)	32%	(109)	13%	(45)	10%	(35)	6%	(21)	346
PID/Gender: Rep Women	45%	(128)	22%	(62)	16%	(46)	10%	(29)	6%	(16)	283
Ideo: Liberal (1-3)	51%	(344)	27%	(180)	9%	(58)	9%	(63)	4%	(30)	675
Ideo: Moderate (4)	46%	(224)	26%	(127)	16%	(78)	8%	(38)	5%	(22)	488
Ideo: Conservative (5-7)	44%	(316)	27%	(190)	12%	(88)	10%	(70)	7%	(49)	714
Educ: < College	47%	(704)	24%	(365)	12%	(185)	9%	(135)	8%	(124)	1513
Educ: Bachelors degree	48%	(215)	31%	(138)	9%	(42)	8%	(36)	3%	(13)	444
Educ: Post-grad	45%	(109)	26%	(63)	13%	(33)	12%	(29)	4%	(10)	244

Table BR9_1: *In your opinion, how important are each of the following when visiting a theme park?*
The rides, such as rollercoasters

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	47%	(1028)	26%	(567)	12%	(260)	9%	(200)	7%	(146)	2201
Income: Under 50k	47%	(609)	23%	(304)	11%	(148)	10%	(135)	8%	(101)	1296
Income: 50k-100k	47%	(301)	29%	(188)	13%	(80)	7%	(43)	4%	(27)	640
Income: 100k+	45%	(118)	28%	(75)	12%	(31)	8%	(22)	7%	(19)	266
Ethnicity: White	45%	(772)	26%	(452)	12%	(205)	10%	(171)	7%	(123)	1723
Ethnicity: Hispanic	47%	(163)	28%	(96)	13%	(47)	7%	(24)	5%	(19)	350
Ethnicity: Afr. Am.	58%	(159)	21%	(57)	10%	(28)	7%	(20)	4%	(11)	274
Ethnicity: Other	48%	(98)	29%	(58)	13%	(26)	4%	(9)	6%	(12)	204
Relig: Protestant	46%	(232)	28%	(142)	12%	(63)	9%	(46)	5%	(25)	508
Relig: Roman Catholic	40%	(177)	30%	(132)	15%	(66)	9%	(40)	6%	(28)	443
Relig: Ath./Agn./None	49%	(301)	22%	(137)	10%	(61)	10%	(59)	8%	(50)	608
Relig: Something Else	46%	(171)	27%	(99)	11%	(39)	9%	(34)	7%	(26)	369
Relig: Jewish	31%	(17)	23%	(13)	13%	(7)	20%	(11)	13%	(7)	55
Relig: Evangelical	51%	(294)	25%	(147)	10%	(60)	8%	(46)	6%	(34)	581
Relig: Non-Evang. Catholics	41%	(260)	29%	(184)	15%	(98)	9%	(60)	6%	(37)	640
Relig: All Christian	45%	(554)	27%	(331)	13%	(158)	9%	(106)	6%	(70)	1221
Relig: All Non-Christian	48%	(472)	24%	(236)	10%	(101)	10%	(94)	8%	(76)	978
Community: Urban	49%	(292)	25%	(150)	11%	(66)	8%	(48)	7%	(42)	599
Community: Suburban	47%	(452)	26%	(249)	12%	(116)	10%	(93)	6%	(55)	965
Community: Rural	45%	(284)	26%	(168)	12%	(77)	9%	(59)	8%	(50)	637
Employ: Private Sector	53%	(339)	25%	(157)	11%	(67)	8%	(48)	4%	(27)	640
Employ: Government	53%	(74)	28%	(39)	10%	(15)	6%	(8)	3%	(4)	140
Employ: Self-Employed	52%	(84)	25%	(40)	10%	(16)	9%	(15)	4%	(6)	160
Employ: Homemaker	51%	(89)	24%	(42)	10%	(18)	8%	(15)	6%	(10)	174
Employ: Student	58%	(78)	26%	(35)	3%	(4)	6%	(7)	7%	(9)	133
Employ: Retired	29%	(142)	30%	(149)	18%	(92)	14%	(69)	9%	(47)	498
Employ: Unemployed	46%	(106)	25%	(57)	9%	(22)	10%	(22)	10%	(23)	230
Employ: Other	52%	(116)	21%	(47)	12%	(26)	7%	(16)	9%	(20)	225
Military HH: Yes	42%	(150)	29%	(103)	11%	(40)	10%	(37)	7%	(25)	354
Military HH: No	48%	(879)	25%	(463)	12%	(220)	9%	(163)	7%	(122)	1847

Table BR9_1: *In your opinion, how important are each of the following when visiting a theme park?*

The rides, such as rollercoasters

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	47%	(1028)	26%	(567)	12%	(260)	9%	(200)	7%	(146)	2201
RD/WT: Right Direction	42%	(374)	27%	(242)	14%	(123)	9%	(76)	8%	(71)	886
RD/WT: Wrong Track	50%	(655)	25%	(325)	10%	(137)	9%	(124)	6%	(75)	1315
Trump Job Approve	44%	(408)	27%	(249)	13%	(125)	9%	(86)	7%	(69)	936
Trump Job Disapprove	50%	(552)	24%	(267)	11%	(121)	10%	(106)	5%	(56)	1102
Trump Job Strongly Approve	41%	(195)	25%	(118)	14%	(66)	11%	(51)	10%	(45)	475
Trump Job Somewhat Approve	46%	(213)	28%	(131)	13%	(58)	8%	(35)	5%	(24)	461
Trump Job Somewhat Disapprove	46%	(161)	27%	(95)	12%	(41)	9%	(30)	6%	(21)	348
Trump Job Strongly Disapprove	52%	(391)	23%	(172)	11%	(80)	10%	(76)	5%	(35)	754
#1 Issue: Economy	50%	(319)	27%	(170)	12%	(75)	6%	(38)	5%	(35)	637
#1 Issue: Security	44%	(157)	25%	(91)	16%	(58)	11%	(38)	4%	(16)	361
#1 Issue: Health Care	47%	(172)	24%	(87)	10%	(36)	11%	(40)	8%	(30)	365
#1 Issue: Medicare / Social Security	34%	(107)	29%	(90)	13%	(42)	13%	(40)	10%	(32)	311
#1 Issue: Women's Issues	67%	(75)	19%	(21)	5%	(5)	2%	(2)	7%	(8)	111
#1 Issue: Education	57%	(107)	24%	(46)	11%	(21)	4%	(7)	5%	(9)	188
#1 Issue: Energy	43%	(38)	27%	(24)	5%	(4)	24%	(21)	2%	(1)	88
#1 Issue: Other	38%	(53)	26%	(37)	14%	(19)	10%	(14)	12%	(16)	139
2016 Vote: Democrat Hillary Clinton	49%	(341)	26%	(181)	11%	(75)	9%	(63)	4%	(29)	690
2016 Vote: Republican Donald Trump	40%	(274)	27%	(187)	15%	(103)	9%	(65)	8%	(53)	682
2016 Vote: Someone else	45%	(101)	29%	(65)	10%	(22)	10%	(23)	5%	(12)	222
Voted in 2014: Yes	43%	(591)	27%	(373)	13%	(184)	10%	(136)	6%	(84)	1368
Voted in 2014: No	53%	(438)	23%	(193)	9%	(75)	8%	(64)	8%	(63)	833
2012 Vote: Barack Obama	48%	(401)	26%	(218)	11%	(92)	9%	(78)	5%	(40)	829
2012 Vote: Mitt Romney	37%	(197)	30%	(160)	14%	(77)	12%	(63)	8%	(41)	538
2012 Vote: Other	47%	(47)	22%	(23)	14%	(14)	6%	(6)	11%	(11)	100
2012 Vote: Didn't Vote	52%	(380)	23%	(166)	10%	(76)	7%	(52)	7%	(55)	728
4-Region: Northeast	43%	(168)	24%	(94)	15%	(59)	9%	(37)	9%	(36)	394
4-Region: Midwest	51%	(236)	24%	(110)	8%	(36)	11%	(49)	7%	(31)	462
4-Region: South	45%	(373)	27%	(223)	13%	(109)	9%	(70)	6%	(50)	825
4-Region: West	48%	(252)	27%	(140)	11%	(56)	8%	(43)	6%	(30)	520

Table BR9_1: *In your opinion, how important are each of the following when visiting a theme park?*
The rides, such as rollercoasters

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	47%	(1028)	26%	(567)	12%	(260)	9%	(200)	7%	(146)	2201
Favorable of Trump	42%	(384)	27%	(247)	14%	(127)	10%	(89)	8%	(70)	917
Unfavorable of Trump	51%	(576)	25%	(279)	11%	(119)	9%	(102)	5%	(51)	1127
Very Favorable of Trump	41%	(213)	25%	(126)	14%	(73)	10%	(51)	10%	(50)	514
Somewhat Favorable of Trump	43%	(172)	30%	(120)	13%	(54)	9%	(38)	5%	(20)	403
Somewhat Unfavorable of Trump	50%	(133)	27%	(72)	11%	(29)	7%	(19)	6%	(15)	268
Very Unfavorable of Trump	52%	(443)	24%	(207)	10%	(90)	10%	(83)	4%	(37)	859

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

Table BR9_4: *In your opinion, how important are each of the following when visiting a theme park?*
Shows and experiences

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	41%	(912)	38%	(839)	9%	(193)	5%	(111)	7%	(146)	2201
Gender: Male	39%	(411)	38%	(407)	10%	(107)	5%	(52)	8%	(85)	1062
Gender: Female	44%	(501)	38%	(432)	8%	(86)	5%	(59)	5%	(61)	1139
Age: 18-29	43%	(211)	36%	(180)	10%	(51)	5%	(26)	6%	(28)	495
Age: 30-44	43%	(224)	36%	(188)	11%	(58)	4%	(21)	5%	(26)	518
Age: 45-54	41%	(153)	36%	(134)	9%	(34)	6%	(23)	7%	(27)	372
Age: 55-64	41%	(155)	42%	(160)	7%	(28)	4%	(17)	5%	(19)	380
Age: 65+	39%	(168)	41%	(177)	5%	(22)	5%	(24)	10%	(46)	436
Generation Z: 18-21	38%	(62)	42%	(68)	7%	(11)	6%	(10)	7%	(12)	162
Millennial: Age 22-37	44%	(267)	36%	(216)	11%	(67)	4%	(25)	4%	(27)	603
Generation X: Age 38-53	42%	(243)	36%	(208)	10%	(60)	6%	(33)	7%	(38)	583
Boomers: Age 54-72	40%	(278)	41%	(284)	7%	(50)	5%	(35)	8%	(55)	702
PID: Dem (no lean)	46%	(343)	34%	(259)	11%	(80)	6%	(42)	4%	(27)	750
PID: Ind (no lean)	38%	(312)	39%	(322)	8%	(67)	5%	(37)	10%	(85)	822
PID: Rep (no lean)	41%	(257)	41%	(259)	7%	(46)	5%	(32)	5%	(34)	628
PID/Gender: Dem Men	49%	(166)	27%	(92)	13%	(43)	5%	(15)	6%	(20)	336
PID/Gender: Dem Women	43%	(177)	40%	(167)	9%	(37)	6%	(27)	2%	(7)	414
PID/Gender: Ind Men	32%	(124)	41%	(157)	9%	(34)	6%	(23)	11%	(42)	380
PID/Gender: Ind Women	43%	(188)	37%	(164)	7%	(33)	3%	(14)	10%	(42)	442
PID/Gender: Rep Men	35%	(122)	46%	(158)	9%	(30)	4%	(14)	7%	(23)	346
PID/Gender: Rep Women	48%	(135)	36%	(101)	6%	(17)	6%	(18)	4%	(12)	283
Ideo: Liberal (1-3)	39%	(266)	39%	(260)	11%	(71)	6%	(43)	5%	(34)	675
Ideo: Moderate (4)	48%	(233)	36%	(176)	9%	(43)	2%	(11)	5%	(25)	488
Ideo: Conservative (5-7)	40%	(286)	39%	(281)	8%	(55)	6%	(43)	7%	(48)	714
Educ: < College	43%	(647)	36%	(542)	9%	(130)	5%	(75)	8%	(120)	1513
Educ: Bachelors degree	38%	(167)	46%	(205)	7%	(33)	6%	(25)	3%	(14)	444
Educ: Post-grad	40%	(98)	38%	(92)	13%	(31)	5%	(11)	5%	(12)	244

Table BR9_4: *In your opinion, how important are each of the following when visiting a theme park?*
Shows and experiences

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	41%	(912)	38%	(839)	9%	(193)	5%	(111)	7%	(146)	2201
Income: Under 50k	43%	(561)	35%	(457)	8%	(100)	6%	(81)	8%	(98)	1296
Income: 50k-100k	40%	(255)	42%	(267)	11%	(68)	3%	(22)	4%	(28)	640
Income: 100k+	36%	(96)	44%	(116)	10%	(26)	3%	(8)	8%	(20)	266
Ethnicity: White	40%	(686)	39%	(675)	9%	(156)	5%	(85)	7%	(120)	1723
Ethnicity: Hispanic	46%	(160)	35%	(121)	8%	(27)	6%	(23)	5%	(19)	350
Ethnicity: Afr. Am.	50%	(138)	31%	(86)	7%	(20)	6%	(15)	5%	(14)	274
Ethnicity: Other	43%	(87)	38%	(78)	8%	(17)	5%	(11)	5%	(11)	204
Relig: Protestant	42%	(213)	40%	(205)	8%	(38)	6%	(29)	5%	(23)	508
Relig: Roman Catholic	43%	(191)	40%	(176)	8%	(35)	4%	(17)	5%	(24)	443
Relig: Ath./Agn./None	37%	(225)	36%	(221)	11%	(66)	6%	(37)	10%	(59)	608
Relig: Something Else	41%	(152)	37%	(137)	10%	(38)	6%	(21)	6%	(22)	369
Relig: Jewish	31%	(17)	33%	(18)	11%	(6)	10%	(6)	15%	(8)	55
Relig: Evangelical	47%	(273)	38%	(219)	6%	(37)	3%	(18)	6%	(33)	581
Relig: Non-Evang. Catholics	41%	(262)	41%	(259)	8%	(52)	5%	(35)	5%	(32)	640
Relig: All Christian	44%	(535)	39%	(479)	7%	(90)	4%	(53)	5%	(65)	1221
Relig: All Non-Christian	39%	(377)	37%	(358)	11%	(104)	6%	(58)	8%	(81)	978
Community: Urban	47%	(282)	32%	(192)	10%	(63)	4%	(23)	6%	(39)	599
Community: Suburban	38%	(371)	40%	(390)	9%	(86)	6%	(58)	6%	(59)	965
Community: Rural	41%	(259)	40%	(257)	7%	(44)	5%	(29)	8%	(48)	637
Employ: Private Sector	41%	(261)	39%	(249)	11%	(70)	5%	(31)	4%	(28)	640
Employ: Government	44%	(62)	40%	(56)	9%	(13)	2%	(3)	4%	(5)	140
Employ: Self-Employed	48%	(77)	36%	(57)	9%	(14)	5%	(8)	3%	(5)	160
Employ: Homemaker	40%	(70)	33%	(58)	10%	(18)	9%	(16)	7%	(12)	174
Employ: Student	33%	(44)	42%	(56)	8%	(11)	6%	(9)	10%	(13)	133
Employ: Retired	40%	(198)	41%	(206)	5%	(27)	4%	(21)	9%	(46)	498
Employ: Unemployed	44%	(102)	33%	(77)	10%	(22)	7%	(15)	6%	(15)	230
Employ: Other	44%	(99)	35%	(80)	8%	(18)	4%	(8)	10%	(21)	225
Military HH: Yes	43%	(152)	37%	(130)	7%	(25)	5%	(19)	8%	(28)	354
Military HH: No	41%	(760)	38%	(709)	9%	(169)	5%	(92)	6%	(118)	1847

Table BR9_4: *In your opinion, how important are each of the following when visiting a theme park?*
Shows and experiences

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	41%	(912)	38%	(839)	9%	(193)	5%	(111)	7%	(146)	2201
RD/WT: Right Direction	41%	(363)	39%	(349)	8%	(67)	4%	(38)	8%	(70)	886
RD/WT: Wrong Track	42%	(549)	37%	(491)	10%	(126)	6%	(73)	6%	(76)	1315
Trump Job Approve	41%	(383)	38%	(357)	9%	(83)	5%	(45)	7%	(69)	936
Trump Job Disapprove	43%	(471)	37%	(409)	10%	(105)	5%	(58)	5%	(59)	1102
Trump Job Strongly Approve	39%	(186)	37%	(175)	8%	(37)	5%	(26)	11%	(51)	475
Trump Job Somewhat Approve	43%	(196)	39%	(181)	10%	(46)	4%	(19)	4%	(19)	461
Trump Job Somewhat Disapprove	42%	(145)	39%	(134)	10%	(33)	4%	(15)	6%	(20)	348
Trump Job Strongly Disapprove	43%	(325)	36%	(275)	9%	(72)	6%	(44)	5%	(39)	754
#1 Issue: Economy	40%	(257)	38%	(243)	12%	(77)	5%	(29)	5%	(32)	637
#1 Issue: Security	44%	(158)	42%	(150)	7%	(24)	4%	(14)	4%	(16)	361
#1 Issue: Health Care	42%	(154)	35%	(127)	9%	(32)	7%	(25)	8%	(28)	365
#1 Issue: Medicare / Social Security	45%	(140)	36%	(112)	5%	(16)	5%	(14)	9%	(28)	311
#1 Issue: Women's Issues	45%	(50)	36%	(40)	6%	(7)	5%	(5)	7%	(8)	111
#1 Issue: Education	41%	(78)	37%	(69)	11%	(20)	4%	(8)	7%	(13)	188
#1 Issue: Energy	26%	(23)	45%	(39)	11%	(10)	11%	(10)	7%	(6)	88
#1 Issue: Other	37%	(52)	42%	(58)	6%	(8)	4%	(6)	11%	(15)	139
2016 Vote: Democrat Hillary Clinton	45%	(311)	35%	(242)	10%	(70)	5%	(36)	4%	(31)	690
2016 Vote: Republican Donald Trump	40%	(270)	40%	(275)	7%	(48)	5%	(35)	8%	(54)	682
2016 Vote: Someone else	37%	(82)	40%	(90)	12%	(27)	5%	(11)	6%	(13)	222
Voted in 2014: Yes	42%	(573)	38%	(524)	9%	(121)	5%	(68)	6%	(83)	1368
Voted in 2014: No	41%	(339)	38%	(315)	9%	(72)	5%	(43)	8%	(63)	833
2012 Vote: Barack Obama	46%	(379)	36%	(301)	9%	(76)	4%	(34)	5%	(38)	829
2012 Vote: Mitt Romney	38%	(202)	41%	(219)	8%	(45)	6%	(31)	7%	(40)	538
2012 Vote: Other	30%	(30)	43%	(43)	13%	(13)	5%	(5)	10%	(10)	100
2012 Vote: Didn't Vote	41%	(299)	38%	(276)	8%	(59)	5%	(38)	8%	(57)	728
4-Region: Northeast	34%	(134)	40%	(156)	13%	(50)	5%	(21)	8%	(33)	394
4-Region: Midwest	42%	(193)	38%	(175)	10%	(45)	4%	(18)	7%	(32)	462
4-Region: South	47%	(387)	36%	(294)	7%	(55)	5%	(39)	6%	(50)	825
4-Region: West	38%	(197)	41%	(215)	8%	(43)	6%	(34)	6%	(32)	520

Table BR9_4: *In your opinion, how important are each of the following when visiting a theme park?*
Shows and experiences

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	41%	(912)	38%	(839)	9%	(193)	5%	(111)	7%	(146)	2201
Favorable of Trump	41%	(377)	38%	(351)	8%	(77)	5%	(43)	8%	(70)	917
Unfavorable of Trump	42%	(478)	38%	(431)	9%	(107)	5%	(59)	5%	(53)	1127
Very Favorable of Trump	43%	(223)	36%	(183)	6%	(31)	4%	(22)	11%	(55)	514
Somewhat Favorable of Trump	38%	(154)	42%	(168)	11%	(46)	5%	(20)	4%	(15)	403
Somewhat Unfavorable of Trump	43%	(115)	42%	(112)	8%	(22)	3%	(7)	5%	(12)	268
Very Unfavorable of Trump	42%	(363)	37%	(319)	10%	(85)	6%	(52)	5%	(41)	859

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

Table BR9_5: *In your opinion, how important are each of the following when visiting a theme park?*

The overall theme of the park

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	51%	(1114)	30%	(658)	8%	(183)	4%	(88)	7%	(158)	2201
Gender: Male	44%	(466)	32%	(336)	11%	(118)	5%	(52)	9%	(90)	1062
Gender: Female	57%	(648)	28%	(322)	6%	(64)	3%	(36)	6%	(68)	1139
Age: 18-29	61%	(301)	22%	(109)	8%	(39)	2%	(12)	7%	(34)	495
Age: 30-44	56%	(291)	30%	(158)	5%	(26)	3%	(15)	6%	(29)	518
Age: 45-54	48%	(180)	31%	(117)	9%	(32)	5%	(18)	7%	(25)	372
Age: 55-64	46%	(173)	35%	(132)	10%	(37)	4%	(17)	5%	(20)	380
Age: 65+	39%	(170)	33%	(143)	11%	(48)	6%	(26)	11%	(50)	436
Generation Z: 18-21	57%	(92)	23%	(38)	8%	(13)	2%	(3)	10%	(17)	162
Millennial: Age 22-37	62%	(375)	23%	(140)	7%	(41)	3%	(17)	5%	(30)	603
Generation X: Age 38-53	49%	(285)	33%	(194)	7%	(43)	4%	(23)	6%	(38)	583
Boomers: Age 54-72	43%	(303)	34%	(235)	10%	(69)	5%	(34)	9%	(60)	702
PID: Dem (no lean)	56%	(422)	29%	(214)	8%	(59)	4%	(29)	4%	(27)	750
PID: Ind (no lean)	46%	(382)	31%	(258)	7%	(53)	4%	(36)	11%	(93)	822
PID: Rep (no lean)	49%	(310)	30%	(186)	11%	(71)	4%	(23)	6%	(38)	628
PID/Gender: Dem Men	49%	(164)	30%	(102)	11%	(36)	4%	(13)	6%	(21)	336
PID/Gender: Dem Women	62%	(258)	27%	(112)	5%	(23)	4%	(15)	2%	(7)	414
PID/Gender: Ind Men	40%	(154)	33%	(126)	7%	(28)	6%	(24)	13%	(48)	380
PID/Gender: Ind Women	52%	(229)	30%	(132)	6%	(25)	3%	(12)	10%	(45)	442
PID/Gender: Rep Men	43%	(149)	31%	(107)	16%	(54)	4%	(14)	6%	(21)	346
PID/Gender: Rep Women	57%	(162)	28%	(79)	6%	(16)	3%	(9)	6%	(17)	283
Ideo: Liberal (1-3)	53%	(357)	31%	(206)	7%	(47)	4%	(25)	6%	(39)	675
Ideo: Moderate (4)	56%	(274)	27%	(132)	9%	(42)	2%	(11)	6%	(29)	488
Ideo: Conservative (5-7)	45%	(323)	31%	(223)	11%	(77)	6%	(40)	7%	(50)	714
Educ: < College	52%	(791)	27%	(413)	8%	(119)	4%	(61)	9%	(129)	1513
Educ: Bachelors degree	49%	(216)	35%	(156)	9%	(38)	4%	(18)	3%	(15)	444
Educ: Post-grad	44%	(107)	36%	(89)	10%	(26)	3%	(8)	6%	(14)	244

Table BR9_5: *In your opinion, how important are each of the following when visiting a theme park?*
The overall theme of the park

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	51%	(1114)	30%	(658)	8%	(183)	4%	(88)	7%	(158)	2201
Income: Under 50k	52%	(671)	27%	(354)	8%	(101)	5%	(62)	8%	(107)	1296
Income: 50k-100k	50%	(321)	35%	(223)	7%	(47)	3%	(16)	5%	(32)	640
Income: 100k+	46%	(122)	31%	(81)	13%	(34)	3%	(9)	7%	(19)	266
Ethnicity: White	48%	(833)	31%	(541)	9%	(147)	4%	(68)	8%	(134)	1723
Ethnicity: Hispanic	59%	(208)	23%	(79)	9%	(30)	2%	(8)	7%	(25)	350
Ethnicity: Afr. Am.	64%	(175)	20%	(56)	6%	(17)	5%	(14)	5%	(12)	274
Ethnicity: Other	52%	(106)	30%	(62)	9%	(19)	3%	(6)	6%	(12)	204
Relig: Protestant	47%	(241)	34%	(175)	10%	(50)	4%	(20)	5%	(23)	508
Relig: Roman Catholic	50%	(220)	32%	(144)	8%	(37)	3%	(14)	6%	(29)	443
Relig: Ath./Agn./None	49%	(298)	27%	(165)	8%	(52)	5%	(29)	11%	(65)	608
Relig: Something Else	52%	(193)	29%	(108)	8%	(31)	4%	(14)	6%	(24)	369
Relig: Jewish	36%	(20)	33%	(18)	10%	(5)	5%	(3)	16%	(9)	55
Relig: Evangelical	55%	(321)	28%	(161)	8%	(44)	4%	(21)	6%	(34)	581
Relig: Non-Evang. Catholics	47%	(302)	35%	(223)	9%	(56)	4%	(24)	6%	(35)	640
Relig: All Christian	51%	(623)	31%	(384)	8%	(100)	4%	(45)	6%	(70)	1221
Relig: All Non-Christian	50%	(491)	28%	(274)	8%	(82)	4%	(43)	9%	(89)	978
Community: Urban	55%	(327)	26%	(157)	8%	(48)	3%	(21)	8%	(46)	599
Community: Suburban	48%	(467)	33%	(314)	9%	(91)	3%	(32)	6%	(60)	965
Community: Rural	50%	(320)	29%	(186)	7%	(44)	5%	(34)	8%	(52)	637
Employ: Private Sector	52%	(334)	31%	(196)	10%	(62)	3%	(18)	5%	(31)	640
Employ: Government	56%	(78)	30%	(42)	8%	(11)	3%	(4)	4%	(5)	140
Employ: Self-Employed	51%	(81)	30%	(48)	10%	(15)	4%	(7)	5%	(9)	160
Employ: Homemaker	58%	(100)	24%	(42)	5%	(9)	6%	(11)	7%	(12)	174
Employ: Student	54%	(72)	24%	(33)	6%	(9)	4%	(5)	11%	(14)	133
Employ: Retired	41%	(203)	34%	(171)	10%	(48)	5%	(26)	10%	(50)	498
Employ: Unemployed	52%	(119)	26%	(60)	8%	(20)	4%	(10)	10%	(22)	230
Employ: Other	56%	(127)	30%	(67)	4%	(9)	3%	(7)	7%	(15)	225
Military HH: Yes	46%	(161)	34%	(120)	9%	(32)	5%	(18)	6%	(23)	354
Military HH: No	52%	(953)	29%	(538)	8%	(150)	4%	(70)	7%	(135)	1847

Continued on next page

86

Table BR9_5: *In your opinion, how important are each of the following when visiting a theme park?*
The overall theme of the park

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	51%	(1114)	30%	(658)	8%	(183)	4%	(88)	7%	(158)	2201
RD/WT: Right Direction	48%	(422)	31%	(277)	10%	(86)	4%	(31)	8%	(70)	886
RD/WT: Wrong Track	53%	(693)	29%	(381)	7%	(97)	4%	(56)	7%	(89)	1315
Trump Job Approve	48%	(446)	31%	(290)	9%	(88)	4%	(39)	8%	(73)	936
Trump Job Disapprove	53%	(580)	29%	(325)	8%	(85)	4%	(45)	6%	(67)	1102
Trump Job Strongly Approve	48%	(230)	27%	(130)	9%	(45)	5%	(26)	9%	(44)	475
Trump Job Somewhat Approve	47%	(216)	35%	(160)	9%	(43)	3%	(13)	6%	(28)	461
Trump Job Somewhat Disapprove	52%	(180)	30%	(104)	8%	(27)	3%	(12)	7%	(26)	348
Trump Job Strongly Disapprove	53%	(400)	29%	(221)	8%	(58)	4%	(33)	5%	(41)	754
#1 Issue: Economy	51%	(325)	30%	(192)	11%	(67)	3%	(20)	5%	(33)	637
#1 Issue: Security	53%	(192)	32%	(115)	6%	(23)	3%	(10)	6%	(20)	361
#1 Issue: Health Care	51%	(185)	28%	(102)	8%	(30)	4%	(16)	9%	(32)	365
#1 Issue: Medicare / Social Security	46%	(142)	31%	(98)	9%	(27)	5%	(15)	9%	(29)	311
#1 Issue: Women's Issues	61%	(67)	27%	(30)	2%	(2)	4%	(4)	7%	(7)	111
#1 Issue: Education	61%	(116)	23%	(43)	6%	(12)	3%	(6)	7%	(13)	188
#1 Issue: Energy	36%	(32)	31%	(27)	10%	(9)	13%	(11)	10%	(9)	88
#1 Issue: Other	39%	(54)	38%	(53)	9%	(13)	4%	(5)	10%	(14)	139
2016 Vote: Democrat Hillary Clinton	53%	(368)	30%	(209)	8%	(53)	4%	(31)	4%	(29)	690
2016 Vote: Republican Donald Trump	48%	(327)	31%	(209)	10%	(66)	4%	(27)	8%	(53)	682
2016 Vote: Someone else	48%	(106)	33%	(72)	8%	(17)	5%	(11)	7%	(15)	222
Voted in 2014: Yes	49%	(665)	33%	(452)	8%	(103)	4%	(61)	6%	(87)	1368
Voted in 2014: No	54%	(449)	25%	(206)	10%	(80)	3%	(27)	9%	(71)	833
2012 Vote: Barack Obama	53%	(439)	31%	(257)	8%	(65)	4%	(31)	5%	(37)	829
2012 Vote: Mitt Romney	42%	(227)	36%	(194)	9%	(51)	5%	(25)	8%	(42)	538
2012 Vote: Other	51%	(51)	29%	(29)	4%	(4)	4%	(4)	12%	(12)	100
2012 Vote: Didn't Vote	54%	(395)	24%	(178)	9%	(63)	4%	(26)	9%	(66)	728
4-Region: Northeast	46%	(180)	31%	(124)	9%	(36)	5%	(19)	9%	(35)	394
4-Region: Midwest	51%	(235)	29%	(134)	8%	(38)	4%	(18)	8%	(38)	462
4-Region: South	54%	(445)	30%	(249)	6%	(50)	3%	(26)	7%	(54)	825
4-Region: West	49%	(255)	29%	(151)	11%	(59)	5%	(24)	6%	(31)	520

Table BR9_5: *In your opinion, how important are each of the following when visiting a theme park?*
The overall theme of the park

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	51%	(1114)	30%	(658)	8%	(183)	4%	(88)	7%	(158)	2201
Favorable of Trump	49%	(447)	31%	(288)	8%	(74)	4%	(34)	8%	(74)	917
Unfavorable of Trump	53%	(594)	29%	(327)	9%	(99)	4%	(48)	5%	(60)	1127
Very Favorable of Trump	50%	(257)	26%	(136)	9%	(48)	5%	(24)	9%	(48)	514
Somewhat Favorable of Trump	47%	(190)	38%	(152)	7%	(26)	2%	(10)	6%	(26)	403
Somewhat Unfavorable of Trump	53%	(141)	28%	(75)	11%	(29)	3%	(7)	6%	(16)	268
Very Unfavorable of Trump	53%	(452)	29%	(252)	8%	(70)	5%	(41)	5%	(44)	859

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

Table BR9_6: *In your opinion, how important are each of the following when visiting a theme park?*
Food & dining, including beverages, candies or treats

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	44%	(973)	37%	(825)	8%	(179)	4%	(86)	6%	(138)	2201
Gender: Male	41%	(433)	39%	(416)	9%	(92)	4%	(45)	7%	(76)	1062
Gender: Female	47%	(540)	36%	(409)	8%	(87)	4%	(40)	5%	(62)	1139
Age: 18-29	54%	(267)	33%	(165)	4%	(21)	2%	(9)	7%	(32)	495
Age: 30-44	47%	(243)	36%	(189)	9%	(45)	3%	(13)	5%	(28)	518
Age: 45-54	46%	(173)	34%	(127)	9%	(33)	5%	(18)	6%	(20)	372
Age: 55-64	39%	(150)	40%	(153)	11%	(40)	6%	(22)	4%	(15)	380
Age: 65+	32%	(141)	44%	(191)	9%	(39)	5%	(22)	10%	(43)	436
Generation Z: 18-21	48%	(78)	37%	(60)	5%	(9)	2%	(3)	8%	(12)	162
Millennial: Age 22-37	54%	(323)	34%	(207)	5%	(33)	1%	(9)	5%	(31)	603
Generation X: Age 38-53	45%	(263)	35%	(203)	10%	(56)	4%	(26)	6%	(35)	583
Boomers: Age 54-72	37%	(261)	41%	(286)	10%	(69)	5%	(38)	7%	(48)	702
PID: Dem (no lean)	51%	(382)	32%	(243)	9%	(66)	5%	(35)	3%	(23)	750
PID: Ind (no lean)	42%	(342)	37%	(307)	8%	(68)	3%	(26)	10%	(80)	822
PID: Rep (no lean)	40%	(249)	44%	(275)	7%	(44)	4%	(25)	6%	(35)	628
PID/Gender: Dem Men	50%	(169)	29%	(99)	11%	(35)	5%	(16)	5%	(16)	336
PID/Gender: Dem Women	51%	(213)	35%	(145)	7%	(31)	5%	(19)	2%	(7)	414
PID/Gender: Ind Men	36%	(136)	41%	(156)	9%	(35)	3%	(13)	11%	(41)	380
PID/Gender: Ind Women	47%	(206)	34%	(151)	8%	(33)	3%	(12)	9%	(39)	442
PID/Gender: Rep Men	37%	(128)	47%	(162)	6%	(21)	5%	(16)	5%	(19)	346
PID/Gender: Rep Women	43%	(121)	40%	(114)	8%	(23)	3%	(9)	6%	(16)	283
Ideo: Liberal (1-3)	47%	(320)	34%	(230)	11%	(71)	3%	(23)	5%	(32)	675
Ideo: Moderate (4)	44%	(215)	41%	(201)	6%	(31)	4%	(18)	5%	(24)	488
Ideo: Conservative (5-7)	41%	(293)	40%	(288)	8%	(55)	5%	(34)	6%	(44)	714
Educ: < College	46%	(701)	35%	(533)	7%	(103)	4%	(58)	8%	(119)	1513
Educ: Bachelors degree	41%	(180)	42%	(188)	11%	(51)	4%	(16)	2%	(9)	444
Educ: Post-grad	38%	(92)	43%	(105)	11%	(26)	5%	(11)	4%	(10)	244

Continued on next page

Table BR9_6: *In your opinion, how important are each of the following when visiting a theme park?*
Food & dining, including beverages, candies or treats

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	44%	(973)	37%	(825)	8%	(179)	4%	(86)	6%	(138)	2201
Income: Under 50k	47%	(606)	34%	(446)	7%	(91)	5%	(59)	7%	(94)	1296
Income: 50k-100k	41%	(259)	43%	(275)	10%	(61)	3%	(18)	4%	(26)	640
Income: 100k+	41%	(108)	39%	(104)	10%	(27)	3%	(8)	7%	(18)	266
Ethnicity: White	41%	(702)	40%	(683)	8%	(146)	4%	(73)	7%	(119)	1723
Ethnicity: Hispanic	52%	(183)	32%	(113)	7%	(25)	2%	(8)	6%	(21)	350
Ethnicity: Afr. Am.	57%	(157)	29%	(79)	7%	(20)	3%	(9)	3%	(9)	274
Ethnicity: Other	56%	(114)	31%	(63)	6%	(12)	2%	(4)	5%	(11)	204
Relig: Protestant	40%	(202)	42%	(216)	10%	(50)	4%	(23)	4%	(18)	508
Relig: Roman Catholic	46%	(203)	38%	(167)	8%	(34)	3%	(15)	6%	(24)	443
Relig: Ath./Agn./None	45%	(273)	34%	(207)	7%	(45)	5%	(29)	9%	(55)	608
Relig: Something Else	40%	(148)	41%	(150)	9%	(34)	4%	(14)	7%	(24)	369
Relig: Jewish	26%	(14)	41%	(22)	12%	(7)	8%	(5)	13%	(7)	55
Relig: Evangelical	50%	(288)	34%	(199)	8%	(47)	2%	(15)	5%	(32)	581
Relig: Non-Evang. Catholics	41%	(264)	42%	(268)	8%	(53)	4%	(28)	4%	(27)	640
Relig: All Christian	45%	(552)	38%	(467)	8%	(99)	4%	(43)	5%	(59)	1221
Relig: All Non-Christian	43%	(421)	36%	(356)	8%	(79)	4%	(43)	8%	(79)	978
Community: Urban	51%	(303)	33%	(196)	7%	(40)	4%	(24)	6%	(36)	599
Community: Suburban	39%	(376)	42%	(406)	10%	(92)	4%	(37)	6%	(53)	965
Community: Rural	46%	(294)	35%	(223)	7%	(47)	4%	(25)	8%	(49)	637
Employ: Private Sector	44%	(281)	40%	(255)	10%	(61)	3%	(19)	3%	(22)	640
Employ: Government	51%	(72)	33%	(46)	11%	(15)	1%	(2)	4%	(5)	140
Employ: Self-Employed	45%	(73)	41%	(66)	6%	(10)	3%	(5)	4%	(6)	160
Employ: Homemaker	48%	(83)	31%	(55)	8%	(14)	6%	(11)	6%	(11)	174
Employ: Student	50%	(67)	32%	(42)	5%	(7)	3%	(4)	10%	(13)	133
Employ: Retired	35%	(176)	43%	(213)	9%	(44)	5%	(23)	8%	(42)	498
Employ: Unemployed	51%	(117)	31%	(72)	3%	(7)	5%	(13)	9%	(21)	230
Employ: Other	46%	(103)	34%	(76)	9%	(20)	4%	(10)	7%	(16)	225
Military HH: Yes	43%	(153)	36%	(128)	9%	(31)	5%	(19)	7%	(24)	354
Military HH: No	44%	(820)	38%	(697)	8%	(148)	4%	(66)	6%	(115)	1847

Table BR9_6: *In your opinion, how important are each of the following when visiting a theme park?*

Food & dining, including beverages, candies or treats

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	44%	(973)	37%	(825)	8%	(179)	4%	(86)	6%	(138)	2201
RD/WT: Right Direction	42%	(374)	40%	(353)	7%	(65)	3%	(30)	7%	(63)	886
RD/WT: Wrong Track	46%	(599)	36%	(472)	9%	(114)	4%	(56)	6%	(75)	1315
Trump Job Approve	41%	(385)	41%	(379)	8%	(72)	4%	(38)	7%	(63)	936
Trump Job Disapprove	46%	(512)	35%	(391)	9%	(95)	4%	(46)	5%	(59)	1102
Trump Job Strongly Approve	42%	(201)	36%	(171)	7%	(35)	5%	(23)	9%	(45)	475
Trump Job Somewhat Approve	40%	(184)	45%	(208)	8%	(36)	3%	(15)	4%	(18)	461
Trump Job Somewhat Disapprove	43%	(149)	38%	(131)	10%	(36)	3%	(11)	6%	(21)	348
Trump Job Strongly Disapprove	48%	(363)	34%	(259)	8%	(59)	5%	(34)	5%	(38)	754
#1 Issue: Economy	45%	(286)	39%	(248)	9%	(55)	3%	(20)	4%	(28)	637
#1 Issue: Security	43%	(155)	41%	(147)	9%	(31)	3%	(11)	5%	(17)	361
#1 Issue: Health Care	44%	(160)	34%	(125)	9%	(32)	6%	(21)	7%	(27)	365
#1 Issue: Medicare / Social Security	41%	(127)	40%	(125)	6%	(17)	4%	(13)	9%	(28)	311
#1 Issue: Women's Issues	59%	(65)	28%	(31)	4%	(5)	3%	(3)	7%	(7)	111
#1 Issue: Education	51%	(96)	32%	(59)	10%	(18)	2%	(4)	6%	(10)	188
#1 Issue: Energy	36%	(32)	35%	(31)	9%	(8)	10%	(9)	9%	(8)	88
#1 Issue: Other	37%	(52)	42%	(58)	9%	(12)	3%	(4)	9%	(13)	139
2016 Vote: Democrat Hillary Clinton	47%	(326)	34%	(232)	11%	(73)	5%	(34)	4%	(25)	690
2016 Vote: Republican Donald Trump	38%	(259)	43%	(292)	8%	(52)	3%	(23)	8%	(55)	682
2016 Vote: Someone else	41%	(90)	41%	(91)	9%	(20)	5%	(12)	4%	(9)	222
Voted in 2014: Yes	43%	(595)	38%	(515)	9%	(119)	5%	(64)	6%	(76)	1368
Voted in 2014: No	45%	(378)	37%	(310)	7%	(60)	3%	(22)	7%	(62)	833
2012 Vote: Barack Obama	47%	(393)	36%	(294)	9%	(74)	5%	(37)	4%	(30)	829
2012 Vote: Mitt Romney	34%	(185)	44%	(238)	9%	(50)	4%	(24)	8%	(42)	538
2012 Vote: Other	42%	(42)	40%	(40)	3%	(3)	3%	(3)	11%	(11)	100
2012 Vote: Didn't Vote	48%	(352)	35%	(251)	7%	(52)	3%	(19)	8%	(55)	728
4-Region: Northeast	41%	(161)	36%	(142)	9%	(35)	6%	(24)	8%	(31)	394
4-Region: Midwest	45%	(209)	38%	(175)	8%	(36)	3%	(12)	6%	(30)	462
4-Region: South	48%	(393)	36%	(297)	8%	(67)	3%	(22)	6%	(46)	825
4-Region: West	40%	(209)	41%	(212)	8%	(40)	5%	(28)	6%	(31)	520

Table BR9_6: *In your opinion, how important are each of the following when visiting a theme park?*
Food & dining, including beverages, candies or treats

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	44%	(973)	37%	(825)	8%	(179)	4%	(86)	6%	(138)	2201
Favorable of Trump	41%	(378)	41%	(374)	7%	(69)	3%	(31)	7%	(65)	917
Unfavorable of Trump	47%	(528)	36%	(404)	8%	(95)	4%	(48)	5%	(53)	1127
Very Favorable of Trump	43%	(222)	37%	(191)	6%	(31)	4%	(21)	10%	(49)	514
Somewhat Favorable of Trump	39%	(156)	45%	(183)	9%	(38)	3%	(11)	4%	(16)	403
Somewhat Unfavorable of Trump	43%	(115)	40%	(107)	9%	(25)	3%	(8)	5%	(13)	268
Very Unfavorable of Trump	48%	(413)	35%	(296)	8%	(70)	5%	(40)	5%	(40)	859

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

Table BR9_7: *In your opinion, how important are each of the following when visiting a theme park?*
Shopping

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	17%	(368)	29%	(645)	31%	(672)	17%	(375)	6%	(141)	2201
Gender: Male	15%	(161)	28%	(299)	31%	(329)	18%	(190)	8%	(84)	1062
Gender: Female	18%	(207)	30%	(347)	30%	(344)	16%	(185)	5%	(57)	1139
Age: 18-29	23%	(114)	30%	(151)	27%	(135)	14%	(69)	5%	(27)	495
Age: 30-44	17%	(90)	31%	(162)	31%	(160)	15%	(78)	6%	(29)	518
Age: 45-54	20%	(74)	28%	(105)	29%	(107)	17%	(62)	6%	(23)	372
Age: 55-64	12%	(46)	26%	(98)	36%	(138)	21%	(78)	5%	(19)	380
Age: 65+	10%	(44)	30%	(130)	30%	(132)	20%	(88)	10%	(43)	436
Generation Z: 18-21	18%	(29)	31%	(51)	30%	(49)	14%	(23)	7%	(11)	162
Millennial: Age 22-37	21%	(124)	32%	(193)	29%	(176)	14%	(82)	5%	(28)	603
Generation X: Age 38-53	20%	(117)	28%	(163)	29%	(167)	17%	(97)	7%	(38)	583
Boomers: Age 54-72	12%	(84)	29%	(205)	32%	(222)	20%	(140)	7%	(51)	702
PID: Dem (no lean)	20%	(149)	30%	(222)	31%	(231)	17%	(124)	3%	(25)	750
PID: Ind (no lean)	14%	(117)	29%	(234)	30%	(247)	17%	(144)	10%	(80)	822
PID: Rep (no lean)	16%	(102)	30%	(189)	31%	(194)	17%	(107)	6%	(36)	628
PID/Gender: Dem Men	19%	(65)	29%	(97)	29%	(99)	17%	(56)	6%	(19)	336
PID/Gender: Dem Women	20%	(84)	30%	(124)	32%	(132)	17%	(68)	1%	(5)	414
PID/Gender: Ind Men	12%	(45)	27%	(103)	31%	(120)	19%	(70)	11%	(41)	380
PID/Gender: Ind Women	16%	(71)	30%	(131)	29%	(127)	17%	(73)	9%	(39)	442
PID/Gender: Rep Men	15%	(51)	28%	(98)	32%	(110)	18%	(64)	7%	(23)	346
PID/Gender: Rep Women	18%	(51)	32%	(91)	30%	(84)	15%	(43)	4%	(12)	283
Ideo: Liberal (1-3)	17%	(115)	29%	(199)	30%	(200)	19%	(131)	4%	(30)	675
Ideo: Moderate (4)	18%	(88)	30%	(147)	33%	(161)	15%	(71)	5%	(22)	488
Ideo: Conservative (5-7)	13%	(96)	28%	(198)	33%	(237)	19%	(135)	7%	(48)	714
Educ: < College	19%	(290)	30%	(447)	29%	(437)	15%	(221)	8%	(118)	1513
Educ: Bachelors degree	12%	(53)	28%	(126)	34%	(153)	23%	(100)	3%	(13)	444
Educ: Post-grad	10%	(25)	30%	(72)	34%	(82)	22%	(54)	4%	(10)	244

Continued on next page

Table BR9_7: *In your opinion, how important are each of the following when visiting a theme park?*
Shopping

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	17%	(368)	29%	(645)	31%	(672)	17%	(375)	6%	(141)	2201
Income: Under 50k	19%	(250)	29%	(379)	28%	(364)	16%	(208)	7%	(94)	1296
Income: 50k-100k	14%	(88)	32%	(202)	33%	(210)	17%	(112)	4%	(27)	640
Income: 100k+	11%	(29)	24%	(64)	37%	(98)	21%	(55)	7%	(19)	266
Ethnicity: White	15%	(252)	29%	(493)	32%	(547)	18%	(312)	7%	(118)	1723
Ethnicity: Hispanic	21%	(73)	29%	(101)	35%	(122)	10%	(35)	5%	(19)	350
Ethnicity: Afr. Am.	26%	(72)	33%	(90)	24%	(65)	14%	(39)	3%	(8)	274
Ethnicity: Other	22%	(44)	31%	(62)	29%	(60)	12%	(24)	7%	(14)	204
Relig: Protestant	13%	(64)	30%	(155)	34%	(171)	18%	(93)	5%	(24)	508
Relig: Roman Catholic	19%	(85)	28%	(125)	31%	(137)	16%	(71)	6%	(26)	443
Relig: Ath./Agn./None	13%	(79)	28%	(173)	31%	(191)	19%	(113)	9%	(53)	608
Relig: Something Else	19%	(70)	27%	(100)	27%	(100)	21%	(78)	6%	(22)	369
Relig: Jewish	10%	(5)	33%	(18)	16%	(9)	25%	(14)	15%	(8)	55
Relig: Evangelical	20%	(117)	33%	(190)	29%	(170)	12%	(69)	6%	(36)	581
Relig: Non-Evang. Catholics	16%	(103)	28%	(182)	33%	(210)	18%	(114)	5%	(31)	640
Relig: All Christian	18%	(219)	30%	(372)	31%	(379)	15%	(183)	5%	(66)	1221
Relig: All Non-Christian	15%	(149)	28%	(272)	30%	(292)	20%	(191)	8%	(74)	978
Community: Urban	18%	(108)	28%	(166)	33%	(195)	15%	(90)	7%	(41)	599
Community: Suburban	15%	(147)	29%	(284)	30%	(287)	20%	(190)	6%	(57)	965
Community: Rural	18%	(113)	31%	(196)	30%	(191)	15%	(95)	7%	(43)	637
Employ: Private Sector	15%	(95)	31%	(196)	31%	(200)	19%	(121)	4%	(27)	640
Employ: Government	19%	(26)	29%	(41)	32%	(45)	15%	(21)	4%	(6)	140
Employ: Self-Employed	20%	(31)	28%	(45)	35%	(57)	13%	(21)	4%	(6)	160
Employ: Homemaker	28%	(49)	27%	(48)	26%	(45)	13%	(22)	6%	(10)	174
Employ: Student	17%	(22)	31%	(42)	28%	(38)	15%	(20)	9%	(12)	133
Employ: Retired	11%	(54)	29%	(145)	30%	(151)	21%	(103)	9%	(45)	498
Employ: Unemployed	23%	(53)	28%	(64)	27%	(61)	15%	(34)	8%	(18)	230
Employ: Other	16%	(37)	28%	(64)	34%	(76)	14%	(32)	7%	(16)	225
Military HH: Yes	13%	(48)	27%	(94)	34%	(122)	19%	(67)	7%	(23)	354
Military HH: No	17%	(320)	30%	(551)	30%	(550)	17%	(308)	6%	(117)	1847

Table BR9_7: *In your opinion, how important are each of the following when visiting a theme park?*
Shopping

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	17%	(368)	29%	(645)	31%	(672)	17%	(375)	6%	(141)	2201
RD/WT: Right Direction	17%	(148)	29%	(256)	32%	(281)	15%	(131)	8%	(70)	886
RD/WT: Wrong Track	17%	(220)	30%	(389)	30%	(391)	19%	(244)	5%	(71)	1315
Trump Job Approve	16%	(153)	28%	(265)	31%	(295)	17%	(157)	7%	(67)	936
Trump Job Disapprove	17%	(184)	29%	(325)	31%	(341)	18%	(201)	5%	(52)	1102
Trump Job Strongly Approve	20%	(96)	26%	(124)	28%	(133)	15%	(73)	10%	(49)	475
Trump Job Somewhat Approve	12%	(56)	31%	(141)	35%	(162)	18%	(84)	4%	(18)	461
Trump Job Somewhat Disapprove	17%	(59)	29%	(102)	35%	(121)	14%	(48)	5%	(19)	348
Trump Job Strongly Disapprove	17%	(125)	30%	(223)	29%	(220)	20%	(153)	4%	(34)	754
#1 Issue: Economy	14%	(87)	31%	(199)	35%	(224)	15%	(97)	5%	(30)	637
#1 Issue: Security	18%	(63)	28%	(101)	31%	(113)	19%	(67)	4%	(16)	361
#1 Issue: Health Care	18%	(66)	31%	(114)	24%	(89)	19%	(70)	7%	(27)	365
#1 Issue: Medicare / Social Security	17%	(53)	28%	(88)	29%	(90)	16%	(50)	9%	(29)	311
#1 Issue: Women's Issues	19%	(22)	32%	(35)	27%	(30)	14%	(15)	7%	(8)	111
#1 Issue: Education	26%	(48)	27%	(51)	29%	(55)	13%	(25)	5%	(9)	188
#1 Issue: Energy	14%	(12)	20%	(18)	30%	(27)	29%	(25)	7%	(6)	88
#1 Issue: Other	12%	(17)	28%	(39)	32%	(44)	18%	(25)	10%	(15)	139
2016 Vote: Democrat Hillary Clinton	16%	(113)	31%	(217)	30%	(207)	18%	(127)	4%	(26)	690
2016 Vote: Republican Donald Trump	15%	(103)	30%	(206)	30%	(202)	17%	(116)	8%	(54)	682
2016 Vote: Someone else	13%	(29)	24%	(54)	34%	(75)	23%	(51)	6%	(14)	222
Voted in 2014: Yes	15%	(209)	30%	(407)	31%	(419)	19%	(254)	6%	(80)	1368
Voted in 2014: No	19%	(159)	29%	(239)	30%	(254)	15%	(121)	7%	(60)	833
2012 Vote: Barack Obama	17%	(143)	31%	(257)	30%	(245)	18%	(153)	4%	(31)	829
2012 Vote: Mitt Romney	14%	(74)	27%	(145)	30%	(162)	21%	(113)	8%	(44)	538
2012 Vote: Other	12%	(12)	21%	(21)	39%	(39)	19%	(19)	10%	(10)	100
2012 Vote: Didn't Vote	19%	(138)	30%	(221)	31%	(225)	12%	(88)	8%	(56)	728
4-Region: Northeast	15%	(57)	25%	(100)	31%	(121)	22%	(87)	7%	(29)	394
4-Region: Midwest	18%	(84)	29%	(135)	29%	(133)	17%	(81)	7%	(30)	462
4-Region: South	19%	(158)	30%	(248)	31%	(257)	14%	(112)	6%	(50)	825
4-Region: West	13%	(69)	31%	(162)	31%	(162)	18%	(95)	6%	(32)	520

Continued on next page

Table BR9_7: *In your opinion, how important are each of the following when visiting a theme park?*
Shopping

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	17%	(368)	29%	(645)	31%	(672)	17%	(375)	6%	(141)	2201
Favorable of Trump	17%	(157)	30%	(277)	29%	(270)	16%	(146)	7%	(68)	917
Unfavorable of Trump	16%	(176)	30%	(334)	32%	(362)	19%	(211)	4%	(45)	1127
Very Favorable of Trump	18%	(95)	29%	(151)	27%	(140)	14%	(74)	10%	(53)	514
Somewhat Favorable of Trump	15%	(62)	31%	(125)	32%	(130)	18%	(72)	4%	(15)	403
Somewhat Unfavorable of Trump	17%	(45)	30%	(80)	36%	(97)	13%	(34)	4%	(12)	268
Very Unfavorable of Trump	15%	(131)	29%	(253)	31%	(264)	21%	(176)	4%	(34)	859

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

Table BR9_8: *In your opinion, how important are each of the following when visiting a theme park?*
Adults-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	23%	(510)	31%	(687)	24%	(519)	15%	(321)	7%	(165)	2201
Gender: Male	24%	(258)	33%	(345)	22%	(236)	13%	(134)	8%	(89)	1062
Gender: Female	22%	(251)	30%	(342)	25%	(283)	16%	(188)	7%	(76)	1139
Age: 18-29	35%	(171)	31%	(156)	19%	(92)	9%	(44)	7%	(32)	495
Age: 30-44	23%	(119)	33%	(169)	25%	(128)	14%	(72)	6%	(29)	518
Age: 45-54	25%	(94)	27%	(99)	23%	(84)	18%	(66)	8%	(30)	372
Age: 55-64	16%	(61)	31%	(119)	32%	(120)	15%	(56)	6%	(25)	380
Age: 65+	15%	(66)	33%	(144)	22%	(95)	19%	(83)	11%	(49)	436
Generation Z: 18-21	29%	(48)	32%	(52)	20%	(33)	13%	(20)	6%	(10)	162
Millennial: Age 22-37	32%	(194)	32%	(192)	21%	(126)	9%	(57)	6%	(34)	603
Generation X: Age 38-53	23%	(134)	29%	(167)	24%	(138)	17%	(101)	7%	(43)	583
Boomers: Age 54-72	16%	(114)	32%	(224)	27%	(189)	16%	(112)	9%	(63)	702
PID: Dem (no lean)	26%	(198)	30%	(223)	24%	(179)	15%	(114)	5%	(37)	750
PID: Ind (no lean)	22%	(183)	31%	(255)	22%	(184)	14%	(113)	11%	(88)	822
PID: Rep (no lean)	21%	(129)	33%	(209)	25%	(156)	15%	(94)	6%	(40)	628
PID/Gender: Dem Men	27%	(89)	31%	(105)	25%	(83)	10%	(35)	7%	(24)	336
PID/Gender: Dem Women	26%	(108)	28%	(117)	23%	(96)	19%	(79)	3%	(13)	414
PID/Gender: Ind Men	23%	(88)	32%	(122)	20%	(76)	14%	(53)	11%	(41)	380
PID/Gender: Ind Women	21%	(95)	30%	(132)	24%	(108)	14%	(61)	10%	(46)	442
PID/Gender: Rep Men	23%	(81)	34%	(118)	22%	(78)	13%	(46)	7%	(24)	346
PID/Gender: Rep Women	17%	(48)	32%	(92)	28%	(78)	17%	(48)	6%	(16)	283
Ideo: Liberal (1-3)	26%	(174)	30%	(206)	24%	(160)	14%	(97)	6%	(38)	675
Ideo: Moderate (4)	23%	(113)	34%	(166)	26%	(128)	12%	(57)	5%	(24)	488
Ideo: Conservative (5-7)	18%	(131)	31%	(223)	25%	(175)	18%	(130)	8%	(54)	714
Educ: < College	24%	(368)	30%	(455)	23%	(341)	14%	(216)	9%	(133)	1513
Educ: Bachelors degree	20%	(89)	34%	(151)	27%	(122)	14%	(63)	4%	(18)	444
Educ: Post-grad	21%	(52)	33%	(81)	23%	(56)	17%	(41)	6%	(14)	244

Continued on next page

Table BR9_8: *In your opinion, how important are each of the following when visiting a theme park?*
Adults-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	23%	(510)	31%	(687)	24%	(519)	15%	(321)	7%	(165)	2201
Income: Under 50k	24%	(315)	30%	(388)	22%	(285)	15%	(200)	8%	(107)	1296
Income: 50k-100k	21%	(136)	35%	(222)	26%	(166)	13%	(82)	5%	(34)	640
Income: 100k+	22%	(58)	29%	(77)	26%	(68)	15%	(39)	9%	(23)	266
Ethnicity: White	20%	(350)	32%	(553)	24%	(417)	16%	(268)	8%	(136)	1723
Ethnicity: Hispanic	29%	(101)	33%	(114)	20%	(69)	12%	(44)	6%	(22)	350
Ethnicity: Afr. Am.	38%	(103)	27%	(73)	21%	(58)	11%	(30)	4%	(10)	274
Ethnicity: Other	28%	(57)	30%	(61)	21%	(44)	11%	(23)	9%	(19)	204
Relig: Protestant	17%	(88)	30%	(153)	30%	(151)	18%	(91)	5%	(26)	508
Relig: Roman Catholic	24%	(106)	32%	(143)	25%	(111)	11%	(51)	7%	(32)	443
Relig: Ath./Agn./None	24%	(143)	32%	(197)	21%	(126)	13%	(80)	10%	(62)	608
Relig: Something Else	23%	(85)	30%	(110)	23%	(85)	17%	(63)	7%	(27)	369
Relig: Jewish	12%	(7)	33%	(18)	18%	(10)	24%	(13)	13%	(7)	55
Relig: Evangelical	27%	(156)	29%	(170)	23%	(135)	14%	(84)	6%	(36)	581
Relig: Non-Evang. Catholics	20%	(125)	33%	(208)	27%	(173)	15%	(94)	6%	(39)	640
Relig: All Christian	23%	(281)	31%	(378)	25%	(308)	15%	(177)	6%	(76)	1221
Relig: All Non-Christian	23%	(228)	31%	(307)	22%	(210)	15%	(144)	9%	(89)	978
Community: Urban	29%	(174)	33%	(198)	18%	(108)	12%	(69)	8%	(49)	599
Community: Suburban	21%	(204)	32%	(311)	25%	(238)	15%	(148)	7%	(64)	965
Community: Rural	21%	(132)	28%	(177)	27%	(173)	16%	(104)	8%	(51)	637
Employ: Private Sector	25%	(161)	32%	(206)	23%	(149)	14%	(89)	5%	(34)	640
Employ: Government	29%	(40)	28%	(39)	28%	(40)	11%	(15)	4%	(5)	140
Employ: Self-Employed	20%	(32)	41%	(66)	22%	(35)	12%	(20)	5%	(7)	160
Employ: Homemaker	18%	(31)	24%	(42)	26%	(45)	25%	(43)	7%	(13)	174
Employ: Student	26%	(35)	34%	(45)	24%	(32)	8%	(10)	9%	(12)	133
Employ: Retired	15%	(76)	34%	(168)	24%	(120)	17%	(86)	10%	(48)	498
Employ: Unemployed	36%	(84)	20%	(45)	18%	(42)	16%	(36)	10%	(23)	230
Employ: Other	22%	(50)	34%	(76)	25%	(57)	10%	(22)	10%	(21)	225
Military HH: Yes	25%	(90)	34%	(121)	18%	(64)	15%	(54)	7%	(26)	354
Military HH: No	23%	(420)	31%	(565)	25%	(455)	14%	(267)	8%	(139)	1847

Table BR9_8: *In your opinion, how important are each of the following when visiting a theme park?*
Adults-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	23%	(510)	31%	(687)	24%	(519)	15%	(321)	7%	(165)	2201
RD/WT: Right Direction	23%	(203)	31%	(273)	24%	(209)	14%	(123)	9%	(78)	886
RD/WT: Wrong Track	23%	(306)	31%	(413)	24%	(310)	15%	(198)	7%	(87)	1315
Trump Job Approve	21%	(201)	32%	(295)	24%	(224)	15%	(145)	8%	(72)	936
Trump Job Disapprove	25%	(272)	31%	(337)	24%	(262)	15%	(164)	6%	(68)	1102
Trump Job Strongly Approve	22%	(105)	29%	(140)	21%	(100)	16%	(77)	11%	(53)	475
Trump Job Somewhat Approve	21%	(96)	34%	(155)	27%	(124)	15%	(68)	4%	(19)	461
Trump Job Somewhat Disapprove	21%	(72)	35%	(122)	25%	(86)	12%	(43)	7%	(25)	348
Trump Job Strongly Disapprove	26%	(200)	28%	(214)	23%	(176)	16%	(121)	6%	(43)	754
#1 Issue: Economy	24%	(153)	31%	(200)	27%	(170)	12%	(79)	5%	(35)	637
#1 Issue: Security	24%	(87)	34%	(121)	21%	(76)	15%	(54)	6%	(22)	361
#1 Issue: Health Care	19%	(69)	29%	(107)	26%	(95)	17%	(62)	9%	(33)	365
#1 Issue: Medicare / Social Security	20%	(63)	32%	(99)	24%	(76)	12%	(39)	11%	(35)	311
#1 Issue: Women's Issues	33%	(36)	30%	(34)	16%	(18)	14%	(16)	7%	(7)	111
#1 Issue: Education	24%	(45)	35%	(66)	22%	(42)	13%	(25)	6%	(10)	188
#1 Issue: Energy	23%	(20)	26%	(23)	18%	(16)	28%	(25)	6%	(5)	88
#1 Issue: Other	26%	(37)	26%	(37)	19%	(27)	16%	(22)	12%	(17)	139
2016 Vote: Democrat Hillary Clinton	25%	(173)	31%	(214)	25%	(172)	14%	(97)	5%	(33)	690
2016 Vote: Republican Donald Trump	20%	(134)	33%	(225)	24%	(164)	15%	(100)	9%	(59)	682
2016 Vote: Someone else	22%	(49)	36%	(81)	23%	(51)	12%	(26)	7%	(16)	222
Voted in 2014: Yes	21%	(291)	32%	(438)	25%	(347)	15%	(202)	7%	(91)	1368
Voted in 2014: No	26%	(219)	30%	(249)	21%	(172)	14%	(120)	9%	(74)	833
2012 Vote: Barack Obama	24%	(196)	33%	(270)	25%	(206)	14%	(118)	5%	(38)	829
2012 Vote: Mitt Romney	17%	(94)	33%	(177)	25%	(136)	16%	(84)	9%	(47)	538
2012 Vote: Other	22%	(23)	30%	(30)	19%	(19)	16%	(16)	13%	(13)	100
2012 Vote: Didn't Vote	27%	(196)	29%	(209)	22%	(158)	14%	(100)	9%	(66)	728
4-Region: Northeast	19%	(75)	31%	(120)	25%	(100)	15%	(60)	10%	(39)	394
4-Region: Midwest	25%	(116)	31%	(144)	24%	(110)	13%	(59)	7%	(35)	462
4-Region: South	25%	(205)	31%	(254)	22%	(185)	16%	(129)	6%	(50)	825
4-Region: West	22%	(114)	32%	(169)	24%	(124)	14%	(73)	8%	(41)	520

Table BR9_8: *In your opinion, how important are each of the following when visiting a theme park?*
Adults-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	23%	(510)	31%	(687)	24%	(519)	15%	(321)	7%	(165)	2201
Favorable of Trump	21%	(196)	32%	(292)	23%	(214)	15%	(140)	8%	(76)	917
Unfavorable of Trump	24%	(268)	32%	(361)	24%	(270)	15%	(165)	6%	(64)	1127
Very Favorable of Trump	23%	(116)	29%	(147)	20%	(105)	17%	(87)	11%	(58)	514
Somewhat Favorable of Trump	20%	(80)	36%	(144)	27%	(109)	13%	(53)	4%	(18)	403
Somewhat Unfavorable of Trump	19%	(52)	36%	(97)	27%	(72)	11%	(31)	6%	(17)	268
Very Unfavorable of Trump	25%	(216)	31%	(264)	23%	(199)	16%	(134)	5%	(47)	859

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

Table BR9_9: *In your opinion, how important are each of the following when visiting a theme park?*
Kids-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	26%	(562)	30%	(669)	18%	(388)	18%	(400)	8%	(182)	2201
Gender: Male	23%	(242)	29%	(307)	20%	(212)	19%	(198)	10%	(104)	1062
Gender: Female	28%	(320)	32%	(362)	15%	(176)	18%	(202)	7%	(78)	1139
Age: 18-29	29%	(144)	29%	(144)	17%	(83)	18%	(89)	7%	(35)	495
Age: 30-44	32%	(164)	34%	(177)	14%	(74)	13%	(69)	7%	(35)	518
Age: 45-54	25%	(95)	29%	(107)	16%	(58)	20%	(74)	10%	(38)	372
Age: 55-64	19%	(73)	31%	(117)	23%	(88)	21%	(79)	6%	(23)	380
Age: 65+	20%	(87)	28%	(124)	19%	(85)	20%	(89)	12%	(51)	436
Generation Z: 18-21	29%	(48)	27%	(44)	21%	(34)	15%	(25)	7%	(12)	162
Millennial: Age 22-37	31%	(187)	33%	(201)	14%	(82)	16%	(97)	6%	(36)	603
Generation X: Age 38-53	28%	(162)	30%	(173)	16%	(93)	17%	(100)	9%	(55)	583
Boomers: Age 54-72	19%	(135)	29%	(203)	21%	(151)	22%	(152)	9%	(62)	702
PID: Dem (no lean)	28%	(208)	30%	(222)	17%	(125)	20%	(152)	6%	(44)	750
PID: Ind (no lean)	24%	(195)	29%	(242)	18%	(144)	18%	(147)	11%	(94)	822
PID: Rep (no lean)	25%	(158)	33%	(205)	19%	(119)	16%	(102)	7%	(44)	628
PID/Gender: Dem Men	25%	(85)	29%	(99)	20%	(66)	17%	(58)	9%	(30)	336
PID/Gender: Dem Women	30%	(124)	30%	(123)	14%	(59)	23%	(94)	3%	(14)	414
PID/Gender: Ind Men	19%	(74)	26%	(98)	21%	(79)	21%	(81)	13%	(48)	380
PID/Gender: Ind Women	28%	(122)	32%	(143)	15%	(65)	15%	(66)	10%	(46)	442
PID/Gender: Rep Men	24%	(84)	32%	(110)	19%	(67)	17%	(60)	7%	(26)	346
PID/Gender: Rep Women	26%	(75)	34%	(96)	19%	(52)	15%	(42)	6%	(18)	283
Ideo: Liberal (1-3)	25%	(170)	32%	(216)	15%	(102)	21%	(142)	7%	(45)	675
Ideo: Moderate (4)	25%	(120)	30%	(149)	23%	(111)	16%	(77)	7%	(32)	488
Ideo: Conservative (5-7)	23%	(166)	33%	(233)	17%	(122)	19%	(137)	8%	(56)	714
Educ: < College	27%	(406)	30%	(451)	17%	(255)	17%	(253)	10%	(148)	1513
Educ: Bachelors degree	20%	(91)	33%	(148)	20%	(87)	22%	(99)	4%	(20)	444
Educ: Post-grad	27%	(66)	29%	(70)	19%	(46)	20%	(48)	6%	(14)	244

Table BR9_9: *In your opinion, how important are each of the following when visiting a theme park?*
Kids-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	26%	(562)	30%	(669)	18%	(388)	18%	(400)	8%	(182)	2201
Income: Under 50k	28%	(361)	29%	(372)	16%	(207)	18%	(233)	9%	(123)	1296
Income: 50k-100k	23%	(148)	33%	(212)	21%	(133)	17%	(108)	6%	(39)	640
Income: 100k+	20%	(54)	32%	(86)	18%	(47)	22%	(58)	8%	(21)	266
Ethnicity: White	23%	(395)	32%	(548)	18%	(310)	19%	(326)	8%	(144)	1723
Ethnicity: Hispanic	34%	(118)	29%	(100)	17%	(61)	14%	(49)	6%	(22)	350
Ethnicity: Afr. Am.	38%	(103)	25%	(70)	13%	(36)	16%	(44)	8%	(21)	274
Ethnicity: Other	31%	(64)	25%	(51)	20%	(42)	15%	(30)	8%	(17)	204
Relig: Protestant	24%	(123)	33%	(166)	21%	(106)	17%	(88)	5%	(25)	508
Relig: Roman Catholic	26%	(113)	30%	(133)	21%	(93)	17%	(77)	6%	(27)	443
Relig: Ath./Agn./None	24%	(144)	29%	(174)	15%	(89)	21%	(130)	12%	(71)	608
Relig: Something Else	25%	(92)	29%	(108)	19%	(68)	17%	(64)	10%	(37)	369
Relig: Jewish	18%	(10)	30%	(16)	12%	(6)	21%	(12)	20%	(11)	55
Relig: Evangelical	31%	(179)	33%	(193)	15%	(87)	14%	(82)	7%	(41)	581
Relig: Non-Evang. Catholics	23%	(146)	30%	(194)	22%	(144)	19%	(124)	5%	(33)	640
Relig: All Christian	27%	(325)	32%	(386)	19%	(230)	17%	(206)	6%	(74)	1221
Relig: All Non-Christian	24%	(236)	29%	(282)	16%	(157)	20%	(194)	11%	(108)	978
Community: Urban	28%	(170)	28%	(167)	17%	(100)	19%	(111)	9%	(52)	599
Community: Suburban	25%	(245)	29%	(276)	19%	(182)	20%	(190)	7%	(71)	965
Community: Rural	23%	(147)	35%	(226)	17%	(106)	16%	(99)	9%	(59)	637
Employ: Private Sector	24%	(156)	32%	(206)	17%	(109)	21%	(133)	6%	(36)	640
Employ: Government	34%	(47)	27%	(37)	18%	(26)	17%	(23)	4%	(6)	140
Employ: Self-Employed	26%	(42)	29%	(47)	22%	(36)	17%	(27)	5%	(8)	160
Employ: Homemaker	34%	(59)	42%	(73)	5%	(9)	12%	(20)	7%	(13)	174
Employ: Student	20%	(27)	28%	(37)	24%	(32)	17%	(22)	11%	(15)	133
Employ: Retired	19%	(95)	30%	(151)	20%	(99)	21%	(102)	10%	(51)	498
Employ: Unemployed	30%	(69)	26%	(59)	16%	(36)	18%	(41)	11%	(26)	230
Employ: Other	30%	(67)	26%	(59)	18%	(41)	14%	(31)	12%	(28)	225
Military HH: Yes	22%	(77)	35%	(123)	16%	(58)	17%	(61)	10%	(36)	354
Military HH: No	26%	(485)	30%	(547)	18%	(330)	18%	(339)	8%	(147)	1847

Table BR9_9: *In your opinion, how important are each of the following when visiting a theme park?*
Kids-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	26%	(562)	30%	(669)	18%	(388)	18%	(400)	8%	(182)	2201
RD/WT: Right Direction	27%	(240)	30%	(263)	18%	(162)	16%	(145)	9%	(77)	886
RD/WT: Wrong Track	25%	(322)	31%	(406)	17%	(226)	19%	(255)	8%	(105)	1315
Trump Job Approve	25%	(236)	31%	(290)	19%	(178)	17%	(156)	8%	(76)	936
Trump Job Disapprove	25%	(278)	30%	(331)	17%	(187)	20%	(221)	8%	(85)	1102
Trump Job Strongly Approve	27%	(127)	26%	(126)	18%	(85)	18%	(86)	11%	(51)	475
Trump Job Somewhat Approve	24%	(109)	36%	(164)	20%	(93)	15%	(70)	6%	(25)	461
Trump Job Somewhat Disapprove	27%	(95)	33%	(116)	19%	(67)	12%	(41)	9%	(30)	348
Trump Job Strongly Disapprove	24%	(184)	28%	(214)	16%	(121)	24%	(180)	7%	(55)	754
#1 Issue: Economy	27%	(173)	34%	(214)	19%	(118)	15%	(97)	5%	(35)	637
#1 Issue: Security	23%	(85)	32%	(115)	18%	(63)	22%	(78)	6%	(20)	361
#1 Issue: Health Care	21%	(76)	30%	(109)	17%	(61)	22%	(82)	10%	(38)	365
#1 Issue: Medicare / Social Security	26%	(80)	26%	(81)	18%	(57)	18%	(56)	12%	(37)	311
#1 Issue: Women's Issues	31%	(34)	29%	(32)	14%	(15)	19%	(21)	8%	(8)	111
#1 Issue: Education	34%	(63)	32%	(61)	17%	(32)	10%	(18)	8%	(15)	188
#1 Issue: Energy	18%	(16)	33%	(29)	15%	(13)	20%	(17)	14%	(13)	88
#1 Issue: Other	25%	(34)	21%	(29)	21%	(29)	22%	(30)	12%	(17)	139
2016 Vote: Democrat Hillary Clinton	23%	(159)	31%	(216)	18%	(127)	21%	(143)	7%	(45)	690
2016 Vote: Republican Donald Trump	24%	(161)	32%	(216)	19%	(130)	17%	(116)	9%	(59)	682
2016 Vote: Someone else	26%	(58)	31%	(70)	16%	(35)	20%	(44)	7%	(16)	222
Voted in 2014: Yes	24%	(332)	31%	(423)	18%	(250)	19%	(265)	7%	(98)	1368
Voted in 2014: No	28%	(230)	30%	(246)	17%	(138)	16%	(135)	10%	(84)	833
2012 Vote: Barack Obama	26%	(213)	31%	(258)	17%	(143)	19%	(161)	6%	(53)	829
2012 Vote: Mitt Romney	20%	(110)	31%	(168)	20%	(109)	20%	(107)	8%	(45)	538
2012 Vote: Other	23%	(23)	28%	(28)	17%	(17)	19%	(19)	13%	(13)	100
2012 Vote: Didn't Vote	29%	(214)	29%	(214)	16%	(118)	15%	(111)	10%	(71)	728
4-Region: Northeast	22%	(85)	30%	(117)	18%	(71)	21%	(84)	9%	(37)	394
4-Region: Midwest	26%	(118)	29%	(133)	20%	(92)	18%	(81)	8%	(39)	462
4-Region: South	30%	(244)	31%	(256)	15%	(128)	15%	(127)	8%	(70)	825
4-Region: West	22%	(115)	31%	(163)	19%	(98)	21%	(108)	7%	(37)	520

Table BR9_9: *In your opinion, how important are each of the following when visiting a theme park?*
Kids-only attractions

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know / No Opinion		Total N
Adults	26%	(562)	30%	(669)	18%	(388)	18%	(400)	8%	(182)	2201
Favorable of Trump	25%	(232)	31%	(285)	19%	(170)	17%	(152)	8%	(78)	917
Unfavorable of Trump	25%	(285)	31%	(344)	17%	(192)	20%	(229)	7%	(78)	1127
Very Favorable of Trump	27%	(139)	28%	(143)	17%	(87)	17%	(89)	11%	(56)	514
Somewhat Favorable of Trump	23%	(94)	35%	(142)	21%	(83)	16%	(63)	5%	(22)	403
Somewhat Unfavorable of Trump	25%	(67)	37%	(98)	19%	(50)	13%	(36)	7%	(18)	268
Very Unfavorable of Trump	25%	(218)	29%	(246)	17%	(142)	22%	(193)	7%	(60)	859

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

Table BR10: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature characters and worlds from movies, TV shows or cartoons of my childhood		That feature new characters and worlds from movies, TV shows or cartoons		Don't know / No Opinion		Total N
Adults	39%	(851)	27%	(603)	34%	(747)	2201
Gender: Male	34%	(366)	30%	(318)	36%	(378)	1062
Gender: Female	43%	(485)	25%	(285)	32%	(369)	1139
Age: 18-29	49%	(242)	28%	(139)	23%	(114)	495
Age: 30-44	41%	(212)	35%	(179)	25%	(127)	518
Age: 45-54	38%	(143)	27%	(100)	35%	(129)	372
Age: 55-64	34%	(131)	25%	(95)	41%	(154)	380
Age: 65+	28%	(124)	21%	(90)	51%	(223)	436
Generation Z: 18-21	58%	(94)	21%	(34)	21%	(35)	162
Millennial: Age 22-37	44%	(267)	33%	(196)	23%	(140)	603
Generation X: Age 38-53	38%	(223)	30%	(176)	31%	(184)	583
Boomers: Age 54-72	31%	(220)	25%	(175)	44%	(308)	702
PID: Dem (no lean)	40%	(299)	30%	(222)	31%	(229)	750
PID: Ind (no lean)	36%	(293)	26%	(210)	39%	(320)	822
PID: Rep (no lean)	41%	(259)	27%	(171)	32%	(198)	628
PID/Gender: Dem Men	32%	(109)	32%	(109)	35%	(119)	336
PID/Gender: Dem Women	46%	(190)	27%	(113)	27%	(110)	414
PID/Gender: Ind Men	31%	(118)	29%	(111)	40%	(152)	380
PID/Gender: Ind Women	40%	(175)	22%	(99)	38%	(168)	442
PID/Gender: Rep Men	40%	(139)	29%	(99)	31%	(108)	346
PID/Gender: Rep Women	42%	(120)	26%	(72)	32%	(91)	283
Ideo: Liberal (1-3)	45%	(306)	26%	(178)	28%	(191)	675
Ideo: Moderate (4)	34%	(164)	32%	(154)	35%	(170)	488
Ideo: Conservative (5-7)	38%	(273)	28%	(199)	34%	(241)	714
Educ: < College	38%	(572)	28%	(417)	35%	(523)	1513
Educ: Bachelors degree	42%	(185)	28%	(123)	31%	(136)	444
Educ: Post-grad	38%	(94)	26%	(63)	36%	(88)	244

Table BR10: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature characters and worlds from movies, TV shows or cartoons of my childhood		That feature new characters and worlds from movies, TV shows or cartoons		Don't know / No Opinion		Total N
Adults	39%	(851)	27%	(603)	34%	(747)	2201
Income: Under 50k	38%	(486)	27%	(347)	36%	(463)	1296
Income: 50k-100k	42%	(267)	28%	(177)	31%	(196)	640
Income: 100k+	37%	(99)	30%	(79)	33%	(88)	266
Ethnicity: White	38%	(653)	27%	(461)	35%	(608)	1723
Ethnicity: Hispanic	44%	(153)	30%	(106)	26%	(90)	350
Ethnicity: Afr. Am.	40%	(110)	28%	(77)	32%	(88)	274
Ethnicity: Other	43%	(88)	32%	(65)	25%	(51)	204
Relig: Protestant	38%	(192)	26%	(134)	36%	(182)	508
Relig: Roman Catholic	40%	(176)	29%	(127)	32%	(140)	443
Relig: Ath./Agn./None	35%	(211)	28%	(172)	37%	(226)	608
Relig: Something Else	40%	(149)	27%	(98)	33%	(122)	369
Relig: Jewish	37%	(20)	20%	(11)	43%	(23)	55
Relig: Evangelical	43%	(251)	27%	(157)	30%	(173)	581
Relig: Non-Evang. Catholics	37%	(240)	27%	(176)	35%	(224)	640
Relig: All Christian	40%	(491)	27%	(333)	33%	(397)	1221
Relig: All Non-Christian	37%	(360)	28%	(270)	36%	(348)	978
Community: Urban	40%	(238)	28%	(165)	33%	(197)	599
Community: Suburban	40%	(383)	28%	(266)	33%	(316)	965
Community: Rural	36%	(231)	27%	(172)	37%	(234)	637
Employ: Private Sector	41%	(262)	33%	(210)	26%	(168)	640
Employ: Government	47%	(65)	31%	(43)	22%	(31)	140
Employ: Self-Employed	36%	(58)	34%	(55)	29%	(47)	160
Employ: Homemaker	45%	(78)	24%	(42)	31%	(54)	174
Employ: Student	55%	(73)	21%	(28)	24%	(33)	133
Employ: Retired	30%	(147)	22%	(110)	48%	(241)	498
Employ: Unemployed	34%	(78)	31%	(71)	35%	(81)	230
Employ: Other	40%	(90)	20%	(44)	41%	(92)	225
Military HH: Yes	42%	(149)	25%	(88)	33%	(118)	354
Military HH: No	38%	(703)	28%	(515)	34%	(629)	1847

Continued on next page

Table BR10: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature characters and worlds from movies, TV shows or cartoons of my childhood		That feature new characters and worlds from movies, TV shows or cartoons		Don't know / No Opinion		Total N
Adults	39%	(851)	27%	(603)	34%	(747)	2201
RD/WT: Right Direction	38%	(337)	27%	(240)	35%	(310)	886
RD/WT: Wrong Track	39%	(515)	28%	(363)	33%	(437)	1315
Trump Job Approve	39%	(366)	27%	(252)	34%	(318)	936
Trump Job Disapprove	39%	(432)	28%	(309)	33%	(362)	1102
Trump Job Strongly Approve	38%	(182)	25%	(119)	37%	(174)	475
Trump Job Somewhat Approve	40%	(184)	29%	(133)	31%	(144)	461
Trump Job Somewhat Disapprove	35%	(123)	32%	(111)	33%	(114)	348
Trump Job Strongly Disapprove	41%	(309)	26%	(198)	33%	(248)	754
#1 Issue: Economy	37%	(237)	33%	(207)	30%	(193)	637
#1 Issue: Security	42%	(153)	25%	(89)	33%	(119)	361
#1 Issue: Health Care	36%	(130)	28%	(104)	36%	(131)	365
#1 Issue: Medicare / Social Security	32%	(100)	25%	(79)	43%	(132)	311
#1 Issue: Women's Issues	57%	(64)	24%	(26)	19%	(21)	111
#1 Issue: Education	49%	(92)	23%	(44)	28%	(53)	188
#1 Issue: Energy	32%	(28)	32%	(28)	36%	(32)	88
#1 Issue: Other	35%	(48)	18%	(26)	47%	(65)	139
2016 Vote: Democrat Hillary Clinton	38%	(265)	29%	(197)	33%	(227)	690
2016 Vote: Republican Donald Trump	38%	(258)	27%	(183)	35%	(240)	682
2016 Vote: Someone else	39%	(86)	28%	(63)	33%	(73)	222
Voted in 2014: Yes	37%	(506)	28%	(382)	35%	(480)	1368
Voted in 2014: No	41%	(345)	27%	(221)	32%	(267)	833
2012 Vote: Barack Obama	37%	(309)	30%	(247)	33%	(273)	829
2012 Vote: Mitt Romney	36%	(193)	25%	(134)	39%	(211)	538
2012 Vote: Other	34%	(34)	27%	(27)	40%	(40)	100
2012 Vote: Didn't Vote	43%	(314)	26%	(192)	31%	(223)	728
4-Region: Northeast	33%	(130)	27%	(105)	41%	(159)	394
4-Region: Midwest	38%	(178)	28%	(131)	33%	(154)	462
4-Region: South	40%	(327)	27%	(219)	34%	(278)	825
4-Region: West	42%	(217)	28%	(148)	30%	(155)	520

Continued on next page

Table BR10: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature characters and worlds from movies, TV shows or cartoons of my childhood		That feature new characters and worlds from movies, TV shows or cartoons		Don't know / No Opinion		Total N
Adults	39%	(851)	27%	(603)	34%	(747)	2201
Favorable of Trump	38%	(346)	27%	(248)	35%	(324)	917
Unfavorable of Trump	40%	(455)	29%	(321)	31%	(351)	1127
Very Favorable of Trump	35%	(182)	28%	(144)	37%	(188)	514
Somewhat Favorable of Trump	41%	(164)	26%	(104)	34%	(136)	403
Somewhat Unfavorable of Trump	40%	(106)	34%	(91)	26%	(70)	268
Very Unfavorable of Trump	41%	(348)	27%	(230)	33%	(281)	859

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

Table BR11: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature rides and attractions for children only		That feature rides and attractions for adults only		That feature rides and attractions for both adults and children		Don't know / No Opinion		Total N
Adults	4%	(88)	13%	(282)	71%	(1553)	13%	(279)	2201
Gender: Male	6%	(59)	16%	(166)	64%	(684)	14%	(153)	1062
Gender: Female	3%	(29)	10%	(115)	76%	(869)	11%	(126)	1139
Age: 18-29	4%	(22)	22%	(108)	63%	(314)	10%	(52)	495
Age: 30-44	4%	(23)	13%	(67)	74%	(383)	9%	(45)	518
Age: 45-54	5%	(18)	10%	(38)	75%	(278)	10%	(37)	372
Age: 55-64	3%	(11)	11%	(41)	73%	(278)	13%	(49)	380
Age: 65+	3%	(14)	6%	(27)	69%	(300)	22%	(95)	436
Generation Z: 18-21	5%	(8)	20%	(32)	63%	(103)	12%	(20)	162
Millennial: Age 22-37	4%	(27)	18%	(109)	68%	(410)	9%	(57)	603
Generation X: Age 38-53	5%	(29)	11%	(63)	75%	(435)	10%	(56)	583
Boomers: Age 54-72	3%	(22)	10%	(70)	71%	(496)	16%	(114)	702
PID: Dem (no lean)	4%	(33)	14%	(101)	72%	(540)	10%	(76)	750
PID: Ind (no lean)	4%	(29)	14%	(114)	68%	(557)	15%	(121)	822
PID: Rep (no lean)	4%	(25)	10%	(66)	73%	(457)	13%	(81)	628
PID/Gender: Dem Men	6%	(21)	14%	(48)	67%	(224)	13%	(44)	336
PID/Gender: Dem Women	3%	(13)	13%	(54)	76%	(316)	8%	(32)	414
PID/Gender: Ind Men	5%	(19)	19%	(71)	60%	(228)	16%	(63)	380
PID/Gender: Ind Women	2%	(10)	10%	(44)	74%	(329)	13%	(59)	442
PID/Gender: Rep Men	5%	(19)	14%	(48)	67%	(233)	13%	(46)	346
PID/Gender: Rep Women	2%	(6)	6%	(18)	79%	(224)	12%	(35)	283
Ideo: Liberal (1-3)	6%	(41)	18%	(120)	66%	(442)	11%	(71)	675
Ideo: Moderate (4)	2%	(8)	10%	(47)	78%	(379)	11%	(55)	488
Ideo: Conservative (5-7)	3%	(24)	11%	(78)	75%	(534)	11%	(77)	714
Educ: < College	4%	(61)	13%	(190)	70%	(1053)	14%	(209)	1513
Educ: Bachelors degree	4%	(16)	14%	(64)	73%	(324)	9%	(40)	444
Educ: Post-grad	4%	(11)	11%	(27)	72%	(176)	12%	(30)	244

Continued on next page

Table BR11: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature rides and attractions for children only		That feature rides and attractions for adults only		That feature rides and attractions for both adults and children		Don't know / No Opinion		Total N
Adults	4%	(88)	13%	(282)	71%	(1553)	13%	(279)	2201
Income: Under 50k	5%	(61)	14%	(176)	68%	(879)	14%	(180)	1296
Income: 50k-100k	3%	(18)	12%	(74)	76%	(488)	9%	(60)	640
Income: 100k+	4%	(9)	12%	(32)	70%	(186)	15%	(39)	266
Ethnicity: White	3%	(56)	12%	(214)	71%	(1223)	13%	(229)	1723
Ethnicity: Hispanic	7%	(25)	15%	(53)	68%	(237)	10%	(35)	350
Ethnicity: Afr. Am.	5%	(15)	13%	(36)	69%	(191)	12%	(33)	274
Ethnicity: Other	8%	(17)	15%	(31)	68%	(139)	8%	(17)	204
Relig: Protestant	3%	(13)	10%	(50)	78%	(397)	10%	(49)	508
Relig: Roman Catholic	6%	(25)	11%	(47)	71%	(313)	13%	(58)	443
Relig: Ath./Agn./None	3%	(19)	17%	(105)	63%	(385)	16%	(100)	608
Relig: Something Else	6%	(22)	12%	(44)	72%	(265)	10%	(38)	369
Relig: Jewish	10%	(5)	12%	(6)	50%	(27)	29%	(16)	55
Relig: Evangelical	4%	(23)	12%	(68)	75%	(433)	10%	(57)	581
Relig: Non-Evang. Catholics	4%	(24)	10%	(65)	73%	(468)	13%	(83)	640
Relig: All Christian	4%	(47)	11%	(132)	74%	(901)	12%	(140)	1221
Relig: All Non-Christian	4%	(41)	15%	(149)	67%	(651)	14%	(138)	978
Community: Urban	4%	(23)	15%	(88)	70%	(421)	11%	(67)	599
Community: Suburban	4%	(39)	14%	(132)	69%	(664)	13%	(129)	965
Community: Rural	4%	(26)	10%	(61)	73%	(468)	13%	(82)	637
Employ: Private Sector	3%	(21)	16%	(100)	73%	(469)	8%	(50)	640
Employ: Government	11%	(15)	15%	(20)	68%	(95)	7%	(9)	140
Employ: Self-Employed	4%	(6)	21%	(34)	62%	(100)	13%	(21)	160
Employ: Homemaker	4%	(8)	3%	(5)	82%	(143)	11%	(18)	174
Employ: Student	3%	(5)	19%	(25)	65%	(87)	13%	(17)	133
Employ: Retired	3%	(14)	8%	(38)	70%	(349)	19%	(96)	498
Employ: Unemployed	7%	(15)	17%	(39)	61%	(141)	15%	(35)	230
Employ: Other	2%	(4)	9%	(21)	75%	(169)	14%	(31)	225
Military HH: Yes	5%	(19)	12%	(42)	70%	(247)	13%	(47)	354
Military HH: No	4%	(69)	13%	(239)	71%	(1306)	13%	(232)	1847

Table BR11: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature rides and attractions for children only		That feature rides and attractions for adults only		That feature rides and attractions for both adults and children		Don't know / No Opinion		Total N
Adults	4%	(88)	13%	(282)	71%	(1553)	13%	(279)	2201
RD/WT: Right Direction	5%	(47)	13%	(111)	68%	(603)	14%	(125)	886
RD/WT: Wrong Track	3%	(40)	13%	(170)	72%	(950)	12%	(154)	1315
Trump Job Approve	5%	(51)	12%	(117)	70%	(652)	12%	(117)	936
Trump Job Disapprove	3%	(32)	14%	(156)	72%	(789)	11%	(126)	1102
Trump Job Strongly Approve	5%	(22)	10%	(49)	68%	(325)	16%	(78)	475
Trump Job Somewhat Approve	6%	(29)	15%	(68)	71%	(326)	8%	(38)	461
Trump Job Somewhat Disapprove	4%	(14)	11%	(38)	75%	(260)	11%	(37)	348
Trump Job Strongly Disapprove	2%	(18)	16%	(118)	70%	(529)	12%	(89)	754
#1 Issue: Economy	4%	(24)	13%	(82)	74%	(472)	9%	(58)	637
#1 Issue: Security	3%	(12)	14%	(49)	73%	(264)	10%	(36)	361
#1 Issue: Health Care	6%	(20)	11%	(40)	69%	(251)	15%	(54)	365
#1 Issue: Medicare / Social Security	4%	(13)	10%	(31)	65%	(203)	21%	(64)	311
#1 Issue: Women's Issues	2%	(3)	25%	(28)	63%	(70)	9%	(10)	111
#1 Issue: Education	5%	(10)	6%	(11)	77%	(146)	11%	(21)	188
#1 Issue: Energy	4%	(4)	23%	(20)	55%	(48)	18%	(16)	88
#1 Issue: Other	1%	(1)	15%	(21)	71%	(98)	14%	(19)	139
2016 Vote: Democrat Hillary Clinton	3%	(18)	14%	(97)	73%	(503)	10%	(72)	690
2016 Vote: Republican Donald Trump	4%	(27)	12%	(78)	71%	(484)	14%	(92)	682
2016 Vote: Someone else	5%	(12)	13%	(29)	68%	(150)	14%	(32)	222
Voted in 2014: Yes	4%	(52)	12%	(165)	71%	(977)	13%	(175)	1368
Voted in 2014: No	4%	(36)	14%	(117)	69%	(576)	12%	(104)	833
2012 Vote: Barack Obama	3%	(25)	13%	(111)	73%	(601)	11%	(92)	829
2012 Vote: Mitt Romney	4%	(24)	11%	(61)	70%	(375)	15%	(79)	538
2012 Vote: Other	5%	(5)	10%	(10)	70%	(70)	15%	(15)	100
2012 Vote: Didn't Vote	5%	(34)	14%	(100)	69%	(501)	13%	(93)	728
4-Region: Northeast	5%	(19)	10%	(41)	68%	(267)	17%	(67)	394
4-Region: Midwest	4%	(18)	14%	(64)	71%	(330)	11%	(50)	462
4-Region: South	3%	(28)	11%	(93)	73%	(600)	13%	(103)	825
4-Region: West	4%	(23)	16%	(83)	68%	(355)	11%	(59)	520

Table BR11: *Which statement comes closest to your views, even if neither is exactly right? I would prefer to attend theme parks*

Demographic	That feature rides and attractions for children only		That feature rides and attractions for adults only		That feature rides and attractions for both adults and children		Don't know / No Opinion		Total N
Adults	4%	(88)	13%	(282)	71%	(1553)	13%	(279)	2201
Favorable of Trump	6%	(51)	12%	(108)	70%	(642)	13%	(116)	917
Unfavorable of Trump	3%	(31)	14%	(154)	72%	(816)	11%	(126)	1127
Very Favorable of Trump	5%	(24)	11%	(56)	69%	(352)	16%	(82)	514
Somewhat Favorable of Trump	7%	(27)	13%	(53)	72%	(290)	8%	(34)	403
Somewhat Unfavorable of Trump	3%	(8)	11%	(31)	79%	(213)	6%	(17)	268
Very Unfavorable of Trump	3%	(24)	14%	(123)	70%	(603)	13%	(109)	859

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

Table BR12: *As a parent, the main reason I would consider visiting a theme park is because:*

Demographic	Its primarily for my kids		Its primarily for adults like myself		Don't know / No Opinion		Total N
Adults	68%	(728)	15%	(163)	17%	(185)	1076
Gender: Male	60%	(287)	20%	(97)	19%	(91)	475
Gender: Female	73%	(441)	11%	(66)	16%	(94)	601
Age: 18-29	65%	(91)	17%	(24)	18%	(25)	140
Age: 30-44	77%	(253)	11%	(37)	11%	(38)	327
Age: 45-54	68%	(156)	17%	(39)	15%	(34)	229
Age: 55-64	65%	(120)	16%	(29)	19%	(35)	184
Age: 65+	55%	(109)	18%	(35)	27%	(53)	197
Millennial: Age 22-37	74%	(210)	13%	(36)	13%	(37)	284
Generation X: Age 38-53	72%	(262)	14%	(50)	14%	(51)	362
Boomers: Age 54-72	61%	(205)	17%	(57)	22%	(76)	339
PID: Dem (no lean)	68%	(237)	18%	(61)	14%	(49)	347
PID: Ind (no lean)	69%	(271)	12%	(49)	19%	(75)	395
PID: Rep (no lean)	66%	(219)	16%	(53)	18%	(61)	333
PID/Gender: Dem Men	59%	(86)	25%	(36)	16%	(23)	144
PID/Gender: Dem Women	75%	(152)	12%	(25)	13%	(27)	203
PID/Gender: Ind Men	59%	(96)	18%	(29)	23%	(37)	162
PID/Gender: Ind Women	75%	(175)	9%	(20)	16%	(38)	233
PID/Gender: Rep Men	63%	(106)	19%	(32)	19%	(31)	169
PID/Gender: Rep Women	69%	(114)	13%	(21)	18%	(30)	164
Ideo: Liberal (1-3)	73%	(212)	17%	(48)	10%	(30)	290
Ideo: Moderate (4)	68%	(172)	15%	(38)	17%	(44)	254
Ideo: Conservative (5-7)	65%	(248)	16%	(62)	19%	(73)	382
Educ: < College	65%	(475)	16%	(116)	19%	(137)	727
Educ: Bachelors degree	70%	(156)	16%	(35)	14%	(32)	224
Educ: Post-grad	77%	(97)	10%	(13)	13%	(16)	125
Income: Under 50k	66%	(370)	15%	(83)	19%	(107)	561
Income: 50k-100k	68%	(237)	17%	(59)	15%	(50)	346
Income: 100k+	71%	(120)	13%	(21)	16%	(27)	169
Ethnicity: White	68%	(588)	14%	(123)	18%	(151)	862

Continued on next page

Table BR12: *As a parent, the main reason I would consider visiting a theme park is because:*

Demographic	Its primarily for my kids		Its primarily for adults like myself		Don't know / No Opinion		Total N
Adults	68%	(728)	15%	(163)	17%	(185)	1076
Ethnicity: Hispanic	72%	(121)	16%	(27)	12%	(20)	168
Ethnicity: Afr. Am.	68%	(85)	17%	(21)	15%	(19)	124
Ethnicity: Other	61%	(55)	22%	(20)	17%	(15)	90
Relig: Protestant	65%	(168)	18%	(45)	17%	(44)	256
Relig: Roman Catholic	72%	(173)	18%	(43)	10%	(25)	241
Relig: Ath./Agn./None	65%	(181)	14%	(40)	21%	(59)	280
Relig: Something Else	68%	(112)	11%	(18)	21%	(35)	164
Relig: Evangelical	67%	(198)	16%	(48)	17%	(49)	295
Relig: Non-Evang. Catholics	71%	(237)	17%	(57)	13%	(42)	336
Relig: All Christian	69%	(435)	17%	(104)	14%	(91)	631
Relig: All Non-Christian	66%	(292)	13%	(58)	21%	(94)	444
Community: Urban	61%	(158)	23%	(59)	17%	(44)	261
Community: Suburban	71%	(327)	12%	(58)	17%	(79)	463
Community: Rural	69%	(243)	13%	(46)	18%	(63)	352
Employ: Private Sector	71%	(248)	18%	(62)	12%	(41)	351
Employ: Government	78%	(65)	17%	(14)	5%	(4)	84
Employ: Self-Employed	73%	(52)	5%	(4)	22%	(16)	72
Employ: Homemaker	75%	(104)	7%	(9)	19%	(26)	139
Employ: Retired	59%	(132)	16%	(36)	25%	(56)	224
Employ: Unemployed	63%	(59)	20%	(18)	18%	(17)	93
Employ: Other	66%	(61)	14%	(13)	21%	(19)	93
Military HH: Yes	62%	(128)	19%	(40)	18%	(38)	206
Military HH: No	69%	(600)	14%	(123)	17%	(147)	870
RD/WT: Right Direction	63%	(284)	17%	(77)	19%	(87)	448
RD/WT: Wrong Track	71%	(444)	14%	(86)	16%	(98)	628
Trump Job Approve	66%	(320)	15%	(74)	19%	(91)	485
Trump Job Disapprove	70%	(367)	16%	(83)	14%	(73)	523
Trump Job Strongly Approve	64%	(151)	15%	(36)	20%	(48)	235
Trump Job Somewhat Approve	68%	(169)	15%	(37)	17%	(43)	249
Trump Job Somewhat Disapprove	74%	(136)	15%	(27)	11%	(19)	183
Trump Job Strongly Disapprove	68%	(231)	16%	(55)	16%	(53)	339

Table BR12: *As a parent, the main reason I would consider visiting a theme park is because:*

Demographic	Its primarily for my kids		Its primarily for adults like myself		Don't know / No Opinion		Total N
Adults	68%	(728)	15%	(163)	17%	(185)	1076
#1 Issue: Economy	75%	(250)	11%	(37)	14%	(47)	333
#1 Issue: Security	60%	(115)	20%	(38)	20%	(39)	192
#1 Issue: Health Care	63%	(120)	15%	(29)	22%	(43)	191
#1 Issue: Medicare / Social Security	60%	(84)	20%	(28)	20%	(28)	141
#1 Issue: Education	80%	(80)	12%	(12)	8%	(8)	100
#1 Issue: Other	72%	(41)	12%	(7)	15%	(9)	56
2016 Vote: Democrat Hillary Clinton	68%	(219)	17%	(55)	15%	(49)	324
2016 Vote: Republican Donald Trump	64%	(241)	18%	(67)	19%	(70)	378
2016 Vote: Someone else	69%	(72)	16%	(17)	15%	(16)	105
Voted in 2014: Yes	66%	(479)	17%	(122)	18%	(127)	728
Voted in 2014: No	72%	(249)	12%	(41)	17%	(58)	348
2012 Vote: Barack Obama	69%	(272)	17%	(67)	14%	(57)	397
2012 Vote: Mitt Romney	61%	(188)	17%	(52)	22%	(67)	307
2012 Vote: Other	67%	(42)	11%	(7)	22%	(14)	63
2012 Vote: Didn't Vote	73%	(224)	12%	(36)	15%	(47)	307
4-Region: Northeast	69%	(137)	12%	(23)	19%	(37)	198
4-Region: Midwest	65%	(144)	18%	(40)	17%	(37)	221
4-Region: South	68%	(287)	13%	(55)	19%	(80)	422
4-Region: West	68%	(159)	19%	(45)	13%	(31)	235
Favorable of Trump	67%	(314)	16%	(74)	18%	(82)	470
Unfavorable of Trump	71%	(373)	15%	(78)	14%	(76)	527
Very Favorable of Trump	63%	(160)	17%	(44)	20%	(50)	254
Somewhat Favorable of Trump	71%	(154)	14%	(30)	15%	(32)	216
Somewhat Unfavorable of Trump	70%	(96)	14%	(19)	16%	(22)	137
Very Unfavorable of Trump	71%	(277)	15%	(59)	14%	(53)	389

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

Table BR13_1: *For each of the following activities, would you say that:*

Taking a vacation

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	29%	(630)	71%	(1571)	2201
Gender: Male	29%	(307)	71%	(755)	1062
Gender: Female	28%	(322)	72%	(817)	1139
Age: 18-29	25%	(124)	75%	(371)	495
Age: 30-44	28%	(144)	72%	(374)	518
Age: 45-54	35%	(128)	65%	(243)	372
Age: 55-64	29%	(112)	71%	(268)	380
Age: 65+	28%	(122)	72%	(315)	436
Generation Z: 18-21	25%	(40)	75%	(122)	162
Millennial: Age 22-37	25%	(153)	75%	(450)	603
Generation X: Age 38-53	33%	(192)	67%	(391)	583
Boomers: Age 54-72	29%	(202)	71%	(500)	702
PID: Dem (no lean)	27%	(204)	73%	(547)	750
PID: Ind (no lean)	30%	(247)	70%	(575)	822
PID: Rep (no lean)	28%	(179)	72%	(449)	628
PID/Gender: Dem Men	28%	(94)	72%	(242)	336
PID/Gender: Dem Women	26%	(110)	74%	(305)	414
PID/Gender: Ind Men	29%	(110)	71%	(271)	380
PID/Gender: Ind Women	31%	(137)	69%	(305)	442
PID/Gender: Rep Men	30%	(103)	70%	(242)	346
PID/Gender: Rep Women	27%	(75)	73%	(207)	283
Ideo: Liberal (1-3)	25%	(166)	75%	(509)	675
Ideo: Moderate (4)	28%	(135)	72%	(354)	488
Ideo: Conservative (5-7)	28%	(197)	72%	(516)	714
Educ: < College	34%	(515)	66%	(997)	1513
Educ: Bachelors degree	17%	(75)	83%	(369)	444
Educ: Post-grad	16%	(39)	84%	(205)	244

Continued on next page

Table BR13_1: *For each of the following activities, would you say that:*

Taking a vacation

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	29%	(630)	71%	(1571)	2201
Income: Under 50k	35%	(454)	65%	(842)	1296
Income: 50k-100k	22%	(141)	78%	(499)	640
Income: 100k+	13%	(35)	87%	(231)	266
Ethnicity: White	28%	(484)	72%	(1239)	1723
Ethnicity: Hispanic	28%	(97)	72%	(253)	350
Ethnicity: Afr. Am.	31%	(84)	69%	(190)	274
Ethnicity: Other	30%	(62)	70%	(142)	204
Relig: Protestant	28%	(140)	72%	(368)	508
Relig: Roman Catholic	25%	(110)	75%	(334)	443
Relig: Ath./Agn./None	33%	(200)	67%	(408)	608
Relig: Something Else	27%	(101)	73%	(269)	369
Relig: Jewish	20%	(11)	80%	(44)	55
Relig: Evangelical	29%	(171)	71%	(410)	581
Relig: Non-Evang. Catholics	25%	(157)	75%	(482)	640
Relig: All Christian	27%	(328)	73%	(892)	1221
Relig: All Non-Christian	31%	(301)	69%	(677)	978
Community: Urban	29%	(174)	71%	(425)	599
Community: Suburban	25%	(239)	75%	(725)	965
Community: Rural	34%	(217)	66%	(421)	637
Employ: Private Sector	23%	(149)	77%	(491)	640
Employ: Government	24%	(33)	76%	(107)	140
Employ: Self-Employed	20%	(32)	80%	(128)	160
Employ: Homemaker	31%	(53)	69%	(121)	174
Employ: Student	27%	(36)	73%	(97)	133
Employ: Retired	30%	(148)	70%	(350)	498
Employ: Unemployed	46%	(105)	54%	(125)	230
Employ: Other	32%	(72)	68%	(153)	225
Military HH: Yes	31%	(110)	69%	(245)	354
Military HH: No	28%	(520)	72%	(1327)	1847
RD/WT: Right Direction	30%	(263)	70%	(623)	886
RD/WT: Wrong Track	28%	(367)	72%	(948)	1315

Table BR13_1: *For each of the following activities, would you say that:*
Taking a vacation

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	29%	(630)	71%	(1571)	2201
Trump Job Approve	28%	(261)	72%	(675)	936
Trump Job Disapprove	28%	(305)	72%	(798)	1102
Trump Job Strongly Approve	29%	(138)	71%	(337)	475
Trump Job Somewhat Approve	27%	(123)	73%	(338)	461
Trump Job Somewhat Disapprove	29%	(101)	71%	(247)	348
Trump Job Strongly Disapprove	27%	(204)	73%	(550)	754
#1 Issue: Economy	28%	(177)	72%	(460)	637
#1 Issue: Security	23%	(85)	77%	(276)	361
#1 Issue: Health Care	30%	(111)	70%	(254)	365
#1 Issue: Medicare / Social Security	31%	(98)	69%	(213)	311
#1 Issue: Women's Issues	25%	(27)	75%	(84)	111
#1 Issue: Education	29%	(54)	71%	(134)	188
#1 Issue: Energy	32%	(28)	68%	(60)	88
#1 Issue: Other	35%	(49)	65%	(91)	139
2016 Vote: Democrat Hillary Clinton	24%	(167)	76%	(523)	690
2016 Vote: Republican Donald Trump	28%	(191)	72%	(491)	682
2016 Vote: Someone else	27%	(61)	73%	(162)	222
Voted in 2014: Yes	25%	(343)	75%	(1025)	1368
Voted in 2014: No	34%	(287)	66%	(546)	833
2012 Vote: Barack Obama	25%	(207)	75%	(621)	829
2012 Vote: Mitt Romney	26%	(137)	74%	(401)	538
2012 Vote: Other	39%	(39)	61%	(61)	100
2012 Vote: Didn't Vote	33%	(242)	67%	(486)	728
4-Region: Northeast	29%	(113)	71%	(281)	394
4-Region: Midwest	26%	(119)	74%	(343)	462
4-Region: South	30%	(249)	70%	(576)	825
4-Region: West	29%	(148)	71%	(372)	520
Favorable of Trump	30%	(272)	70%	(645)	917
Unfavorable of Trump	26%	(288)	74%	(839)	1127

Continued on next page

Table BR13_1: *For each of the following activities, would you say that:*

Taking a vacation

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	29%	(630)	71%	(1571)	2201
Very Favorable of Trump	30%	(152)	70%	(362)	514
Somewhat Favorable of Trump	30%	(120)	70%	(284)	403
Somewhat Unfavorable of Trump	22%	(59)	78%	(209)	268
Very Unfavorable of Trump	27%	(229)	73%	(630)	859

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

Table BR13_4: *For each of the following activities, would you say that:*
Going to a professional sports event

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	67%	(1476)	33%	(725)	2201
Gender: Male	62%	(659)	38%	(403)	1062
Gender: Female	72%	(817)	28%	(321)	1139
Age: 18-29	61%	(304)	39%	(191)	495
Age: 30-44	62%	(319)	38%	(199)	518
Age: 45-54	67%	(249)	33%	(123)	372
Age: 55-64	74%	(280)	26%	(99)	380
Age: 65+	74%	(324)	26%	(112)	436
Generation Z: 18-21	66%	(107)	34%	(56)	162
Millennial: Age 22-37	59%	(358)	41%	(245)	603
Generation X: Age 38-53	65%	(378)	35%	(205)	583
Boomers: Age 54-72	75%	(523)	25%	(179)	702
PID: Dem (no lean)	62%	(465)	38%	(286)	750
PID: Ind (no lean)	72%	(590)	28%	(232)	822
PID: Rep (no lean)	67%	(421)	33%	(207)	628
PID/Gender: Dem Men	53%	(178)	47%	(159)	336
PID/Gender: Dem Women	69%	(287)	31%	(127)	414
PID/Gender: Ind Men	67%	(255)	33%	(126)	380
PID/Gender: Ind Women	76%	(336)	24%	(106)	442
PID/Gender: Rep Men	66%	(227)	34%	(119)	346
PID/Gender: Rep Women	69%	(195)	31%	(88)	283
Ideo: Liberal (1-3)	64%	(429)	36%	(246)	675
Ideo: Moderate (4)	67%	(330)	33%	(159)	488
Ideo: Conservative (5-7)	69%	(491)	31%	(222)	714
Educ: < College	69%	(1039)	31%	(474)	1513
Educ: Bachelors degree	63%	(278)	37%	(166)	444
Educ: Post-grad	65%	(159)	35%	(85)	244

Continued on next page

Table BR13_4: *For each of the following activities, would you say that:*
Going to a professional sports event

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	67%	(1476)	33%	(725)	2201
Income: Under 50k	70%	(910)	30%	(385)	1296
Income: 50k-100k	66%	(420)	34%	(220)	640
Income: 100k+	55%	(146)	45%	(119)	266
Ethnicity: White	69%	(1191)	31%	(531)	1723
Ethnicity: Hispanic	64%	(223)	36%	(126)	350
Ethnicity: Afr. Am.	56%	(154)	44%	(121)	274
Ethnicity: Other	65%	(132)	35%	(72)	204
Relig: Protestant	71%	(359)	29%	(149)	508
Relig: Roman Catholic	63%	(280)	37%	(164)	443
Relig: Ath./Agn./None	68%	(411)	32%	(197)	608
Relig: Something Else	69%	(256)	31%	(113)	369
Relig: Jewish	68%	(38)	32%	(17)	55
Relig: Evangelical	66%	(381)	34%	(200)	581
Relig: Non-Evang. Catholics	67%	(428)	33%	(212)	640
Relig: All Christian	66%	(808)	34%	(412)	1221
Relig: All Non-Christian	68%	(668)	32%	(310)	978
Community: Urban	66%	(393)	34%	(206)	599
Community: Suburban	66%	(637)	34%	(327)	965
Community: Rural	70%	(446)	30%	(191)	637
Employ: Private Sector	63%	(406)	37%	(234)	640
Employ: Government	58%	(81)	42%	(59)	140
Employ: Self-Employed	58%	(93)	42%	(67)	160
Employ: Homemaker	74%	(129)	26%	(45)	174
Employ: Student	63%	(84)	37%	(49)	133
Employ: Retired	74%	(367)	26%	(130)	498
Employ: Unemployed	72%	(165)	28%	(65)	230
Employ: Other	66%	(149)	34%	(76)	225
Military HH: Yes	74%	(261)	26%	(93)	354
Military HH: No	66%	(1215)	34%	(632)	1847
RD/WT: Right Direction	65%	(574)	35%	(312)	886
RD/WT: Wrong Track	69%	(903)	31%	(412)	1315

Table BR13_4: *For each of the following activities, would you say that:*
Going to a professional sports event

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	67%	(1476)	33%	(725)	2201
Trump Job Approve	66%	(614)	34%	(322)	936
Trump Job Disapprove	68%	(749)	32%	(353)	1102
Trump Job Strongly Approve	70%	(331)	30%	(144)	475
Trump Job Somewhat Approve	61%	(283)	39%	(178)	461
Trump Job Somewhat Disapprove	67%	(235)	33%	(113)	348
Trump Job Strongly Disapprove	68%	(515)	32%	(240)	754
#1 Issue: Economy	65%	(413)	35%	(224)	637
#1 Issue: Security	68%	(245)	32%	(116)	361
#1 Issue: Health Care	68%	(249)	32%	(116)	365
#1 Issue: Medicare / Social Security	72%	(225)	28%	(86)	311
#1 Issue: Women's Issues	62%	(69)	38%	(42)	111
#1 Issue: Education	63%	(119)	37%	(69)	188
#1 Issue: Energy	68%	(60)	32%	(28)	88
#1 Issue: Other	69%	(96)	31%	(44)	139
2016 Vote: Democrat Hillary Clinton	65%	(446)	35%	(244)	690
2016 Vote: Republican Donald Trump	69%	(473)	31%	(209)	682
2016 Vote: Someone else	61%	(136)	39%	(86)	222
Voted in 2014: Yes	67%	(916)	33%	(452)	1368
Voted in 2014: No	67%	(560)	33%	(273)	833
2012 Vote: Barack Obama	65%	(539)	35%	(290)	829
2012 Vote: Mitt Romney	69%	(370)	31%	(169)	538
2012 Vote: Other	76%	(77)	24%	(24)	100
2012 Vote: Didn't Vote	67%	(487)	33%	(242)	728
4-Region: Northeast	72%	(284)	28%	(110)	394
4-Region: Midwest	65%	(299)	35%	(163)	462
4-Region: South	68%	(561)	32%	(264)	825
4-Region: West	64%	(332)	36%	(188)	520
Favorable of Trump	67%	(613)	33%	(304)	917
Unfavorable of Trump	68%	(762)	32%	(365)	1127

Continued on next page

Table BR13_4: *For each of the following activities, would you say that:*

Going to a professional sports event

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	67%	(1476)	33%	(725)	2201
Very Favorable of Trump	67%	(345)	33%	(169)	514
Somewhat Favorable of Trump	67%	(269)	33%	(135)	403
Somewhat Unfavorable of Trump	66%	(176)	34%	(92)	268
Very Unfavorable of Trump	68%	(586)	32%	(273)	859

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

Table BR13_5: *For each of the following activities, would you say that:*
Going to a cultural event, such as a concert or show

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	40%	(878)	60%	(1323)	2201
Gender: Male	39%	(418)	61%	(644)	1062
Gender: Female	40%	(460)	60%	(679)	1139
Age: 18-29	31%	(155)	69%	(341)	495
Age: 30-44	36%	(184)	64%	(334)	518
Age: 45-54	42%	(157)	58%	(215)	372
Age: 55-64	44%	(167)	56%	(212)	380
Age: 65+	49%	(216)	51%	(221)	436
Generation Z: 18-21	33%	(54)	67%	(108)	162
Millennial: Age 22-37	32%	(196)	68%	(407)	603
Generation X: Age 38-53	39%	(228)	61%	(355)	583
Boomers: Age 54-72	45%	(319)	55%	(383)	702
PID: Dem (no lean)	35%	(264)	65%	(487)	750
PID: Ind (no lean)	41%	(335)	59%	(488)	822
PID: Rep (no lean)	45%	(280)	55%	(348)	628
PID/Gender: Dem Men	35%	(116)	65%	(220)	336
PID/Gender: Dem Women	36%	(147)	64%	(267)	414
PID/Gender: Ind Men	39%	(149)	61%	(231)	380
PID/Gender: Ind Women	42%	(185)	58%	(256)	442
PID/Gender: Rep Men	44%	(153)	56%	(193)	346
PID/Gender: Rep Women	45%	(127)	55%	(155)	283
Ideo: Liberal (1-3)	33%	(221)	67%	(454)	675
Ideo: Moderate (4)	41%	(199)	59%	(289)	488
Ideo: Conservative (5-7)	43%	(304)	57%	(409)	714
Educ: < College	44%	(660)	56%	(853)	1513
Educ: Bachelors degree	33%	(146)	67%	(298)	444
Educ: Post-grad	29%	(72)	71%	(172)	244

Table BR13_5: *For each of the following activities, would you say that:*
Going to a cultural event, such as a concert or show

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	40%	(878)	60%	(1323)	2201
Income: Under 50k	42%	(546)	58%	(750)	1296
Income: 50k-100k	40%	(257)	60%	(382)	640
Income: 100k+	28%	(75)	72%	(190)	266
Ethnicity: White	41%	(706)	59%	(1017)	1723
Ethnicity: Hispanic	36%	(126)	64%	(224)	350
Ethnicity: Afr. Am.	33%	(92)	67%	(183)	274
Ethnicity: Other	40%	(81)	60%	(123)	204
Relig: Protestant	44%	(221)	56%	(287)	508
Relig: Roman Catholic	40%	(179)	60%	(265)	443
Relig: Ath./Agn./None	34%	(208)	66%	(401)	608
Relig: Something Else	42%	(155)	58%	(214)	369
Relig: Jewish	41%	(23)	59%	(32)	55
Relig: Evangelical	42%	(246)	58%	(335)	581
Relig: Non-Evang. Catholics	42%	(268)	58%	(372)	640
Relig: All Christian	42%	(514)	58%	(706)	1221
Relig: All Non-Christian	37%	(363)	63%	(615)	978
Community: Urban	35%	(210)	65%	(389)	599
Community: Suburban	39%	(373)	61%	(592)	965
Community: Rural	46%	(296)	54%	(342)	637
Employ: Private Sector	34%	(219)	66%	(420)	640
Employ: Government	45%	(63)	55%	(77)	140
Employ: Self-Employed	37%	(59)	63%	(102)	160
Employ: Homemaker	38%	(66)	62%	(108)	174
Employ: Student	32%	(43)	68%	(90)	133
Employ: Retired	52%	(260)	48%	(238)	498
Employ: Unemployed	35%	(81)	65%	(149)	230
Employ: Other	38%	(86)	62%	(139)	225
Military HH: Yes	45%	(161)	55%	(193)	354
Military HH: No	39%	(717)	61%	(1129)	1847
RD/WT: Right Direction	44%	(392)	56%	(494)	886
RD/WT: Wrong Track	37%	(486)	63%	(829)	1315

Continued on next page

Table BR13_5: *For each of the following activities, would you say that:*
Going to a cultural event, such as a concert or show

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	40%	(878)	60%	(1323)	2201
Trump Job Approve	44%	(409)	56%	(527)	936
Trump Job Disapprove	36%	(392)	64%	(710)	1102
Trump Job Strongly Approve	47%	(222)	53%	(253)	475
Trump Job Somewhat Approve	41%	(188)	59%	(273)	461
Trump Job Somewhat Disapprove	41%	(143)	59%	(205)	348
Trump Job Strongly Disapprove	33%	(249)	67%	(505)	754
#1 Issue: Economy	41%	(264)	59%	(373)	637
#1 Issue: Security	41%	(148)	59%	(213)	361
#1 Issue: Health Care	36%	(133)	64%	(232)	365
#1 Issue: Medicare / Social Security	47%	(147)	53%	(164)	311
#1 Issue: Women's Issues	26%	(28)	74%	(83)	111
#1 Issue: Education	37%	(70)	63%	(119)	188
#1 Issue: Energy	36%	(32)	64%	(57)	88
#1 Issue: Other	41%	(57)	59%	(82)	139
2016 Vote: Democrat Hillary Clinton	35%	(239)	65%	(451)	690
2016 Vote: Republican Donald Trump	44%	(299)	56%	(382)	682
2016 Vote: Someone else	34%	(75)	66%	(148)	222
Voted in 2014: Yes	39%	(531)	61%	(837)	1368
Voted in 2014: No	42%	(347)	58%	(485)	833
2012 Vote: Barack Obama	36%	(296)	64%	(532)	829
2012 Vote: Mitt Romney	44%	(237)	56%	(302)	538
2012 Vote: Other	45%	(45)	55%	(55)	100
2012 Vote: Didn't Vote	41%	(297)	59%	(432)	728
4-Region: Northeast	38%	(150)	62%	(244)	394
4-Region: Midwest	36%	(164)	64%	(298)	462
4-Region: South	44%	(364)	56%	(461)	825
4-Region: West	39%	(201)	61%	(319)	520
Favorable of Trump	46%	(422)	54%	(495)	917
Unfavorable of Trump	34%	(388)	66%	(739)	1127

Continued on next page

Table BR13_5: *For each of the following activities, would you say that:*

Going to a cultural event, such as a concert or show

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	40%	(878)	60%	(1323)	2201
Very Favorable of Trump	46%	(236)	54%	(278)	514
Somewhat Favorable of Trump	46%	(186)	54%	(217)	403
Somewhat Unfavorable of Trump	40%	(107)	60%	(161)	268
Very Unfavorable of Trump	33%	(281)	67%	(579)	859

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

Table BR13_6: *For each of the following activities, would you say that:*
Going to a theme park

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	51%	(1122)	49%	(1079)	2201
Gender: Male	51%	(546)	49%	(516)	1062
Gender: Female	51%	(576)	49%	(563)	1139
Age: 18-29	34%	(170)	66%	(326)	495
Age: 30-44	43%	(224)	57%	(294)	518
Age: 45-54	57%	(213)	43%	(159)	372
Age: 55-64	59%	(225)	41%	(154)	380
Age: 65+	66%	(290)	34%	(146)	436
Generation Z: 18-21	33%	(54)	67%	(109)	162
Millennial: Age 22-37	36%	(219)	64%	(383)	603
Generation X: Age 38-53	54%	(313)	46%	(270)	583
Boomers: Age 54-72	62%	(437)	38%	(265)	702
PID: Dem (no lean)	47%	(353)	53%	(397)	750
PID: Ind (no lean)	52%	(428)	48%	(395)	822
PID: Rep (no lean)	54%	(340)	46%	(288)	628
PID/Gender: Dem Men	48%	(163)	52%	(173)	336
PID/Gender: Dem Women	46%	(190)	54%	(224)	414
PID/Gender: Ind Men	52%	(197)	48%	(184)	380
PID/Gender: Ind Women	52%	(231)	48%	(211)	442
PID/Gender: Rep Men	54%	(186)	46%	(160)	346
PID/Gender: Rep Women	55%	(154)	45%	(128)	283
Ideo: Liberal (1-3)	47%	(319)	53%	(356)	675
Ideo: Moderate (4)	52%	(255)	48%	(233)	488
Ideo: Conservative (5-7)	55%	(390)	45%	(323)	714
Educ: < College	51%	(776)	49%	(737)	1513
Educ: Bachelors degree	49%	(217)	51%	(227)	444
Educ: Post-grad	53%	(129)	47%	(115)	244

Continued on next page

Table BR13_6: *For each of the following activities, would you say that:*
Going to a theme park

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	51%	(1122)	49%	(1079)	2201
Income: Under 50k	52%	(679)	48%	(617)	1296
Income: 50k-100k	49%	(315)	51%	(325)	640
Income: 100k+	48%	(128)	52%	(138)	266
Ethnicity: White	54%	(934)	46%	(788)	1723
Ethnicity: Hispanic	36%	(128)	64%	(222)	350
Ethnicity: Afr. Am.	37%	(102)	63%	(172)	274
Ethnicity: Other	42%	(85)	58%	(119)	204
Relig: Protestant	56%	(283)	44%	(225)	508
Relig: Roman Catholic	49%	(217)	51%	(227)	443
Relig: Ath./Agn./None	52%	(315)	48%	(294)	608
Relig: Something Else	52%	(192)	48%	(178)	369
Relig: Jewish	67%	(37)	33%	(18)	55
Relig: Evangelical	48%	(280)	52%	(301)	581
Relig: Non-Evang. Catholics	52%	(335)	48%	(305)	640
Relig: All Christian	50%	(614)	50%	(606)	1221
Relig: All Non-Christian	52%	(506)	48%	(471)	978
Community: Urban	48%	(285)	52%	(314)	599
Community: Suburban	52%	(501)	48%	(463)	965
Community: Rural	53%	(335)	47%	(302)	637
Employ: Private Sector	47%	(299)	53%	(341)	640
Employ: Government	48%	(67)	52%	(73)	140
Employ: Self-Employed	49%	(78)	51%	(83)	160
Employ: Homemaker	45%	(78)	55%	(96)	174
Employ: Student	40%	(54)	60%	(79)	133
Employ: Retired	66%	(326)	34%	(171)	498
Employ: Unemployed	52%	(121)	48%	(110)	230
Employ: Other	44%	(99)	56%	(126)	225
Military HH: Yes	56%	(198)	44%	(157)	354
Military HH: No	50%	(924)	50%	(923)	1847
RD/WT: Right Direction	53%	(468)	47%	(418)	886
RD/WT: Wrong Track	50%	(654)	50%	(661)	1315

Table BR13_6: *For each of the following activities, would you say that:*
Going to a theme park

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	51%	(1122)	49%	(1079)	2201
Trump Job Approve	52%	(490)	48%	(446)	936
Trump Job Disapprove	50%	(553)	50%	(550)	1102
Trump Job Strongly Approve	57%	(272)	43%	(203)	475
Trump Job Somewhat Approve	47%	(218)	53%	(243)	461
Trump Job Somewhat Disapprove	52%	(180)	48%	(168)	348
Trump Job Strongly Disapprove	49%	(373)	51%	(382)	754
#1 Issue: Economy	50%	(316)	50%	(321)	637
#1 Issue: Security	49%	(175)	51%	(186)	361
#1 Issue: Health Care	50%	(183)	50%	(182)	365
#1 Issue: Medicare / Social Security	66%	(204)	34%	(107)	311
#1 Issue: Women's Issues	36%	(40)	64%	(71)	111
#1 Issue: Education	39%	(74)	61%	(115)	188
#1 Issue: Energy	56%	(50)	44%	(38)	88
#1 Issue: Other	57%	(80)	43%	(59)	139
2016 Vote: Democrat Hillary Clinton	48%	(333)	52%	(357)	690
2016 Vote: Republican Donald Trump	58%	(396)	42%	(285)	682
2016 Vote: Someone else	54%	(120)	46%	(102)	222
Voted in 2014: Yes	55%	(759)	45%	(609)	1368
Voted in 2014: No	44%	(362)	56%	(470)	833
2012 Vote: Barack Obama	50%	(418)	50%	(410)	829
2012 Vote: Mitt Romney	61%	(326)	39%	(212)	538
2012 Vote: Other	71%	(72)	29%	(29)	100
2012 Vote: Didn't Vote	41%	(302)	59%	(427)	728
4-Region: Northeast	53%	(207)	47%	(186)	394
4-Region: Midwest	52%	(239)	48%	(223)	462
4-Region: South	50%	(410)	50%	(415)	825
4-Region: West	51%	(265)	49%	(255)	520
Favorable of Trump	55%	(501)	45%	(416)	917
Unfavorable of Trump	48%	(542)	52%	(585)	1127

Continued on next page

Table BR13_6: *For each of the following activities, would you say that:*

Going to a theme park

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	51%	(1122)	49%	(1079)	2201
Very Favorable of Trump	57%	(294)	43%	(219)	514
Somewhat Favorable of Trump	51%	(207)	49%	(197)	403
Somewhat Unfavorable of Trump	47%	(126)	53%	(142)	268
Very Unfavorable of Trump	48%	(416)	52%	(443)	859

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

Table BR13_7: *For each of the following activities, would you say that:*
Going to see a movie in a movie theater

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	38%	(843)	62%	(1358)	2201
Gender: Male	36%	(380)	64%	(683)	1062
Gender: Female	41%	(463)	59%	(676)	1139
Age: 18-29	27%	(131)	73%	(364)	495
Age: 30-44	38%	(196)	62%	(322)	518
Age: 45-54	44%	(163)	56%	(209)	372
Age: 55-64	40%	(154)	60%	(226)	380
Age: 65+	46%	(199)	54%	(237)	436
Generation Z: 18-21	23%	(38)	77%	(125)	162
Millennial: Age 22-37	32%	(193)	68%	(409)	603
Generation X: Age 38-53	42%	(243)	58%	(340)	583
Boomers: Age 54-72	41%	(287)	59%	(415)	702
PID: Dem (no lean)	36%	(273)	64%	(478)	750
PID: Ind (no lean)	37%	(300)	63%	(522)	822
PID: Rep (no lean)	43%	(269)	57%	(359)	628
PID/Gender: Dem Men	31%	(103)	69%	(233)	336
PID/Gender: Dem Women	41%	(169)	59%	(245)	414
PID/Gender: Ind Men	33%	(125)	67%	(255)	380
PID/Gender: Ind Women	40%	(175)	60%	(266)	442
PID/Gender: Rep Men	44%	(151)	56%	(194)	346
PID/Gender: Rep Women	42%	(118)	58%	(164)	283
Ideo: Liberal (1-3)	33%	(225)	67%	(449)	675
Ideo: Moderate (4)	38%	(184)	62%	(304)	488
Ideo: Conservative (5-7)	44%	(311)	56%	(403)	714
Educ: < College	39%	(595)	61%	(918)	1513
Educ: Bachelors degree	38%	(171)	62%	(273)	444
Educ: Post-grad	32%	(77)	68%	(167)	244

Continued on next page

Table BR13_7: *For each of the following activities, would you say that:*
Going to see a movie in a movie theater

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	38%	(843)	62%	(1358)	2201
Income: Under 50k	40%	(514)	60%	(782)	1296
Income: 50k-100k	38%	(242)	62%	(397)	640
Income: 100k+	33%	(87)	67%	(179)	266
Ethnicity: White	41%	(714)	59%	(1009)	1723
Ethnicity: Hispanic	26%	(91)	74%	(259)	350
Ethnicity: Afr. Am.	26%	(70)	74%	(204)	274
Ethnicity: Other	29%	(59)	71%	(145)	204
Relig: Protestant	43%	(220)	57%	(288)	508
Relig: Roman Catholic	36%	(161)	64%	(283)	443
Relig: Ath./Agn./None	36%	(222)	64%	(387)	608
Relig: Something Else	41%	(150)	59%	(220)	369
Relig: Jewish	45%	(25)	55%	(30)	55
Relig: Evangelical	37%	(212)	63%	(369)	581
Relig: Non-Evang. Catholics	40%	(258)	60%	(382)	640
Relig: All Christian	39%	(470)	61%	(750)	1221
Relig: All Non-Christian	38%	(371)	62%	(607)	978
Community: Urban	33%	(200)	67%	(399)	599
Community: Suburban	39%	(373)	61%	(591)	965
Community: Rural	42%	(269)	58%	(368)	637
Employ: Private Sector	37%	(238)	63%	(402)	640
Employ: Government	33%	(46)	67%	(94)	140
Employ: Self-Employed	36%	(58)	64%	(102)	160
Employ: Homemaker	44%	(77)	56%	(98)	174
Employ: Student	23%	(30)	77%	(103)	133
Employ: Retired	47%	(234)	53%	(264)	498
Employ: Unemployed	33%	(76)	67%	(155)	230
Employ: Other	38%	(85)	62%	(141)	225
Military HH: Yes	42%	(149)	58%	(206)	354
Military HH: No	38%	(694)	62%	(1153)	1847
RD/WT: Right Direction	41%	(366)	59%	(520)	886
RD/WT: Wrong Track	36%	(477)	64%	(838)	1315

Table BR13_7: *For each of the following activities, would you say that:*
Going to see a movie in a movie theater

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	38%	(843)	62%	(1358)	2201
Trump Job Approve	42%	(392)	58%	(544)	936
Trump Job Disapprove	36%	(394)	64%	(708)	1102
Trump Job Strongly Approve	46%	(217)	54%	(258)	475
Trump Job Somewhat Approve	38%	(175)	62%	(286)	461
Trump Job Somewhat Disapprove	37%	(130)	63%	(218)	348
Trump Job Strongly Disapprove	35%	(264)	65%	(490)	754
#1 Issue: Economy	39%	(247)	61%	(390)	637
#1 Issue: Security	36%	(131)	64%	(230)	361
#1 Issue: Health Care	38%	(141)	62%	(225)	365
#1 Issue: Medicare / Social Security	46%	(142)	54%	(169)	311
#1 Issue: Women's Issues	24%	(27)	76%	(84)	111
#1 Issue: Education	31%	(59)	69%	(129)	188
#1 Issue: Energy	49%	(43)	51%	(45)	88
#1 Issue: Other	38%	(53)	62%	(86)	139
2016 Vote: Democrat Hillary Clinton	36%	(246)	64%	(444)	690
2016 Vote: Republican Donald Trump	43%	(291)	57%	(390)	682
2016 Vote: Someone else	36%	(81)	64%	(141)	222
Voted in 2014: Yes	39%	(540)	61%	(828)	1368
Voted in 2014: No	36%	(302)	64%	(530)	833
2012 Vote: Barack Obama	36%	(301)	64%	(528)	829
2012 Vote: Mitt Romney	44%	(235)	56%	(303)	538
2012 Vote: Other	56%	(56)	44%	(44)	100
2012 Vote: Didn't Vote	34%	(248)	66%	(481)	728
4-Region: Northeast	43%	(170)	57%	(224)	394
4-Region: Midwest	38%	(174)	62%	(289)	462
4-Region: South	40%	(327)	60%	(498)	825
4-Region: West	33%	(172)	67%	(348)	520
Favorable of Trump	43%	(390)	57%	(527)	917
Unfavorable of Trump	36%	(402)	64%	(725)	1127

Table BR13_7: *For each of the following activities, would you say that:*
Going to see a movie in a movie theater

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	38%	(843)	62%	(1358)	2201
Very Favorable of Trump	44%	(228)	56%	(286)	514
Somewhat Favorable of Trump	40%	(162)	60%	(241)	403
Somewhat Unfavorable of Trump	34%	(92)	66%	(176)	268
Very Unfavorable of Trump	36%	(310)	64%	(549)	859

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

Table BR13_8: *For each of the following activities, would you say that:*
Going out to dinner at a nice restaurant

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	25%	(554)	75%	(1647)	2201
Gender: Male	24%	(259)	76%	(803)	1062
Gender: Female	26%	(295)	74%	(844)	1139
Age: 18-29	24%	(118)	76%	(377)	495
Age: 30-44	25%	(131)	75%	(387)	518
Age: 45-54	31%	(116)	69%	(256)	372
Age: 55-64	28%	(105)	72%	(275)	380
Age: 65+	19%	(85)	81%	(352)	436
Generation Z: 18-21	27%	(44)	73%	(118)	162
Millennial: Age 22-37	24%	(147)	76%	(455)	603
Generation X: Age 38-53	28%	(164)	72%	(419)	583
Boomers: Age 54-72	25%	(175)	75%	(527)	702
PID: Dem (no lean)	25%	(190)	75%	(560)	750
PID: Ind (no lean)	26%	(210)	74%	(612)	822
PID: Rep (no lean)	24%	(153)	76%	(475)	628
PID/Gender: Dem Men	23%	(77)	77%	(260)	336
PID/Gender: Dem Women	27%	(113)	73%	(301)	414
PID/Gender: Ind Men	27%	(103)	73%	(277)	380
PID/Gender: Ind Women	24%	(107)	76%	(335)	442
PID/Gender: Rep Men	23%	(79)	77%	(267)	346
PID/Gender: Rep Women	26%	(74)	74%	(208)	283
Ideo: Liberal (1-3)	25%	(166)	75%	(509)	675
Ideo: Moderate (4)	22%	(105)	78%	(383)	488
Ideo: Conservative (5-7)	26%	(182)	74%	(531)	714
Educ: < College	27%	(403)	73%	(1110)	1513
Educ: Bachelors degree	23%	(101)	77%	(343)	444
Educ: Post-grad	21%	(50)	79%	(194)	244

Continued on next page

Table BR13_8: *For each of the following activities, would you say that:*
Going out to dinner at a nice restaurant

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	25%	(554)	75%	(1647)	2201
Income: Under 50k	28%	(366)	72%	(930)	1296
Income: 50k-100k	23%	(150)	77%	(490)	640
Income: 100k+	14%	(38)	86%	(227)	266
Ethnicity: White	25%	(431)	75%	(1292)	1723
Ethnicity: Hispanic	25%	(86)	75%	(263)	350
Ethnicity: Afr. Am.	24%	(65)	76%	(209)	274
Ethnicity: Other	28%	(58)	72%	(146)	204
Relig: Protestant	26%	(132)	74%	(376)	508
Relig: Roman Catholic	20%	(90)	80%	(354)	443
Relig: Ath./Agn./None	26%	(156)	74%	(452)	608
Relig: Something Else	28%	(105)	72%	(264)	369
Relig: Jewish	22%	(12)	78%	(43)	55
Relig: Evangelical	27%	(158)	73%	(423)	581
Relig: Non-Evang. Catholics	21%	(133)	79%	(507)	640
Relig: All Christian	24%	(291)	76%	(930)	1221
Relig: All Non-Christian	27%	(261)	73%	(716)	978
Community: Urban	25%	(151)	75%	(448)	599
Community: Suburban	25%	(244)	75%	(720)	965
Community: Rural	25%	(159)	75%	(479)	637
Employ: Private Sector	25%	(157)	75%	(483)	640
Employ: Government	18%	(26)	82%	(114)	140
Employ: Self-Employed	25%	(41)	75%	(120)	160
Employ: Homemaker	32%	(56)	68%	(118)	174
Employ: Student	27%	(36)	73%	(97)	133
Employ: Retired	21%	(106)	79%	(392)	498
Employ: Unemployed	30%	(69)	70%	(161)	230
Employ: Other	28%	(63)	72%	(163)	225
Military HH: Yes	24%	(86)	76%	(268)	354
Military HH: No	25%	(467)	75%	(1379)	1847
RD/WT: Right Direction	25%	(222)	75%	(664)	886
RD/WT: Wrong Track	25%	(332)	75%	(983)	1315

Continued on next page

Table BR13_8: *For each of the following activities, would you say that:*
Going out to dinner at a nice restaurant

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	25%	(554)	75%	(1647)	2201
Trump Job Approve	25%	(235)	75%	(701)	936
Trump Job Disapprove	25%	(274)	75%	(829)	1102
Trump Job Strongly Approve	24%	(112)	76%	(363)	475
Trump Job Somewhat Approve	27%	(123)	73%	(338)	461
Trump Job Somewhat Disapprove	25%	(87)	75%	(261)	348
Trump Job Strongly Disapprove	25%	(187)	75%	(567)	754
#1 Issue: Economy	27%	(173)	73%	(464)	637
#1 Issue: Security	20%	(74)	80%	(287)	361
#1 Issue: Health Care	26%	(93)	74%	(272)	365
#1 Issue: Medicare / Social Security	23%	(71)	77%	(239)	311
#1 Issue: Women's Issues	22%	(24)	78%	(87)	111
#1 Issue: Education	29%	(54)	71%	(134)	188
#1 Issue: Energy	24%	(21)	76%	(67)	88
#1 Issue: Other	31%	(43)	69%	(96)	139
2016 Vote: Democrat Hillary Clinton	23%	(160)	77%	(529)	690
2016 Vote: Republican Donald Trump	24%	(165)	76%	(517)	682
2016 Vote: Someone else	26%	(58)	74%	(165)	222
Voted in 2014: Yes	24%	(335)	76%	(1034)	1368
Voted in 2014: No	26%	(219)	74%	(614)	833
2012 Vote: Barack Obama	24%	(200)	76%	(628)	829
2012 Vote: Mitt Romney	24%	(131)	76%	(407)	538
2012 Vote: Other	30%	(30)	70%	(71)	100
2012 Vote: Didn't Vote	26%	(192)	74%	(536)	728
4-Region: Northeast	22%	(86)	78%	(307)	394
4-Region: Midwest	27%	(127)	73%	(335)	462
4-Region: South	24%	(196)	76%	(629)	825
4-Region: West	28%	(144)	72%	(376)	520
Favorable of Trump	25%	(227)	75%	(690)	917
Unfavorable of Trump	24%	(276)	76%	(852)	1127

Continued on next page

Table BR13_8: *For each of the following activities, would you say that:*

Going out to dinner at a nice restaurant

Demographic	Its too expensive to be worth it		Its good value for the price		Total N
Adults	25%	(554)	75%	(1647)	2201
Very Favorable of Trump	22%	(111)	78%	(402)	514
Somewhat Favorable of Trump	29%	(116)	71%	(287)	403
Somewhat Unfavorable of Trump	25%	(66)	75%	(202)	268
Very Unfavorable of Trump	24%	(210)	76%	(649)	859

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

Table BR14: *Have you visited a theme park in the last 12 months?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(495)	76%	(1669)	2%	(37)	2201
Gender: Male	23%	(240)	76%	(805)	2%	(17)	1062
Gender: Female	22%	(255)	76%	(864)	2%	(20)	1139
Age: 18-29	32%	(161)	64%	(315)	4%	(20)	495
Age: 30-44	31%	(159)	68%	(350)	2%	(9)	518
Age: 45-54	19%	(70)	80%	(299)	1%	(3)	372
Age: 55-64	17%	(64)	83%	(314)	1%	(2)	380
Age: 65+	9%	(41)	90%	(392)	1%	(4)	436
Generation Z: 18-21	35%	(56)	60%	(97)	6%	(9)	162
Millennial: Age 22-37	32%	(192)	65%	(395)	3%	(16)	603
Generation X: Age 38-53	23%	(136)	76%	(441)	1%	(6)	583
Boomers: Age 54-72	14%	(100)	85%	(596)	1%	(6)	702
PID: Dem (no lean)	25%	(188)	74%	(555)	1%	(7)	750
PID: Ind (no lean)	22%	(180)	75%	(618)	3%	(24)	822
PID: Rep (no lean)	20%	(126)	79%	(496)	1%	(6)	628
PID/Gender: Dem Men	24%	(80)	75%	(251)	2%	(5)	336
PID/Gender: Dem Women	26%	(108)	74%	(305)	—	(2)	414
PID/Gender: Ind Men	23%	(87)	74%	(282)	3%	(12)	380
PID/Gender: Ind Women	21%	(93)	76%	(337)	3%	(12)	442
PID/Gender: Rep Men	21%	(72)	79%	(273)	—	(0)	346
PID/Gender: Rep Women	19%	(54)	79%	(223)	2%	(6)	283
Ideo: Liberal (1-3)	26%	(173)	73%	(491)	2%	(12)	675
Ideo: Moderate (4)	26%	(126)	74%	(359)	1%	(3)	488
Ideo: Conservative (5-7)	19%	(134)	81%	(577)	1%	(4)	714
Educ: < College	19%	(295)	78%	(1185)	2%	(33)	1513
Educ: Bachelors degree	28%	(126)	71%	(317)	—	(1)	444
Educ: Post-grad	30%	(74)	68%	(167)	1%	(3)	244
Income: Under 50k	17%	(224)	81%	(1045)	2%	(27)	1296
Income: 50k-100k	28%	(180)	71%	(457)	—	(3)	640
Income: 100k+	34%	(90)	63%	(167)	3%	(8)	266

Continued on next page

Table BR14: *Have you visited a theme park in the last 12 months?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(495)	76%	(1669)	2%	(37)	2201
Ethnicity: White	21%	(360)	78%	(1336)	2%	(27)	1723
Ethnicity: Hispanic	36%	(125)	61%	(215)	3%	(10)	350
Ethnicity: Afr. Am.	24%	(65)	75%	(206)	1%	(3)	274
Ethnicity: Other	34%	(70)	62%	(127)	3%	(7)	204
Relig: Protestant	17%	(88)	82%	(417)	1%	(4)	508
Relig: Roman Catholic	25%	(113)	74%	(327)	1%	(4)	443
Relig: Ath./Agn./None	22%	(132)	74%	(453)	4%	(24)	608
Relig: Something Else	28%	(103)	71%	(263)	1%	(4)	369
Relig: Jewish	24%	(13)	76%	(42)	—	(0)	55
Relig: Evangelical	20%	(114)	79%	(460)	1%	(7)	581
Relig: Non-Evang. Catholics	23%	(145)	77%	(492)	1%	(3)	640
Relig: All Christian	21%	(259)	78%	(952)	1%	(10)	1221
Relig: All Non-Christian	24%	(235)	73%	(715)	3%	(27)	978
Community: Urban	24%	(147)	74%	(445)	1%	(8)	599
Community: Suburban	25%	(237)	73%	(706)	2%	(21)	965
Community: Rural	17%	(110)	81%	(519)	1%	(8)	637
Employ: Private Sector	29%	(186)	70%	(449)	1%	(5)	640
Employ: Government	32%	(45)	67%	(94)	—	(1)	140
Employ: Self-Employed	27%	(44)	72%	(115)	1%	(1)	160
Employ: Homemaker	16%	(27)	79%	(138)	5%	(9)	174
Employ: Student	35%	(46)	60%	(80)	5%	(7)	133
Employ: Retired	10%	(49)	89%	(445)	1%	(4)	498
Employ: Unemployed	19%	(43)	78%	(179)	3%	(8)	230
Employ: Other	24%	(54)	75%	(168)	1%	(3)	225
Military HH: Yes	20%	(72)	79%	(278)	1%	(4)	354
Military HH: No	23%	(422)	75%	(1391)	2%	(34)	1847
RD/WT: Right Direction	21%	(185)	77%	(684)	2%	(17)	886
RD/WT: Wrong Track	24%	(309)	75%	(985)	2%	(20)	1315
Trump Job Approve	21%	(198)	77%	(725)	1%	(13)	936
Trump Job Disapprove	25%	(276)	74%	(813)	1%	(13)	1102

Table BR14: *Have you visited a theme park in the last 12 months?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	22%	(495)	76%	(1669)	2%	(37)	2201
Trump Job Strongly Approve	20%	(94)	80%	(378)	1%	(3)	475
Trump Job Somewhat Approve	23%	(104)	75%	(347)	2%	(10)	461
Trump Job Somewhat Disapprove	29%	(102)	70%	(243)	1%	(3)	348
Trump Job Strongly Disapprove	23%	(175)	76%	(570)	1%	(10)	754
#1 Issue: Economy	24%	(156)	75%	(475)	1%	(6)	637
#1 Issue: Security	25%	(90)	74%	(266)	1%	(5)	361
#1 Issue: Health Care	20%	(74)	77%	(281)	3%	(11)	365
#1 Issue: Medicare / Social Security	11%	(36)	87%	(271)	2%	(5)	311
#1 Issue: Women's Issues	38%	(43)	61%	(67)	1%	(1)	111
#1 Issue: Education	35%	(65)	64%	(120)	2%	(3)	188
#1 Issue: Energy	16%	(14)	83%	(73)	1%	(1)	88
#1 Issue: Other	12%	(17)	83%	(116)	4%	(6)	139
2016 Vote: Democrat Hillary Clinton	24%	(164)	76%	(522)	—	(3)	690
2016 Vote: Republican Donald Trump	23%	(155)	76%	(521)	1%	(6)	682
2016 Vote: Someone else	22%	(50)	76%	(170)	1%	(3)	222
Voted in 2014: Yes	23%	(313)	76%	(1046)	1%	(9)	1368
Voted in 2014: No	22%	(181)	75%	(623)	3%	(29)	833
2012 Vote: Barack Obama	24%	(198)	76%	(629)	—	(1)	829
2012 Vote: Mitt Romney	21%	(112)	78%	(421)	1%	(5)	538
2012 Vote: Other	12%	(12)	86%	(87)	2%	(2)	100
2012 Vote: Didn't Vote	24%	(173)	72%	(527)	4%	(29)	728
4-Region: Northeast	24%	(93)	76%	(298)	1%	(2)	394
4-Region: Midwest	21%	(95)	78%	(360)	2%	(8)	462
4-Region: South	23%	(188)	76%	(623)	2%	(14)	825
4-Region: West	23%	(119)	75%	(389)	2%	(13)	520
Favorable of Trump	22%	(197)	78%	(712)	1%	(8)	917
Unfavorable of Trump	24%	(275)	75%	(844)	1%	(8)	1127
Very Favorable of Trump	20%	(102)	80%	(411)	—	(1)	514
Somewhat Favorable of Trump	24%	(95)	75%	(301)	2%	(7)	403
Somewhat Unfavorable of Trump	21%	(57)	77%	(207)	1%	(4)	268
Very Unfavorable of Trump	25%	(218)	74%	(637)	1%	(4)	859

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

Table BR15: *How old is/are the child/children that are now living in your household? Please check all that apply.*

Demographic	Less than 5 years old		5-13 years old		Older than 13 years old		Total N
Adults	18%	(192)	28%	(303)	54%	(581)	1076
Gender: Male	16%	(75)	32%	(150)	53%	(250)	475
Gender: Female	20%	(117)	25%	(153)	55%	(330)	601
Age: 18-29	63%	(88)	30%	(42)	7%	(10)	140
Age: 30-44	23%	(75)	52%	(170)	25%	(82)	327
Age: 45-54	7%	(16)	27%	(63)	66%	(150)	229
Age: 55-64	3%	(5)	12%	(22)	86%	(157)	184
Age: 65+	4%	(9)	3%	(6)	93%	(182)	197
Millennial: Age 22-37	44%	(124)	47%	(134)	9%	(25)	284
Generation X: Age 38-53	10%	(36)	36%	(132)	54%	(195)	362
Boomers: Age 54-72	4%	(15)	10%	(33)	86%	(291)	339
PID: Dem (no lean)	16%	(55)	31%	(106)	53%	(186)	347
PID: Ind (no lean)	24%	(96)	29%	(116)	46%	(183)	395
PID: Rep (no lean)	12%	(41)	24%	(80)	64%	(212)	333
PID/Gender: Dem Men	17%	(24)	33%	(48)	50%	(72)	144
PID/Gender: Dem Women	15%	(31)	29%	(58)	56%	(114)	203
PID/Gender: Ind Men	17%	(27)	34%	(56)	49%	(80)	162
PID/Gender: Ind Women	30%	(69)	26%	(61)	44%	(103)	233
PID/Gender: Rep Men	14%	(24)	27%	(46)	59%	(99)	169
PID/Gender: Rep Women	11%	(17)	21%	(34)	69%	(113)	164
Ideo: Liberal (1-3)	21%	(61)	31%	(89)	48%	(140)	290
Ideo: Moderate (4)	17%	(43)	32%	(82)	50%	(128)	254
Ideo: Conservative (5-7)	14%	(52)	20%	(77)	66%	(254)	382
Educ: < College	19%	(141)	27%	(199)	53%	(387)	727
Educ: Bachelors degree	18%	(40)	29%	(64)	53%	(119)	224
Educ: Post-grad	8%	(11)	32%	(40)	60%	(75)	125
Income: Under 50k	20%	(112)	28%	(158)	52%	(291)	561
Income: 50k-100k	15%	(53)	30%	(105)	54%	(188)	346
Income: 100k+	16%	(28)	24%	(40)	60%	(101)	169
Ethnicity: White	16%	(141)	26%	(225)	58%	(496)	862
Ethnicity: Hispanic	27%	(46)	39%	(65)	34%	(57)	168

Table BR15: *How old is/are the child/children that are now living in your household? Please check all that apply.*

Demographic	Less than 5 years old		5-13 years old		Older than 13 years old		Total N
Adults	18%	(192)	28%	(303)	54%	(581)	1076
Ethnicity: Afr. Am.	24%	(30)	29%	(36)	47%	(58)	124
Ethnicity: Other	24%	(22)	46%	(41)	30%	(27)	90
Relig: Protestant	11%	(28)	22%	(57)	67%	(172)	256
Relig: Roman Catholic	19%	(45)	24%	(59)	57%	(138)	241
Relig: Ath./Agn./None	22%	(61)	33%	(94)	45%	(125)	280
Relig: Something Else	22%	(36)	33%	(55)	45%	(74)	164
Relig: Evangelical	14%	(42)	27%	(80)	59%	(173)	295
Relig: Non-Evang. Catholics	16%	(53)	22%	(74)	62%	(209)	336
Relig: All Christian	15%	(95)	24%	(154)	61%	(382)	631
Relig: All Non-Christian	22%	(97)	33%	(149)	45%	(198)	444
Community: Urban	18%	(48)	30%	(78)	52%	(135)	261
Community: Suburban	19%	(90)	27%	(127)	53%	(247)	463
Community: Rural	15%	(54)	28%	(98)	57%	(199)	352
Employ: Private Sector	17%	(59)	35%	(124)	48%	(167)	351
Employ: Government	27%	(22)	36%	(30)	37%	(31)	84
Employ: Self-Employed	13%	(10)	34%	(24)	53%	(38)	72
Employ: Homemaker	36%	(50)	31%	(44)	33%	(45)	139
Employ: Retired	5%	(11)	5%	(12)	89%	(201)	224
Employ: Unemployed	25%	(23)	34%	(32)	41%	(38)	93
Employ: Other	8%	(7)	33%	(31)	59%	(54)	93
Military HH: Yes	17%	(35)	23%	(48)	60%	(123)	206
Military HH: No	18%	(158)	29%	(255)	53%	(458)	870
RD/WT: Right Direction	17%	(74)	25%	(113)	58%	(261)	448
RD/WT: Wrong Track	19%	(118)	30%	(190)	51%	(320)	628
Trump Job Approve	16%	(75)	26%	(125)	59%	(285)	485
Trump Job Disapprove	18%	(94)	31%	(161)	51%	(268)	523
Trump Job Strongly Approve	11%	(26)	24%	(57)	65%	(152)	235
Trump Job Somewhat Approve	20%	(49)	27%	(68)	53%	(132)	249
Trump Job Somewhat Disapprove	22%	(41)	35%	(63)	43%	(79)	183
Trump Job Strongly Disapprove	16%	(53)	29%	(97)	56%	(189)	339

Table BR15: *How old is/are the child/children that are now living in your household? Please check all that apply.*

Demographic	Less than 5 years old		5-13 years old		Older than 13 years old		Total N
Adults	18%	(192)	28%	(303)	54%	(581)	1076
#1 Issue: Economy	18%	(60)	37%	(124)	45%	(150)	333
#1 Issue: Security	10%	(20)	25%	(48)	65%	(124)	192
#1 Issue: Health Care	17%	(33)	22%	(42)	61%	(116)	191
#1 Issue: Medicare / Social Security	9%	(12)	8%	(11)	83%	(117)	141
#1 Issue: Education	39%	(39)	38%	(38)	23%	(23)	100
#1 Issue: Other	15%	(8)	33%	(19)	52%	(29)	56
2016 Vote: Democrat Hillary Clinton	14%	(45)	28%	(90)	58%	(188)	324
2016 Vote: Republican Donald Trump	13%	(48)	23%	(87)	64%	(243)	378
2016 Vote: Someone else	20%	(21)	33%	(35)	47%	(49)	105
Voted in 2014: Yes	12%	(89)	26%	(191)	62%	(448)	728
Voted in 2014: No	30%	(103)	32%	(112)	38%	(132)	348
2012 Vote: Barack Obama	15%	(58)	28%	(110)	58%	(230)	397
2012 Vote: Mitt Romney	10%	(30)	20%	(60)	71%	(217)	307
2012 Vote: Other	9%	(6)	27%	(17)	63%	(40)	63
2012 Vote: Didn't Vote	32%	(99)	37%	(115)	30%	(93)	307
4-Region: Northeast	15%	(30)	26%	(51)	59%	(117)	198
4-Region: Midwest	19%	(43)	25%	(55)	56%	(123)	221
4-Region: South	17%	(71)	29%	(123)	54%	(228)	422
4-Region: West	20%	(48)	31%	(74)	48%	(113)	235
Favorable of Trump	14%	(65)	25%	(118)	61%	(288)	470
Unfavorable of Trump	19%	(103)	32%	(167)	49%	(257)	527
Very Favorable of Trump	10%	(26)	24%	(62)	65%	(166)	254
Somewhat Favorable of Trump	18%	(38)	26%	(56)	56%	(121)	216
Somewhat Unfavorable of Trump	24%	(33)	32%	(43)	44%	(61)	137
Very Unfavorable of Trump	18%	(69)	32%	(123)	50%	(196)	389

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

Table BR16: *Would you support or oppose a mandate that solar panels be installed on the rooftops of all new homes constructed in your state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(688)	32%	(703)	11%	(231)	11%	(242)	15%	(336)	2201
Gender: Male	31%	(328)	32%	(343)	12%	(132)	14%	(147)	11%	(112)	1062
Gender: Female	32%	(359)	32%	(360)	9%	(99)	8%	(96)	20%	(224)	1139
Age: 18-29	40%	(196)	31%	(154)	8%	(40)	5%	(23)	17%	(83)	495
Age: 30-44	34%	(177)	34%	(177)	10%	(50)	8%	(43)	14%	(71)	518
Age: 45-54	31%	(115)	31%	(115)	12%	(45)	13%	(49)	13%	(48)	372
Age: 55-64	26%	(100)	29%	(111)	12%	(45)	14%	(52)	19%	(71)	380
Age: 65+	23%	(100)	33%	(146)	12%	(52)	17%	(75)	14%	(63)	436
Generation Z: 18-21	30%	(48)	40%	(65)	5%	(8)	5%	(8)	20%	(33)	162
Millennial: Age 22-37	40%	(240)	30%	(184)	9%	(56)	6%	(35)	15%	(88)	603
Generation X: Age 38-53	33%	(192)	31%	(183)	11%	(62)	11%	(66)	14%	(80)	583
Boomers: Age 54-72	26%	(185)	30%	(211)	12%	(85)	16%	(113)	15%	(108)	702
PID: Dem (no lean)	38%	(289)	35%	(261)	9%	(71)	5%	(40)	12%	(90)	750
PID: Ind (no lean)	30%	(245)	29%	(240)	10%	(83)	11%	(92)	20%	(162)	822
PID: Rep (no lean)	25%	(154)	32%	(202)	12%	(78)	17%	(110)	13%	(84)	628
PID/Gender: Dem Men	41%	(138)	35%	(118)	10%	(33)	5%	(17)	9%	(30)	336
PID/Gender: Dem Women	36%	(150)	35%	(143)	9%	(38)	6%	(23)	14%	(60)	414
PID/Gender: Ind Men	28%	(107)	31%	(117)	13%	(51)	16%	(61)	12%	(45)	380
PID/Gender: Ind Women	31%	(138)	28%	(124)	7%	(32)	7%	(31)	26%	(117)	442
PID/Gender: Rep Men	24%	(83)	32%	(109)	14%	(48)	20%	(68)	11%	(37)	346
PID/Gender: Rep Women	25%	(71)	33%	(93)	10%	(30)	15%	(41)	17%	(48)	283
Ideo: Liberal (1-3)	44%	(294)	34%	(228)	9%	(64)	5%	(37)	8%	(53)	675
Ideo: Moderate (4)	28%	(138)	33%	(159)	11%	(54)	10%	(49)	18%	(89)	488
Ideo: Conservative (5-7)	21%	(151)	33%	(232)	14%	(99)	21%	(148)	12%	(84)	714
Educ: < College	33%	(501)	31%	(477)	9%	(137)	10%	(145)	17%	(253)	1513
Educ: Bachelors degree	27%	(120)	35%	(155)	13%	(59)	12%	(52)	13%	(58)	444
Educ: Post-grad	27%	(67)	29%	(71)	15%	(35)	19%	(46)	10%	(25)	244
Income: Under 50k	35%	(447)	31%	(403)	9%	(119)	8%	(107)	17%	(219)	1296
Income: 50k-100k	28%	(179)	31%	(199)	13%	(80)	14%	(92)	14%	(89)	640
Income: 100k+	23%	(61)	38%	(101)	12%	(32)	16%	(43)	11%	(28)	266

Continued on next page

Table BR16: *Would you support or oppose a mandate that solar panels be installed on the rooftops of all new homes constructed in your state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(688)	32%	(703)	11%	(231)	11%	(242)	15%	(336)	2201
Ethnicity: White	30%	(511)	33%	(569)	11%	(187)	12%	(205)	15%	(251)	1723
Ethnicity: Hispanic	41%	(144)	27%	(95)	8%	(26)	8%	(29)	16%	(54)	350
Ethnicity: Afr. Am.	38%	(105)	27%	(74)	9%	(25)	6%	(18)	19%	(53)	274
Ethnicity: Other	35%	(72)	29%	(60)	10%	(20)	9%	(19)	16%	(33)	204
Relig: Protestant	24%	(121)	34%	(175)	14%	(70)	17%	(89)	10%	(53)	508
Relig: Roman Catholic	29%	(130)	32%	(141)	11%	(49)	12%	(52)	16%	(72)	443
Relig: Ath./Agn./None	36%	(218)	32%	(194)	9%	(54)	6%	(38)	17%	(103)	608
Relig: Something Else	30%	(110)	33%	(123)	8%	(30)	10%	(37)	19%	(68)	369
Relig: Jewish	24%	(13)	38%	(21)	5%	(3)	23%	(13)	10%	(6)	55
Relig: Evangelical	33%	(191)	28%	(162)	13%	(73)	14%	(81)	13%	(74)	581
Relig: Non-Evang. Catholics	26%	(168)	35%	(223)	11%	(73)	13%	(85)	14%	(91)	640
Relig: All Christian	29%	(359)	32%	(385)	12%	(146)	14%	(166)	13%	(165)	1221
Relig: All Non-Christian	34%	(328)	32%	(318)	9%	(85)	8%	(76)	18%	(172)	978
Community: Urban	38%	(225)	31%	(187)	7%	(42)	9%	(55)	15%	(91)	599
Community: Suburban	29%	(279)	32%	(310)	12%	(119)	11%	(110)	15%	(146)	965
Community: Rural	29%	(184)	32%	(207)	11%	(70)	12%	(77)	16%	(99)	637
Employ: Private Sector	29%	(188)	35%	(227)	11%	(68)	13%	(82)	12%	(75)	640
Employ: Government	31%	(43)	28%	(40)	16%	(23)	10%	(14)	15%	(21)	140
Employ: Self-Employed	42%	(67)	29%	(46)	9%	(14)	11%	(17)	10%	(16)	160
Employ: Homemaker	36%	(63)	26%	(44)	8%	(14)	12%	(21)	18%	(31)	174
Employ: Student	35%	(46)	34%	(45)	7%	(10)	2%	(3)	22%	(30)	133
Employ: Retired	23%	(114)	33%	(165)	12%	(59)	15%	(76)	17%	(83)	498
Employ: Unemployed	38%	(88)	31%	(72)	9%	(22)	6%	(14)	15%	(36)	230
Employ: Other	35%	(80)	28%	(63)	10%	(22)	7%	(16)	20%	(45)	225
Military HH: Yes	26%	(93)	29%	(101)	15%	(53)	14%	(51)	16%	(56)	354
Military HH: No	32%	(595)	33%	(602)	10%	(178)	10%	(192)	15%	(280)	1847
RD/WT: Right Direction	25%	(222)	33%	(292)	12%	(102)	17%	(154)	13%	(116)	886
RD/WT: Wrong Track	35%	(465)	31%	(411)	10%	(129)	7%	(89)	17%	(220)	1315
Trump Job Approve	25%	(238)	33%	(305)	12%	(109)	18%	(168)	13%	(117)	936
Trump Job Disapprove	37%	(404)	33%	(365)	10%	(114)	6%	(64)	14%	(156)	1102

Table BR16: *Would you support or oppose a mandate that solar panels be installed on the rooftops of all new homes constructed in your state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(688)	32%	(703)	11%	(231)	11%	(242)	15%	(336)	2201
Trump Job Strongly Approve	25%	(119)	29%	(136)	12%	(57)	22%	(105)	12%	(57)	475
Trump Job Somewhat Approve	26%	(118)	37%	(169)	11%	(52)	14%	(62)	13%	(60)	461
Trump Job Somewhat Disapprove	29%	(100)	38%	(133)	12%	(40)	9%	(30)	13%	(45)	348
Trump Job Strongly Disapprove	40%	(303)	31%	(233)	10%	(74)	5%	(34)	15%	(110)	754
#1 Issue: Economy	28%	(180)	31%	(198)	13%	(81)	14%	(91)	14%	(87)	637
#1 Issue: Security	23%	(83)	35%	(127)	12%	(43)	15%	(55)	15%	(52)	361
#1 Issue: Health Care	31%	(112)	34%	(125)	11%	(40)	8%	(30)	16%	(59)	365
#1 Issue: Medicare / Social Security	30%	(94)	32%	(100)	8%	(26)	13%	(40)	16%	(51)	311
#1 Issue: Women's Issues	47%	(52)	25%	(28)	6%	(7)	1%	(1)	21%	(23)	111
#1 Issue: Education	36%	(68)	35%	(65)	10%	(19)	6%	(11)	13%	(25)	188
#1 Issue: Energy	56%	(50)	29%	(26)	7%	(6)	3%	(2)	5%	(4)	88
#1 Issue: Other	35%	(48)	25%	(35)	7%	(9)	8%	(12)	25%	(35)	139
2016 Vote: Democrat Hillary Clinton	37%	(258)	36%	(249)	10%	(68)	6%	(41)	11%	(73)	690
2016 Vote: Republican Donald Trump	24%	(161)	31%	(212)	12%	(85)	21%	(140)	12%	(84)	682
2016 Vote: Someone else	32%	(70)	27%	(60)	16%	(37)	14%	(31)	11%	(25)	222
Voted in 2014: Yes	31%	(418)	33%	(451)	12%	(162)	14%	(185)	11%	(152)	1368
Voted in 2014: No	32%	(270)	30%	(252)	8%	(69)	7%	(57)	22%	(185)	833
2012 Vote: Barack Obama	40%	(331)	34%	(278)	9%	(77)	7%	(55)	11%	(88)	829
2012 Vote: Mitt Romney	19%	(101)	30%	(160)	15%	(80)	23%	(123)	14%	(74)	538
2012 Vote: Other	20%	(20)	34%	(34)	12%	(12)	21%	(21)	14%	(14)	100
2012 Vote: Didn't Vote	32%	(236)	32%	(230)	8%	(60)	6%	(43)	22%	(160)	728
4-Region: Northeast	27%	(108)	36%	(142)	12%	(49)	13%	(51)	11%	(44)	394
4-Region: Midwest	29%	(135)	32%	(150)	10%	(47)	12%	(56)	16%	(75)	462
4-Region: South	32%	(264)	31%	(259)	10%	(81)	10%	(80)	17%	(140)	825
4-Region: West	35%	(180)	29%	(152)	11%	(55)	11%	(55)	15%	(77)	520
Favorable of Trump	24%	(223)	33%	(303)	11%	(104)	19%	(170)	13%	(117)	917
Unfavorable of Trump	38%	(425)	33%	(372)	10%	(116)	5%	(61)	14%	(154)	1127
Very Favorable of Trump	24%	(123)	30%	(156)	12%	(63)	21%	(107)	13%	(66)	514
Somewhat Favorable of Trump	25%	(100)	36%	(147)	10%	(41)	16%	(63)	13%	(52)	403
Somewhat Unfavorable of Trump	32%	(86)	36%	(97)	15%	(39)	6%	(17)	11%	(29)	268
Very Unfavorable of Trump	39%	(338)	32%	(276)	9%	(76)	5%	(43)	15%	(125)	859

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

Table BR17: *As you may know, California recently adopted new standards mandating that most new homes constructed in the state starting in 2020 must be built with solar panels. The state agency estimates that the mandate will add about $40 to homeowners average monthly mortgage payment on a 30-year mortgage, while saving consumers $80 on monthly energy costs. Would you support or oppose this action in your own state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(686)	34%	(749)	10%	(222)	10%	(230)	14%	(313)	2201
Gender: Male	30%	(324)	34%	(358)	11%	(117)	13%	(142)	11%	(122)	1062
Gender: Female	32%	(362)	34%	(391)	9%	(105)	8%	(89)	17%	(191)	1139
Age: 18-29	36%	(178)	33%	(163)	7%	(35)	4%	(20)	20%	(99)	495
Age: 30-44	37%	(189)	34%	(174)	10%	(51)	9%	(44)	12%	(60)	518
Age: 45-54	28%	(104)	35%	(131)	14%	(52)	10%	(39)	12%	(46)	372
Age: 55-64	25%	(96)	36%	(137)	9%	(33)	16%	(59)	14%	(54)	380
Age: 65+	27%	(118)	33%	(144)	12%	(52)	15%	(67)	13%	(55)	436
Generation Z: 18-21	26%	(43)	35%	(57)	8%	(14)	3%	(5)	27%	(44)	162
Millennial: Age 22-37	39%	(232)	34%	(204)	7%	(41)	6%	(35)	15%	(91)	603
Generation X: Age 38-53	33%	(190)	33%	(193)	13%	(77)	9%	(54)	12%	(69)	583
Boomers: Age 54-72	26%	(181)	35%	(249)	9%	(66)	17%	(117)	13%	(89)	702
PID: Dem (no lean)	40%	(302)	36%	(274)	7%	(52)	5%	(40)	11%	(83)	750
PID: Ind (no lean)	28%	(232)	32%	(261)	11%	(89)	10%	(83)	19%	(157)	822
PID: Rep (no lean)	24%	(151)	34%	(215)	13%	(82)	17%	(107)	12%	(73)	628
PID/Gender: Dem Men	42%	(141)	36%	(122)	6%	(19)	5%	(18)	11%	(35)	336
PID/Gender: Dem Women	39%	(161)	37%	(151)	8%	(32)	5%	(22)	11%	(47)	414
PID/Gender: Ind Men	26%	(98)	35%	(132)	13%	(49)	13%	(51)	13%	(51)	380
PID/Gender: Ind Women	30%	(134)	29%	(129)	9%	(40)	7%	(33)	24%	(106)	442
PID/Gender: Rep Men	25%	(85)	30%	(104)	14%	(49)	21%	(73)	10%	(35)	346
PID/Gender: Rep Women	23%	(66)	39%	(111)	12%	(33)	12%	(34)	13%	(38)	283
Ideo: Liberal (1-3)	45%	(304)	34%	(226)	9%	(58)	4%	(28)	9%	(59)	675
Ideo: Moderate (4)	28%	(137)	39%	(190)	10%	(47)	9%	(45)	14%	(69)	488
Ideo: Conservative (5-7)	21%	(153)	33%	(239)	14%	(102)	20%	(146)	10%	(75)	714
Educ: < College	31%	(471)	34%	(512)	9%	(139)	9%	(139)	17%	(252)	1513
Educ: Bachelors degree	32%	(140)	38%	(169)	10%	(45)	11%	(50)	9%	(40)	444
Educ: Post-grad	31%	(75)	28%	(68)	16%	(38)	17%	(41)	9%	(21)	244

Table BR17: *As you may know, California recently adopted new standards mandating that most new homes constructed in the state starting in 2020 must be built with solar panels. The state agency estimates that the mandate will add about $40 to homeowners average monthly mortgage payment on a 30-year mortgage, while saving consumers $80 on monthly energy costs. Would you support or oppose this action in your own state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(686)	34%	(749)	10%	(222)	10%	(230)	14%	(313)	2201
Income: Under 50k	32%	(417)	34%	(443)	8%	(106)	9%	(114)	17%	(215)	1296
Income: 50k-100k	31%	(196)	34%	(218)	12%	(75)	12%	(78)	11%	(72)	640
Income: 100k+	27%	(73)	33%	(88)	15%	(41)	14%	(38)	10%	(26)	266
Ethnicity: White	31%	(527)	35%	(599)	10%	(171)	11%	(194)	13%	(232)	1723
Ethnicity: Hispanic	33%	(115)	34%	(119)	7%	(26)	10%	(33)	16%	(57)	350
Ethnicity: Afr. Am.	34%	(94)	31%	(86)	13%	(35)	4%	(10)	18%	(50)	274
Ethnicity: Other	32%	(65)	32%	(65)	8%	(16)	13%	(26)	16%	(32)	204
Relig: Protestant	27%	(135)	34%	(175)	12%	(60)	17%	(85)	10%	(53)	508
Relig: Roman Catholic	30%	(133)	34%	(150)	11%	(51)	12%	(53)	12%	(55)	443
Relig: Ath./Agn./None	35%	(215)	35%	(215)	8%	(51)	5%	(33)	16%	(95)	608
Relig: Something Else	32%	(120)	33%	(123)	8%	(30)	9%	(33)	17%	(63)	369
Relig: Jewish	30%	(16)	30%	(17)	8%	(4)	19%	(10)	13%	(7)	55
Relig: Evangelical	29%	(170)	31%	(181)	11%	(66)	14%	(81)	14%	(82)	581
Relig: Non-Evang. Catholics	28%	(180)	36%	(229)	12%	(75)	13%	(83)	11%	(72)	640
Relig: All Christian	29%	(351)	34%	(410)	12%	(141)	13%	(164)	13%	(155)	1221
Relig: All Non-Christian	34%	(335)	35%	(338)	8%	(81)	7%	(66)	16%	(158)	978
Community: Urban	35%	(212)	32%	(191)	9%	(55)	8%	(48)	15%	(93)	599
Community: Suburban	31%	(301)	34%	(331)	11%	(104)	12%	(111)	12%	(118)	965
Community: Rural	27%	(173)	36%	(228)	10%	(63)	11%	(71)	16%	(103)	637
Employ: Private Sector	30%	(190)	36%	(230)	11%	(70)	12%	(76)	12%	(74)	640
Employ: Government	31%	(43)	34%	(48)	14%	(19)	10%	(14)	11%	(16)	140
Employ: Self-Employed	37%	(59)	32%	(51)	9%	(14)	8%	(13)	14%	(23)	160
Employ: Homemaker	34%	(59)	35%	(61)	6%	(10)	9%	(15)	16%	(29)	174
Employ: Student	31%	(41)	37%	(49)	8%	(11)	4%	(5)	20%	(27)	133
Employ: Retired	28%	(141)	33%	(165)	11%	(57)	15%	(75)	12%	(60)	498
Employ: Unemployed	36%	(83)	32%	(73)	11%	(25)	8%	(18)	14%	(32)	230
Employ: Other	31%	(69)	32%	(73)	7%	(16)	7%	(15)	23%	(53)	225
Military HH: Yes	29%	(104)	30%	(106)	12%	(43)	16%	(58)	13%	(44)	354
Military HH: No	32%	(582)	35%	(644)	10%	(179)	9%	(172)	15%	(269)	1847

Table BR17: *As you may know, California recently adopted new standards mandating that most new homes constructed in the state starting in 2020 must be built with solar panels. The state agency estimates that the mandate will add about $40 to homeowners average monthly mortgage payment on a 30-year mortgage, while saving consumers $80 on monthly energy costs. Would you support or oppose this action in your own state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(686)	34%	(749)	10%	(222)	10%	(230)	14%	(313)	2201
RD/WT: Right Direction	26%	(229)	34%	(303)	11%	(100)	17%	(151)	12%	(104)	886
RD/WT: Wrong Track	35%	(457)	34%	(446)	9%	(123)	6%	(80)	16%	(209)	1315
Trump Job Approve	24%	(227)	35%	(327)	12%	(109)	18%	(166)	12%	(108)	936
Trump Job Disapprove	38%	(416)	34%	(380)	10%	(106)	5%	(59)	13%	(141)	1102
Trump Job Strongly Approve	23%	(111)	31%	(149)	11%	(51)	23%	(110)	11%	(54)	475
Trump Job Somewhat Approve	25%	(116)	39%	(178)	12%	(57)	12%	(56)	12%	(54)	461
Trump Job Somewhat Disapprove	28%	(99)	40%	(140)	13%	(45)	7%	(26)	11%	(39)	348
Trump Job Strongly Disapprove	42%	(318)	32%	(240)	8%	(61)	4%	(33)	14%	(102)	754
#1 Issue: Economy	27%	(174)	35%	(225)	12%	(73)	12%	(79)	13%	(84)	637
#1 Issue: Security	25%	(89)	35%	(128)	11%	(40)	17%	(60)	12%	(44)	361
#1 Issue: Health Care	33%	(121)	33%	(121)	10%	(38)	9%	(35)	14%	(51)	365
#1 Issue: Medicare / Social Security	30%	(92)	37%	(115)	8%	(25)	11%	(36)	14%	(43)	311
#1 Issue: Women's Issues	43%	(48)	34%	(37)	4%	(4)	1%	(1)	18%	(20)	111
#1 Issue: Education	36%	(67)	32%	(60)	15%	(29)	5%	(9)	13%	(24)	188
#1 Issue: Energy	62%	(54)	20%	(18)	9%	(8)	1%	(1)	9%	(8)	88
#1 Issue: Other	28%	(40)	32%	(45)	4%	(6)	7%	(10)	28%	(39)	139
2016 Vote: Democrat Hillary Clinton	41%	(283)	36%	(245)	9%	(63)	4%	(30)	10%	(68)	690
2016 Vote: Republican Donald Trump	23%	(155)	33%	(224)	13%	(87)	21%	(142)	11%	(74)	682
2016 Vote: Someone else	28%	(62)	39%	(86)	12%	(26)	14%	(32)	7%	(16)	222
Voted in 2014: Yes	31%	(425)	35%	(473)	11%	(156)	13%	(182)	10%	(132)	1368
Voted in 2014: No	31%	(261)	33%	(276)	8%	(66)	6%	(48)	22%	(182)	833
2012 Vote: Barack Obama	41%	(339)	36%	(296)	8%	(68)	5%	(44)	10%	(82)	829
2012 Vote: Mitt Romney	19%	(103)	32%	(174)	16%	(86)	23%	(122)	10%	(54)	538
2012 Vote: Other	22%	(22)	30%	(31)	12%	(12)	19%	(19)	17%	(17)	100
2012 Vote: Didn't Vote	30%	(221)	34%	(246)	8%	(55)	6%	(46)	22%	(161)	728
4-Region: Northeast	28%	(110)	38%	(148)	11%	(42)	11%	(45)	12%	(49)	394
4-Region: Midwest	30%	(140)	36%	(168)	10%	(46)	11%	(49)	13%	(59)	462
4-Region: South	32%	(261)	32%	(260)	10%	(81)	10%	(85)	17%	(138)	825
4-Region: West	34%	(175)	33%	(173)	10%	(54)	10%	(51)	13%	(67)	520

Table BR17: *As you may know, California recently adopted new standards mandating that most new homes constructed in the state starting in 2020 must be built with solar panels. The state agency estimates that the mandate will add about $40 to homeowners average monthly mortgage payment on a 30-year mortgage, while saving consumers $80 on monthly energy costs. Would you support or oppose this action in your own state?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	31%	(686)	34%	(749)	10%	(222)	10%	(230)	14%	(313)	2201
Favorable of Trump	23%	(215)	35%	(325)	12%	(108)	18%	(164)	11%	(105)	917
Unfavorable of Trump	38%	(433)	34%	(386)	9%	(103)	5%	(58)	13%	(147)	1127
Very Favorable of Trump	23%	(116)	32%	(166)	12%	(63)	22%	(110)	11%	(59)	514
Somewhat Favorable of Trump	25%	(100)	40%	(160)	11%	(44)	13%	(53)	12%	(47)	403
Somewhat Unfavorable of Trump	31%	(83)	41%	(109)	12%	(33)	6%	(17)	10%	(26)	268
Very Unfavorable of Trump	41%	(351)	32%	(278)	8%	(69)	5%	(40)	14%	(121)	859

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	495	23%
	Age: 30-44	518	24%
	Age: 45-54	372	17%
	Age: 55-64	380	17%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	162	7%
	Millennial: Age 22-37	603	27%
	Generation X: Age 38-53	583	26%
	Boomers: Age 54-72	702	32%
	N	2050	
xpid3	PID: Dem (no lean)	750	34%
	PID: Ind (no lean)	822	37%
	PID: Rep (no lean)	628	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	336	15%
	PID/Gender: Dem Women	414	19%
	PID/Gender: Ind Men	380	17%
	PID/Gender: Ind Women	442	20%
	PID/Gender: Rep Men	346	16%
	PID/Gender: Rep Women	283	13%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	675	31%
	Ideo: Moderate (4)	488	22%
	Ideo: Conservative (5-7)	714	32%
	N	1877	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1296	59%
	Income: 50k-100k	640	29%
	Income: 100k+	266	12%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	508	23%
	Relig: Roman Catholic	443	20%
	Relig: Ath./Agn./None	608	28%
	Relig: Something Else	369	17%
	N	1930	
xreligion1	Relig: Jewish	55	2%
xreligion2	Relig: Evangelical	581	26%
	Relig: Non-Evang. Catholics	640	29%
	N	1221	
xreligion3	Relig: All Christian	1221	55%
	Relig: All Non-Christian	978	44%
	N	2198	
xdemUsr	Community: Urban	599	27%
	Community: Suburban	965	44%
	Community: Rural	637	29%
	N	2201	
xdemEmploy	Employ: Private Sector	640	29%
	Employ: Government	140	6%
	Employ: Self-Employed	160	7%
	Employ: Homemaker	174	8%
	Employ: Student	133	6%
	Employ: Retired	498	23%
	Employ: Unemployed	230	10%
	Employ: Other	225	10%
	N	2201	
xdemMilHH1	Military HH: Yes	354	16%
	Military HH: No	1847	84%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	886	40%
	RD/WT: Wrong Track	1315	60%
	N	2201	
Trump_Approve	Trump Job Approve	936	43%
	Trump Job Disapprove	1102	50%
	N	2038	
Trump_Approve2	Trump Job Strongly Approve	475	22%
	Trump Job Somewhat Approve	461	21%
	Trump Job Somewhat Disapprove	348	16%
	Trump Job Strongly Disapprove	754	34%
	N	2038	
xnr3	#1 Issue: Economy	637	29%
	#1 Issue: Security	361	16%
	#1 Issue: Health Care	365	17%
	#1 Issue: Medicare / Social Security	311	14%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	188	9%
	#1 Issue: Energy	88	4%
	#1 Issue: Other	139	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	690	31%
	2016 Vote: Republican Donald Trump	682	31%
	2016 Vote: Someone else	222	10%
	N	1594	
xsubVote14O	Voted in 2014: Yes	1368	62%
	Voted in 2014: No	833	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	829	38%
	2012 Vote: Mitt Romney	538	24%
	2012 Vote: Other	100	5%
	2012 Vote: Didn't Vote	728	33%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	917	42%
	Unfavorable of Trump	1127	51%
	N	2044	
Trump_Fav_FULL	Very Favorable of Trump	514	23%
	Somewhat Favorable of Trump	403	18%
	Somewhat Unfavorable of Trump	268	12%
	Very Unfavorable of Trump	859	39%
	N	2044	

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