



National Tracking Poll #181101
November 01-03, 2018

Crosstabulation Results

Methodology:

This poll was conducted from November 01-03, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BRD1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	12% (259)	5% (106)	8% (174)	18% (398)	47% (1033)	11% (231)	2201
Gender: Male	13% (136)	5% (53)	9% (96)	20% (208)	44% (470)	9% (99)	1062
Gender: Female	11% (123)	5% (53)	7% (78)	17% (190)	49% (563)	12% (132)	1139
Age: 18-29	15% (69)	10% (44)	9% (41)	10% (46)	43% (198)	14% (65)	463
Age: 30-44	15% (82)	5% (30)	6% (36)	17% (92)	47% (261)	9% (51)	550
Age: 45-54	10% (39)	3% (12)	5% (20)	21% (79)	50% (188)	10% (35)	373
Age: 55-64	8% (31)	2% (7)	6% (23)	28% (107)	49% (186)	7% (25)	378
Age: 65+	9% (39)	3% (13)	13% (55)	17% (74)	46% (201)	13% (55)	436
Generation Z: 18-21	18% (30)	16% (26)	8% (14)	14% (24)	27% (45)	16% (27)	166
Millennial: Age 22-37	14% (87)	6% (40)	8% (50)	12% (78)	49% (308)	11% (68)	631
Generation X: Age 38-53	12% (66)	3% (17)	6% (31)	20% (107)	50% (275)	10% (52)	549
Boomers: Age 54-72	8% (62)	3% (19)	8% (63)	23% (171)	48% (364)	10% (74)	754
PID: Dem (no lean)	13% (92)	5% (38)	8% (56)	18% (126)	46% (321)	10% (68)	701
PID: Ind (no lean)	13% (76)	3% (20)	9% (54)	19% (117)	46% (276)	10% (58)	601
PID: Rep (no lean)	10% (91)	5% (48)	7% (64)	17% (155)	48% (436)	12% (105)	900
PID/Gender: Dem Men	12% (36)	4% (14)	11% (33)	19% (58)	42% (128)	12% (36)	306
PID/Gender: Dem Women	14% (55)	6% (24)	6% (23)	17% (67)	49% (194)	8% (32)	395
PID/Gender: Ind Men	15% (47)	3% (11)	8% (25)	24% (76)	44% (139)	7% (22)	319
PID/Gender: Ind Women	10% (29)	3% (10)	10% (29)	15% (41)	49% (137)	13% (36)	282
PID/Gender: Rep Men	12% (53)	7% (29)	9% (38)	17% (74)	46% (203)	9% (41)	437
PID/Gender: Rep Women	8% (39)	4% (19)	6% (26)	18% (81)	50% (233)	14% (64)	462
Ideo: Liberal (1-3)	15% (98)	6% (36)	12% (80)	17% (111)	41% (265)	10% (62)	653
Ideo: Moderate (4)	8% (36)	4% (17)	7% (31)	18% (84)	53% (242)	11% (49)	460
Ideo: Conservative (5-7)	9% (72)	5% (41)	7% (52)	21% (163)	49% (384)	9% (68)	781
Educ: College	14% (215)	5% (76)	6% (97)	15% (222)	48% (720)	12% (183)	1513
Educ: Bachelors degree	6% (25)	5% (22)	9% (38)	25% (110)	50% (221)	6% (28)	444
Educ: Post-grad	8% (20)	3% (7)	16% (38)	27% (66)	38% (92)	8% (20)	244

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Table BRD1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	12% (259)	5% (106)	8% (174)	18% (398)	47% (1033)	11% (231)	2201
Income: Under 50k	15% (188)	6% (70)	5% (66)	12% (153)	49% (611)	13% (167)	1255
Income: 50k-100k	9% (55)	4% (25)	8% (52)	21% (133)	50% (311)	8% (49)	625
Income: 100k+	5% (16)	4% (11)	17% (55)	35% (112)	35% (111)	5% (16)	321
Ethnicity: White	11% (192)	4% (77)	9% (153)	18% (314)	47% (813)	10% (173)	1723
Ethnicity: Hispanic	14% (47)	8% (28)	8% (30)	12% (42)	49% (170)	9% (32)	350
Ethnicity: Afr. Am.	17% (46)	5% (12)	3% (8)	20% (55)	45% (124)	11% (30)	274
Ethnicity: Other	11% (22)	8% (17)	6% (12)	14% (29)	47% (96)	14% (29)	204
Relig: Protestant	7% (34)	5% (23)	8% (39)	21% (104)	50% (247)	10% (48)	494
Relig: Roman Catholic	11% (46)	6% (25)	10% (39)	23% (94)	44% (179)	6% (24)	406
Relig: Something Else	15% (38)	2% (5)	5% (13)	12% (29)	55% (134)	11% (27)	246
Relig: Evangelical	12% (96)	4% (33)	8% (66)	21% (166)	46% (375)	9% (72)	807
Relig: Non-Evang. Catholics	7% (22)	6% (21)	7% (25)	18% (61)	55% (185)	8% (26)	339
Relig: All Christian	10% (118)	5% (53)	8% (90)	20% (227)	49% (560)	9% (98)	1147
Relig: All Non-Christian	13% (36)	6% (18)	6% (16)	15% (44)	45% (128)	15% (41)	282
Community: Urban	15% (83)	6% (34)	6% (36)	16% (89)	47% (266)	10% (56)	564
Community: Suburban	10% (103)	5% (51)	10% (104)	20% (195)	45% (445)	10% (94)	993
Community: Rural	11% (73)	3% (21)	5% (33)	18% (114)	50% (322)	13% (81)	644
Employ: Private Sector	10% (62)	4% (23)	7% (46)	25% (159)	51% (326)	4% (26)	642
Employ: Government	17% (29)	2% (4)	7% (12)	20% (33)	46% (77)	7% (12)	167
Employ: Self-Employed	16% (29)	7% (12)	9% (17)	19% (36)	35% (65)	14% (26)	186
Employ: Homemaker	11% (18)	6% (10)	3% (4)	13% (22)	48% (82)	19% (32)	169
Employ: Student	17% (14)	14% (11)	11% (9)	9% (8)	41% (34)	7% (6)	82
Employ: Retired	9% (42)	4% (17)	11% (51)	17% (80)	48% (226)	12% (54)	471
Employ: Unemployed	14% (33)	7% (17)	9% (21)	13% (31)	42% (101)	16% (38)	241
Employ: Other	13% (31)	5% (11)	6% (14)	12% (29)	50% (121)	15% (36)	242
Military HH: Yes	11% (43)	4% (16)	8% (31)	20% (76)	47% (181)	10% (37)	384
Military HH: No	12% (216)	5% (90)	8% (142)	18% (322)	47% (852)	11% (194)	1817
RD/WT: Right Direction	12% (108)	6% (49)	7% (63)	20% (179)	46% (410)	9% (85)	894
RD/WT: Wrong Track	12% (151)	4% (57)	8% (111)	17% (219)	48% (623)	11% (147)	1307
Trump Job Approve	11% (104)	5% (46)	7% (68)	20% (186)	48% (454)	10% (95)	953
Trump Job Disapprove	13% (140)	5% (55)	9% (100)	17% (190)	47% (524)	9% (103)	1113

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Table BRD1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	12% (259)	5% (106)	8% (174)	18% (398)	47% (1033)	11% (231)	2201
Trump Job Strongly Approve	9% (43)	6% (29)	7% (31)	21% (101)	49% (236)	9% (42)	482
Trump Job Somewhat Approve	13% (60)	4% (17)	8% (37)	18% (85)	46% (218)	11% (53)	471
Trump Job Somewhat Disapprove	15% (41)	5% (13)	7% (18)	14% (38)	51% (140)	9% (25)	275
Trump Job Strongly Disapprove	12% (99)	5% (42)	10% (82)	18% (152)	46% (384)	9% (79)	838
#1 Issue: Economy	8% (52)	4% (23)	10% (63)	21% (127)	48% (295)	9% (56)	615
#1 Issue: Security	9% (34)	6% (23)	5% (21)	21% (81)	48% (184)	11% (41)	383
#1 Issue: Health Care	12% (45)	4% (14)	6% (22)	21% (76)	49% (176)	8% (28)	360
#1 Issue: Medicare / Social Security	16% (50)	3% (11)	7% (22)	14% (45)	46% (148)	14% (43)	318
#1 Issue: Women's Issues	11% (15)	10% (13)	8% (11)	15% (19)	45% (58)	10% (12)	128
#1 Issue: Education	17% (30)	8% (15)	7% (12)	16% (28)	43% (75)	9% (16)	175
#1 Issue: Energy	21% (18)	4% (4)	11% (10)	11% (10)	41% (35)	11% (9)	85
#1 Issue: Other	12% (16)	3% (4)	11% (14)	9% (12)	47% (64)	18% (25)	136
2016 Vote: Hillary Clinton	12% (83)	4% (29)	10% (67)	20% (135)	45% (310)	8% (58)	683
2016 Vote: Donald Trump	9% (65)	4% (26)	8% (58)	21% (147)	50% (354)	8% (53)	702
2016 Vote: Someone else	8% (16)	2% (5)	9% (20)	13% (27)	58% (122)	10% (20)	211
2016 Vote: Didnt Vote	16% (95)	7% (41)	5% (29)	15% (89)	41% (246)	17% (100)	600
Voted in 2014: Yes	10% (134)	4% (54)	9% (125)	20% (283)	49% (677)	8% (114)	1388
Voted in 2014: No	15% (126)	6% (52)	6% (48)	14% (115)	44% (356)	14% (117)	813
2012 Vote: Barack Obama	12% (98)	4% (33)	8% (71)	21% (181)	46% (396)	9% (74)	853
2012 Vote: Mitt Romney	9% (48)	3% (19)	9% (49)	22% (118)	49% (268)	8% (42)	544
2012 Vote: Other	12% (12)	2% (2)	6% (7)	13% (14)	52% (56)	16% (17)	108
2012 Vote: Didn't Vote	14% (100)	7% (50)	7% (47)	12% (86)	45% (312)	14% (98)	692
4-Region: Northeast	13% (49)	3% (11)	8% (31)	20% (77)	49% (194)	8% (31)	394
4-Region: Midwest	12% (56)	4% (19)	8% (35)	19% (86)	47% (219)	10% (48)	462
4-Region: South	11% (90)	6% (46)	8% (63)	19% (158)	46% (378)	11% (90)	825
4-Region: West	12% (65)	6% (30)	9% (45)	15% (77)	47% (242)	12% (62)	520
Favorable of Trump	11% (99)	4% (42)	7% (68)	20% (185)	48% (454)	9% (87)	935
Unfavorable of Trump	13% (141)	5% (57)	9% (99)	17% (191)	47% (521)	9% (97)	1106

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Table BRD1: *When it comes to saving and spending money, which of the following do you consider your top priority?*

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	12% (259)	5% (106)	8% (174)	18% (398)	47% (1033)	11% (231)	2201
Very Favorable of Trump	10% (51)	5% (25)	6% (30)	21% (108)	50% (266)	9% (47)	527
Somewhat Favorable of Trump	12% (48)	4% (17)	9% (39)	19% (77)	46% (187)	10% (40)	408
Somewhat Unfavorable of Trump	19% (44)	4% (8)	6% (13)	15% (33)	48% (109)	8% (19)	226
Very Unfavorable of Trump	11% (97)	6% (49)	10% (87)	18% (158)	47% (411)	9% (78)	881
Political correctness	11% (112)	5% (54)	8% (78)	19% (201)	46% (484)	11% (113)	1041
Prejudice	13% (147)	5% (52)	8% (95)	17% (197)	47% (549)	10% (118)	1160

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

Table BRD2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
Adults	25%	(549)	42%	(917)	29%	(643)	4%	(92)	2201
Gender: Male	28%	(296)	40%	(423)	28%	(296)	4%	(47)	1062
Gender: Female	22%	(253)	43%	(494)	30%	(347)	4%	(45)	1139
Age: 18-29	23%	(108)	42%	(193)	32%	(147)	3%	(15)	463
Age: 30-44	29%	(158)	36%	(198)	31%	(170)	4%	(24)	550
Age: 45-54	28%	(104)	43%	(160)	26%	(98)	3%	(11)	373
Age: 55-64	22%	(81)	45%	(171)	30%	(115)	3%	(11)	378
Age: 65+	22%	(97)	45%	(195)	26%	(112)	7%	(32)	436
Generation Z: 18-21	22%	(37)	49%	(81)	28%	(46)	1%	(2)	166
Millennial: Age 22-37	27%	(168)	38%	(241)	31%	(197)	4%	(24)	631
Generation X: Age 38-53	29%	(158)	38%	(208)	29%	(161)	4%	(21)	549
Boomers: Age 54-72	22%	(169)	43%	(324)	29%	(221)	5%	(40)	754
PID: Dem (no lean)	26%	(183)	42%	(293)	27%	(191)	5%	(33)	701
PID: Ind (no lean)	24%	(146)	41%	(247)	31%	(184)	4%	(23)	601
PID: Rep (no lean)	24%	(220)	42%	(377)	30%	(267)	4%	(36)	900
PID/Gender: Dem Men	27%	(82)	45%	(137)	22%	(67)	7%	(20)	306
PID/Gender: Dem Women	26%	(102)	39%	(155)	32%	(125)	3%	(13)	395
PID/Gender: Ind Men	29%	(93)	37%	(119)	29%	(93)	4%	(13)	319
PID/Gender: Ind Women	19%	(53)	45%	(128)	32%	(91)	4%	(10)	282
PID/Gender: Rep Men	28%	(121)	38%	(166)	31%	(136)	3%	(14)	437
PID/Gender: Rep Women	21%	(99)	46%	(211)	28%	(131)	5%	(22)	462
Ideo: Liberal (1-3)	28%	(184)	39%	(253)	30%	(197)	3%	(18)	653
Ideo: Moderate (4)	25%	(114)	42%	(195)	28%	(130)	5%	(21)	460
Ideo: Conservative (5-7)	24%	(187)	41%	(324)	31%	(243)	3%	(27)	781
Educ: College	21%	(318)	47%	(711)	27%	(404)	5%	(80)	1513
Educ: Bachelors degree	29%	(128)	32%	(140)	38%	(168)	2%	(8)	444
Educ: Post-grad	42%	(103)	27%	(66)	29%	(70)	2%	(5)	244
Income: Under 50k	20%	(249)	49%	(615)	26%	(327)	5%	(63)	1255
Income: 50k-100k	29%	(179)	35%	(216)	33%	(207)	4%	(23)	625
Income: 100k+	38%	(121)	27%	(86)	34%	(109)	2%	(6)	321

Continued on next page

Table BRD2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(549)	42%	(917)	29%	(643)	4%	(92)	2201
Ethnicity: White	26%	(440)	43%	(732)	29%	(491)	3%	(59)	1723
Ethnicity: Hispanic	23%	(81)	47%	(164)	28%	(96)	2%	(9)	350
Ethnicity: Afr. Am.	23%	(64)	36%	(100)	31%	(85)	9%	(25)	274
Ethnicity: Other	22%	(44)	42%	(85)	32%	(66)	4%	(8)	204
Relig: Protestant	23%	(116)	42%	(209)	32%	(157)	3%	(13)	494
Relig: Roman Catholic	26%	(106)	45%	(181)	27%	(109)	2%	(9)	406
Relig: Something Else	28%	(70)	37%	(91)	31%	(76)	4%	(9)	246
Relig: Evangelical	27%	(220)	40%	(326)	29%	(237)	3%	(24)	807
Relig: Non-Evang. Catholics	21%	(71)	46%	(155)	31%	(105)	2%	(8)	339
Relig: All Christian	25%	(292)	42%	(481)	30%	(343)	3%	(32)	1147
Relig: All Non-Christian	20%	(57)	45%	(128)	26%	(75)	8%	(23)	282
Community: Urban	25%	(142)	41%	(230)	28%	(157)	6%	(35)	564
Community: Suburban	26%	(263)	38%	(380)	32%	(316)	3%	(33)	993
Community: Rural	22%	(144)	48%	(307)	26%	(170)	4%	(23)	644
Employ: Private Sector	28%	(183)	35%	(227)	33%	(215)	3%	(18)	642
Employ: Government	34%	(57)	35%	(59)	29%	(48)	2%	(3)	167
Employ: Self-Employed	30%	(56)	41%	(76)	27%	(50)	2%	(4)	186
Employ: Homemaker	18%	(30)	54%	(91)	23%	(39)	6%	(10)	169
Employ: Student	33%	(27)	32%	(26)	35%	(29)	—	(0)	82
Employ: Retired	25%	(116)	42%	(198)	28%	(131)	6%	(27)	471
Employ: Unemployed	12%	(30)	56%	(135)	25%	(61)	6%	(15)	241
Employ: Other	21%	(51)	43%	(105)	29%	(70)	7%	(16)	242
Military HH: Yes	24%	(91)	44%	(170)	29%	(112)	3%	(11)	384
Military HH: No	25%	(458)	41%	(747)	29%	(531)	4%	(81)	1817
RD/WT: Right Direction	26%	(235)	41%	(367)	30%	(264)	3%	(27)	894
RD/WT: Wrong Track	24%	(314)	42%	(550)	29%	(378)	5%	(65)	1307
Trump Job Approve	25%	(240)	41%	(393)	30%	(282)	4%	(38)	953
Trump Job Disapprove	26%	(293)	42%	(463)	29%	(320)	3%	(37)	1113

Continued on next page

Table BRD2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(549)	42%	(917)	29%	(643)	4%	(92)	2201
Trump Job Strongly Approve	27%	(128)	39%	(189)	31%	(147)	4%	(17)	482
Trump Job Somewhat Approve	24%	(112)	43%	(204)	29%	(134)	4%	(20)	471
Trump Job Somewhat Disapprove	24%	(67)	46%	(127)	26%	(72)	3%	(9)	275
Trump Job Strongly Disapprove	27%	(226)	40%	(336)	30%	(248)	3%	(28)	838
#1 Issue: Economy	24%	(150)	38%	(234)	33%	(206)	4%	(25)	615
#1 Issue: Security	25%	(95)	41%	(158)	29%	(111)	5%	(20)	383
#1 Issue: Health Care	26%	(93)	44%	(158)	26%	(94)	4%	(15)	360
#1 Issue: Medicare / Social Security	25%	(79)	45%	(144)	25%	(81)	5%	(14)	318
#1 Issue: Women's Issues	28%	(35)	39%	(50)	30%	(39)	3%	(4)	128
#1 Issue: Education	31%	(54)	46%	(80)	23%	(41)	—	(0)	175
#1 Issue: Energy	25%	(21)	38%	(33)	34%	(29)	3%	(3)	85
#1 Issue: Other	16%	(22)	45%	(61)	32%	(43)	8%	(10)	136
2016 Vote: Hillary Clinton	25%	(173)	41%	(282)	30%	(202)	4%	(26)	683
2016 Vote: Donald Trump	26%	(183)	43%	(302)	29%	(201)	2%	(17)	702
2016 Vote: Someone else	31%	(65)	31%	(65)	33%	(69)	5%	(11)	211
2016 Vote: Didn't Vote	21%	(125)	45%	(267)	28%	(170)	6%	(37)	600
Voted in 2014: Yes	26%	(367)	40%	(554)	30%	(410)	4%	(57)	1388
Voted in 2014: No	22%	(182)	45%	(363)	29%	(233)	4%	(35)	813
2012 Vote: Barack Obama	26%	(226)	41%	(351)	28%	(239)	4%	(36)	853
2012 Vote: Mitt Romney	29%	(159)	40%	(220)	27%	(149)	3%	(17)	544
2012 Vote: Other	19%	(21)	38%	(41)	36%	(39)	7%	(7)	108
2012 Vote: Didn't Vote	20%	(141)	44%	(306)	31%	(213)	5%	(32)	692
4-Region: Northeast	22%	(87)	38%	(148)	36%	(142)	4%	(17)	394
4-Region: Midwest	24%	(110)	45%	(206)	27%	(123)	5%	(23)	462
4-Region: South	25%	(210)	42%	(345)	28%	(231)	5%	(39)	825
4-Region: West	27%	(142)	42%	(218)	28%	(147)	2%	(13)	520
Favorable of Trump	25%	(236)	42%	(395)	29%	(275)	3%	(29)	935
Unfavorable of Trump	27%	(298)	41%	(450)	29%	(319)	4%	(40)	1106

Continued on next page

Table BRD2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
Adults	25%	(549)	42%	(917)	29%	(643)	4%	(92)	2201
Very Favorable of Trump	27%	(145)	41%	(217)	28%	(148)	3%	(17)	527
Somewhat Favorable of Trump	22%	(92)	43%	(177)	31%	(127)	3%	(12)	408
Somewhat Unfavorable of Trump	26%	(58)	44%	(99)	28%	(63)	2%	(6)	226
Very Unfavorable of Trump	27%	(240)	40%	(351)	29%	(256)	4%	(34)	881
Political correctness	26%	(266)	40%	(417)	31%	(319)	4%	(40)	1041
Prejudice	24%	(283)	43%	(501)	28%	(324)	5%	(52)	1160

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

Table BRD3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
Adults	31%	(690)	33%	(734)	28%	(607)	8%	(171)	2201
Gender: Male	33%	(351)	33%	(352)	25%	(263)	9%	(96)	1062
Gender: Female	30%	(339)	34%	(382)	30%	(343)	7%	(74)	1139
Age: 18-29	29%	(134)	38%	(176)	27%	(124)	6%	(28)	463
Age: 30-44	37%	(202)	29%	(162)	27%	(148)	7%	(38)	550
Age: 45-54	34%	(127)	29%	(107)	31%	(114)	7%	(25)	373
Age: 55-64	30%	(113)	36%	(135)	27%	(103)	7%	(27)	378
Age: 65+	26%	(115)	35%	(154)	27%	(116)	12%	(51)	436
Generation Z: 18-21	29%	(48)	41%	(68)	25%	(41)	5%	(9)	166
Millennial: Age 22-37	34%	(211)	33%	(210)	27%	(173)	6%	(36)	631
Generation X: Age 38-53	35%	(194)	28%	(152)	29%	(157)	8%	(45)	549
Boomers: Age 54-72	28%	(211)	35%	(263)	28%	(208)	9%	(71)	754
PID: Dem (no lean)	30%	(209)	35%	(244)	28%	(196)	7%	(51)	701
PID: Ind (no lean)	33%	(197)	32%	(191)	27%	(161)	9%	(52)	601
PID: Rep (no lean)	32%	(284)	33%	(299)	28%	(249)	8%	(68)	900
PID/Gender: Dem Men	31%	(95)	34%	(105)	24%	(72)	11%	(34)	306
PID/Gender: Dem Women	29%	(115)	35%	(139)	31%	(124)	4%	(18)	395
PID/Gender: Ind Men	35%	(112)	31%	(98)	24%	(75)	11%	(34)	319
PID/Gender: Ind Women	30%	(85)	33%	(93)	31%	(86)	6%	(18)	282
PID/Gender: Rep Men	33%	(144)	34%	(149)	26%	(116)	7%	(29)	437
PID/Gender: Rep Women	30%	(140)	32%	(150)	29%	(134)	8%	(39)	462
Ideo: Liberal (1-3)	36%	(234)	29%	(190)	28%	(182)	7%	(46)	653
Ideo: Moderate (4)	28%	(130)	36%	(164)	28%	(130)	8%	(36)	460
Ideo: Conservative (5-7)	34%	(269)	31%	(244)	28%	(218)	7%	(51)	781
Educ: College	27%	(416)	37%	(562)	26%	(394)	9%	(141)	1513
Educ: Bachelors degree	36%	(160)	26%	(117)	33%	(148)	4%	(18)	444
Educ: Post-grad	47%	(114)	22%	(55)	26%	(64)	4%	(11)	244
Income: Under 50k	25%	(314)	40%	(499)	25%	(315)	10%	(128)	1255
Income: 50k-100k	38%	(239)	26%	(161)	31%	(195)	5%	(31)	625
Income: 100k+	43%	(138)	23%	(74)	30%	(97)	4%	(12)	321

Continued on next page

Table BRD3: And, when it comes to holiday shopping specifically, do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
Adults	31%	(690)	33%	(734)	28%	(607)	8%	(171)	2201
Ethnicity: White	34%	(581)	33%	(561)	27%	(470)	6%	(111)	1723
Ethnicity: Hispanic	26%	(91)	42%	(148)	22%	(78)	9%	(32)	350
Ethnicity: Afr. Am.	21%	(59)	37%	(101)	32%	(87)	10%	(28)	274
Ethnicity: Other	25%	(50)	35%	(72)	24%	(50)	16%	(32)	204
Relig: Protestant	35%	(171)	28%	(140)	29%	(142)	8%	(41)	494
Relig: Roman Catholic	29%	(119)	35%	(141)	32%	(129)	4%	(17)	406
Relig: Something Else	35%	(85)	27%	(68)	26%	(64)	12%	(30)	246
Relig: Evangelical	33%	(266)	30%	(242)	29%	(235)	8%	(64)	807
Relig: Non-Evang. Catholics	32%	(109)	32%	(107)	29%	(99)	7%	(23)	339
Relig: All Christian	33%	(376)	30%	(349)	29%	(335)	8%	(87)	1147
Relig: All Non-Christian	23%	(66)	45%	(126)	25%	(70)	8%	(21)	282
Community: Urban	29%	(163)	37%	(207)	25%	(142)	9%	(52)	564
Community: Suburban	33%	(333)	29%	(284)	31%	(304)	7%	(72)	993
Community: Rural	30%	(195)	38%	(242)	25%	(161)	7%	(46)	644
Employ: Private Sector	36%	(233)	29%	(187)	31%	(197)	4%	(25)	642
Employ: Government	37%	(63)	29%	(49)	31%	(52)	2%	(3)	167
Employ: Self-Employed	36%	(67)	30%	(57)	29%	(54)	5%	(9)	186
Employ: Homemaker	27%	(46)	35%	(60)	30%	(50)	8%	(14)	169
Employ: Student	44%	(36)	35%	(28)	18%	(15)	3%	(2)	82
Employ: Retired	29%	(139)	32%	(150)	26%	(125)	12%	(57)	471
Employ: Unemployed	19%	(45)	48%	(115)	22%	(53)	12%	(28)	241
Employ: Other	26%	(62)	36%	(87)	25%	(60)	13%	(32)	242
Military HH: Yes	33%	(127)	33%	(127)	25%	(98)	8%	(32)	384
Military HH: No	31%	(563)	33%	(606)	28%	(509)	8%	(139)	1817
RD/WT: Right Direction	33%	(295)	34%	(302)	28%	(251)	5%	(45)	894
RD/WT: Wrong Track	30%	(395)	33%	(432)	27%	(355)	10%	(126)	1307
Trump Job Approve	33%	(317)	33%	(319)	28%	(263)	6%	(54)	953
Trump Job Disapprove	31%	(347)	33%	(365)	28%	(315)	8%	(86)	1113

Continued on next page

Table BRD3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	31%	(690)	33%	(734)	28%	(607)	8%	(171)	2201
Trump Job Strongly Approve	35%	(169)	32%	(152)	28%	(136)	5%	(25)	482
Trump Job Somewhat Approve	31%	(148)	35%	(167)	27%	(126)	6%	(30)	471
Trump Job Somewhat Disapprove	25%	(69)	35%	(97)	31%	(85)	9%	(25)	275
Trump Job Strongly Disapprove	33%	(278)	32%	(268)	27%	(230)	7%	(62)	838
#1 Issue: Economy	32%	(199)	31%	(191)	30%	(181)	7%	(44)	615
#1 Issue: Security	36%	(137)	29%	(113)	30%	(114)	5%	(20)	383
#1 Issue: Health Care	33%	(118)	33%	(119)	26%	(93)	9%	(31)	360
#1 Issue: Medicare / Social Security	27%	(85)	39%	(125)	24%	(77)	10%	(31)	318
#1 Issue: Women's Issues	38%	(48)	31%	(40)	25%	(32)	6%	(8)	128
#1 Issue: Education	28%	(49)	45%	(78)	22%	(39)	5%	(9)	175
#1 Issue: Energy	32%	(27)	25%	(22)	35%	(30)	8%	(7)	85
#1 Issue: Other	21%	(28)	34%	(46)	30%	(40)	16%	(21)	136
2016 Vote: Hillary Clinton	30%	(205)	33%	(227)	29%	(201)	7%	(49)	683
2016 Vote: Donald Trump	36%	(253)	31%	(221)	27%	(192)	5%	(36)	702
2016 Vote: Someone else	32%	(68)	32%	(67)	27%	(57)	9%	(19)	211
2016 Vote: Didn't Vote	27%	(163)	36%	(218)	25%	(152)	11%	(66)	600
Voted in 2014: Yes	32%	(449)	31%	(428)	30%	(411)	7%	(100)	1388
Voted in 2014: No	30%	(241)	38%	(306)	24%	(195)	9%	(71)	813
2012 Vote: Barack Obama	31%	(264)	32%	(274)	29%	(251)	7%	(63)	853
2012 Vote: Mitt Romney	39%	(210)	28%	(154)	28%	(152)	5%	(28)	544
2012 Vote: Other	26%	(28)	32%	(34)	33%	(36)	9%	(10)	108
2012 Vote: Didn't Vote	27%	(188)	39%	(270)	24%	(165)	10%	(69)	692
4-Region: Northeast	32%	(125)	32%	(125)	30%	(119)	6%	(24)	394
4-Region: Midwest	31%	(144)	30%	(138)	31%	(143)	8%	(37)	462
4-Region: South	32%	(263)	35%	(290)	25%	(210)	8%	(62)	825
4-Region: West	30%	(158)	35%	(181)	26%	(135)	9%	(46)	520
Favorable of Trump	34%	(318)	33%	(310)	27%	(257)	5%	(51)	935
Unfavorable of Trump	32%	(359)	33%	(363)	27%	(302)	7%	(82)	1106

Continued on next page

Table BRD3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know/No opinion		Total N
Adults	31%	(690)	33%	(734)	28%	(607)	8%	(171)	2201
Very Favorable of Trump	34%	(180)	33%	(174)	27%	(143)	6%	(29)	527
Somewhat Favorable of Trump	34%	(138)	33%	(135)	28%	(114)	5%	(21)	408
Somewhat Unfavorable of Trump	33%	(75)	38%	(87)	25%	(57)	3%	(7)	226
Very Unfavorable of Trump	32%	(285)	31%	(276)	28%	(244)	9%	(76)	881
Political correctness	34%	(352)	32%	(334)	27%	(280)	7%	(75)	1041
Prejudice	29%	(338)	34%	(400)	28%	(327)	8%	(95)	1160

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

Table BRD4_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	84% (1848)	12% (263)	2% (47)	1% (14)	1% (28)	2201
Gender: Male	83% (886)	12% (131)	3% (27)	1% (8)	1% (10)	1062
Gender: Female	84% (962)	12% (132)	2% (21)	1% (6)	2% (18)	1139
Age: 18-29	85% (392)	8% (35)	4% (16)	2% (7)	3% (12)	463
Age: 30-44	89% (491)	9% (48)	1% (7)	— (0)	1% (4)	550
Age: 45-54	86% (322)	11% (40)	2% (6)	— (1)	1% (4)	373
Age: 55-64	82% (310)	15% (58)	1% (6)	1% (4)	— (1)	378
Age: 65+	76% (333)	19% (82)	3% (13)	— (2)	2% (7)	436
Generation Z: 18-21	88% (146)	6% (11)	3% (5)	— (0)	3% (5)	166
Millennial: Age 22-37	85% (539)	10% (61)	2% (15)	1% (7)	1% (9)	631
Generation X: Age 38-53	89% (487)	8% (44)	2% (9)	— (1)	1% (7)	549
Boomers: Age 54-72	80% (607)	16% (122)	2% (14)	1% (5)	1% (7)	754
PID: Dem (no lean)	84% (592)	11% (77)	3% (19)	1% (8)	1% (5)	701
PID: Ind (no lean)	81% (486)	14% (84)	3% (16)	1% (5)	2% (10)	601
PID: Rep (no lean)	86% (770)	11% (103)	1% (13)	— (1)	1% (13)	900
PID/Gender: Dem Men	86% (263)	9% (28)	3% (10)	1% (3)	— (1)	306
PID/Gender: Dem Women	83% (328)	12% (49)	2% (8)	1% (5)	1% (4)	395
PID/Gender: Ind Men	78% (250)	15% (47)	4% (11)	2% (5)	2% (5)	319
PID/Gender: Ind Women	84% (235)	13% (36)	2% (5)	— (0)	2% (5)	282
PID/Gender: Rep Men	85% (372)	13% (56)	1% (5)	— (0)	1% (4)	437
PID/Gender: Rep Women	86% (398)	10% (47)	2% (8)	— (1)	2% (9)	462
Ideo: Liberal (1-3)	84% (550)	11% (70)	2% (15)	2% (11)	1% (6)	653
Ideo: Moderate (4)	82% (376)	14% (66)	3% (13)	— (1)	1% (4)	460
Ideo: Conservative (5-7)	86% (675)	11% (88)	2% (15)	— (0)	1% (4)	781
Educ: College	84% (1265)	11% (170)	3% (38)	1% (13)	2% (27)	1513
Educ: Bachelors degree	87% (385)	12% (52)	2% (7)	— (0)	— (0)	444
Educ: Post-grad	81% (198)	17% (41)	1% (2)	1% (2)	— (1)	244

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Table BRD4_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	84% (1848)	12% (263)	2% (47)	1% (14)	1% (28)	2201
Income: Under 50k	82% (1023)	13% (169)	2% (30)	1% (13)	2% (19)	1255
Income: 50k-100k	87% (546)	10% (61)	2% (12)	— (0)	1% (6)	625
Income: 100k+	86% (278)	11% (34)	1% (5)	1% (2)	1% (3)	321
Ethnicity: White	83% (1436)	13% (225)	2% (35)	1% (9)	1% (18)	1723
Ethnicity: Hispanic	82% (288)	10% (35)	3% (11)	3% (9)	2% (6)	350
Ethnicity: Afr. Am.	88% (243)	7% (20)	3% (8)	— (1)	1% (3)	274
Ethnicity: Other	83% (169)	9% (19)	2% (4)	2% (4)	4% (8)	204
Relig: Protestant	83% (410)	14% (69)	3% (13)	— (1)	— (2)	494
Relig: Roman Catholic	86% (348)	13% (51)	1% (3)	— (1)	1% (4)	406
Relig: Something Else	88% (216)	9% (22)	— (1)	— (1)	2% (6)	246
Relig: Evangelical	85% (686)	13% (102)	1% (5)	— (2)	1% (12)	807
Relig: Non-Evang. Catholics	85% (288)	12% (40)	3% (11)	— (0)	— (0)	339
Relig: All Christian	85% (974)	12% (142)	1% (16)	— (2)	1% (12)	1147
Relig: All Non-Christian	88% (249)	8% (24)	1% (3)	2% (4)	1% (2)	282
Community: Urban	83% (468)	11% (64)	3% (15)	1% (7)	2% (11)	564
Community: Suburban	85% (843)	12% (116)	2% (16)	1% (6)	1% (12)	993
Community: Rural	83% (537)	13% (84)	3% (16)	— (1)	1% (6)	644
Employ: Private Sector	87% (558)	10% (66)	2% (12)	1% (6)	— (0)	642
Employ: Government	89% (149)	9% (15)	1% (2)	— (0)	— (1)	167
Employ: Self-Employed	85% (158)	10% (18)	4% (8)	— (0)	1% (2)	186
Employ: Homemaker	85% (144)	10% (16)	3% (4)	— (0)	3% (5)	169
Employ: Student	88% (72)	10% (8)	— (0)	— (0)	2% (2)	82
Employ: Retired	80% (379)	15% (70)	3% (14)	1% (4)	1% (4)	471
Employ: Unemployed	77% (186)	20% (48)	1% (2)	— (0)	2% (4)	241
Employ: Other	83% (201)	9% (22)	1% (3)	2% (4)	4% (10)	242
Military HH: Yes	84% (322)	13% (51)	1% (3)	1% (5)	1% (4)	384
Military HH: No	84% (1525)	12% (213)	2% (44)	1% (10)	1% (25)	1817
RD/WT: Right Direction	85% (756)	12% (108)	2% (19)	— (3)	1% (7)	894
RD/WT: Wrong Track	83% (1091)	12% (155)	2% (29)	1% (12)	2% (21)	1307

Continued on next page

Table BRD4_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	84% (1848)	12% (263)	2% (47)	1% (14)	1% (28)	2201
Trump Job Approve	85% (805)	12% (116)	2% (17)	1% (6)	1% (9)	953
Trump Job Disapprove	85% (945)	11% (127)	2% (24)	1% (8)	1% (10)	1113
Trump Job Strongly Approve	86% (412)	12% (56)	2% (8)	1% (3)	1% (3)	482
Trump Job Somewhat Approve	83% (392)	13% (60)	2% (9)	1% (3)	1% (6)	471
Trump Job Somewhat Disapprove	85% (234)	10% (28)	3% (8)	— (0)	2% (5)	275
Trump Job Strongly Disapprove	85% (711)	12% (99)	2% (15)	1% (8)	1% (5)	838
#1 Issue: Economy	87% (536)	10% (60)	2% (10)	— (0)	1% (8)	615
#1 Issue: Security	84% (324)	12% (48)	2% (7)	1% (3)	1% (2)	383
#1 Issue: Health Care	86% (311)	10% (36)	1% (3)	1% (4)	2% (7)	360
#1 Issue: Medicare / Social Security	78% (248)	17% (55)	3% (9)	1% (2)	1% (4)	318
#1 Issue: Women's Issues	81% (104)	15% (19)	3% (4)	1% (1)	— (0)	128
#1 Issue: Education	85% (148)	10% (17)	3% (5)	3% (4)	— (0)	175
#1 Issue: Energy	87% (74)	4% (4)	6% (5)	— (0)	2% (2)	85
#1 Issue: Other	76% (103)	18% (25)	2% (3)	— (0)	4% (5)	136
2016 Vote: Hillary Clinton	84% (576)	12% (79)	2% (14)	1% (10)	1% (4)	683
2016 Vote: Donald Trump	85% (599)	12% (87)	2% (12)	— (0)	1% (4)	702
2016 Vote: Someone else	83% (175)	10% (22)	3% (7)	1% (3)	2% (4)	211
2016 Vote: Didnt Vote	82% (492)	13% (76)	2% (14)	— (2)	3% (17)	600
Voted in 2014: Yes	85% (1177)	12% (164)	2% (28)	1% (8)	1% (11)	1388
Voted in 2014: No	83% (671)	12% (99)	2% (19)	1% (6)	2% (17)	813
2012 Vote: Barack Obama	85% (723)	11% (96)	2% (18)	1% (10)	1% (5)	853
2012 Vote: Mitt Romney	84% (457)	13% (70)	2% (13)	— (2)	— (2)	544
2012 Vote: Other	84% (91)	13% (14)	— (0)	— (0)	3% (3)	108
2012 Vote: Didn't Vote	83% (572)	12% (83)	2% (16)	— (2)	3% (18)	692
4-Region: Northeast	82% (325)	14% (55)	2% (6)	1% (3)	1% (5)	394
4-Region: Midwest	86% (399)	11% (49)	2% (9)	— (1)	1% (5)	462
4-Region: South	84% (696)	12% (100)	2% (17)	— (3)	1% (9)	825
4-Region: West	82% (428)	12% (60)	3% (16)	2% (8)	2% (9)	520
Favorable of Trump	85% (798)	12% (110)	2% (17)	1% (6)	— (4)	935
Unfavorable of Trump	85% (940)	12% (128)	2% (22)	1% (7)	1% (9)	1106

Continued on next page

Table BRD4_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't know/No opinion		Total N
Adults	84%	(1848)	12%	(263)	2%	(47)	1%	(14)	1%	(28)	2201
Very Favorable of Trump	87%	(457)	11%	(58)	2%	(10)	—	(0)	1%	(3)	527
Somewhat Favorable of Trump	84%	(342)	13%	(52)	2%	(7)	1%	(6)	—	(1)	408
Somewhat Unfavorable of Trump	85%	(192)	11%	(25)	3%	(6)	—	(0)	1%	(3)	226
Very Unfavorable of Trump	85%	(748)	12%	(104)	2%	(16)	1%	(7)	1%	(6)	881
Political correctness	83%	(861)	13%	(135)	2%	(23)	1%	(5)	2%	(18)	1041
Prejudice	85%	(987)	11%	(129)	2%	(25)	1%	(9)	1%	(11)	1160

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

Table BRD4_4: How familiar are you with each of the following?

Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	63% (1379)	22% (477)	8% (178)	4% (94)	3% (72)	2201
Gender: Male	62% (654)	22% (230)	9% (97)	5% (53)	3% (29)	1062
Gender: Female	64% (726)	22% (247)	7% (81)	4% (41)	4% (44)	1139
Age: 18-29	62% (288)	17% (80)	9% (41)	6% (26)	6% (28)	463
Age: 30-44	69% (381)	17% (94)	7% (40)	4% (24)	2% (11)	550
Age: 45-54	69% (259)	18% (67)	7% (24)	4% (15)	2% (8)	373
Age: 55-64	66% (250)	26% (98)	5% (17)	2% (6)	2% (6)	378
Age: 65+	46% (202)	32% (138)	13% (55)	5% (23)	4% (19)	436
Generation Z: 18-21	60% (100)	19% (32)	9% (15)	5% (8)	7% (11)	166
Millennial: Age 22-37	66% (418)	17% (105)	8% (47)	6% (37)	4% (23)	631
Generation X: Age 38-53	69% (378)	18% (97)	8% (43)	3% (18)	2% (13)	549
Boomers: Age 54-72	59% (445)	28% (213)	7% (54)	3% (23)	3% (20)	754
PID: Dem (no lean)	64% (449)	22% (153)	7% (47)	4% (28)	3% (24)	701
PID: Ind (no lean)	63% (380)	22% (131)	7% (40)	5% (28)	4% (22)	601
PID: Rep (no lean)	61% (550)	22% (194)	10% (91)	4% (38)	3% (27)	900
PID/Gender: Dem Men	67% (204)	18% (56)	7% (20)	5% (15)	3% (11)	306
PID/Gender: Dem Women	62% (245)	24% (97)	7% (27)	3% (13)	3% (13)	395
PID/Gender: Ind Men	59% (189)	25% (80)	8% (26)	6% (18)	2% (6)	319
PID/Gender: Ind Women	68% (191)	18% (51)	5% (14)	3% (10)	6% (16)	282
PID/Gender: Rep Men	60% (260)	22% (94)	12% (51)	4% (20)	3% (12)	437
PID/Gender: Rep Women	63% (290)	21% (99)	9% (41)	4% (18)	3% (15)	462
Ideo: Liberal (1-3)	68% (442)	20% (133)	6% (40)	4% (24)	2% (13)	653
Ideo: Moderate (4)	61% (280)	23% (107)	8% (35)	4% (20)	4% (18)	460
Ideo: Conservative (5-7)	65% (507)	21% (165)	10% (79)	2% (17)	2% (14)	781
Educ: College	60% (900)	21% (319)	9% (141)	5% (82)	5% (70)	1513
Educ: Bachelors degree	72% (318)	20% (89)	6% (29)	2% (8)	— (1)	444
Educ: Post-grad	66% (161)	28% (70)	3% (8)	2% (4)	1% (2)	244

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Table BRD4_4: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	63% (1379)	22% (477)	8% (178)	4% (94)	3% (72)	2201
Income: Under 50k	57% (712)	23% (293)	10% (124)	6% (70)	4% (55)	1255
Income: 50k-100k	71% (442)	18% (115)	6% (35)	3% (19)	2% (14)	625
Income: 100k+	70% (225)	21% (69)	6% (19)	2% (6)	1% (3)	321
Ethnicity: White	63% (1088)	23% (389)	8% (136)	4% (62)	3% (48)	1723
Ethnicity: Hispanic	61% (213)	17% (59)	9% (33)	9% (30)	4% (15)	350
Ethnicity: Afr. Am.	60% (165)	22% (59)	7% (20)	6% (17)	5% (13)	274
Ethnicity: Other	62% (126)	14% (29)	11% (22)	8% (16)	6% (11)	204
Relig: Protestant	58% (289)	28% (141)	9% (45)	3% (13)	2% (8)	494
Relig: Roman Catholic	67% (273)	21% (85)	6% (26)	3% (12)	2% (10)	406
Relig: Something Else	64% (156)	18% (44)	5% (13)	8% (20)	5% (13)	246
Relig: Evangelical	63% (506)	23% (185)	7% (54)	5% (37)	3% (26)	807
Relig: Non-Evang. Catholics	63% (213)	25% (84)	9% (29)	2% (8)	1% (4)	339
Relig: All Christian	63% (719)	24% (270)	7% (83)	4% (45)	3% (30)	1147
Relig: All Non-Christian	64% (182)	18% (52)	8% (22)	4% (12)	5% (13)	282
Community: Urban	56% (316)	23% (131)	11% (62)	5% (28)	5% (27)	564
Community: Suburban	69% (685)	20% (200)	6% (58)	3% (29)	2% (21)	993
Community: Rural	59% (378)	23% (146)	9% (58)	6% (37)	4% (24)	644
Employ: Private Sector	71% (456)	19% (122)	7% (43)	2% (13)	1% (8)	642
Employ: Government	71% (118)	18% (31)	6% (11)	3% (6)	1% (2)	167
Employ: Self-Employed	67% (125)	18% (33)	12% (22)	2% (3)	2% (3)	186
Employ: Homemaker	68% (115)	19% (31)	4% (7)	3% (6)	6% (11)	169
Employ: Student	78% (64)	12% (10)	4% (3)	1% (1)	5% (4)	82
Employ: Retired	52% (244)	31% (146)	9% (40)	6% (27)	3% (13)	471
Employ: Unemployed	44% (107)	22% (53)	16% (38)	9% (21)	9% (22)	241
Employ: Other	62% (150)	21% (51)	6% (14)	8% (18)	4% (9)	242
Military HH: Yes	57% (220)	25% (94)	9% (36)	6% (21)	3% (13)	384
Military HH: No	64% (1160)	21% (383)	8% (142)	4% (73)	3% (60)	1817
RD/WT: Right Direction	62% (557)	21% (192)	11% (96)	3% (30)	2% (18)	894
RD/WT: Wrong Track	63% (822)	22% (285)	6% (82)	5% (64)	4% (54)	1307

Continued on next page

Table BRD4_4: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	63% (1379)	22% (477)	8% (178)	4% (94)	3% (72)	2201
Trump Job Approve	62% (588)	22% (206)	11% (106)	4% (34)	2% (19)	953
Trump Job Disapprove	65% (725)	22% (241)	5% (60)	5% (50)	3% (38)	1113
Trump Job Strongly Approve	62% (299)	19% (91)	14% (67)	3% (15)	2% (9)	482
Trump Job Somewhat Approve	61% (289)	24% (114)	8% (39)	4% (18)	2% (10)	471
Trump Job Somewhat Disapprove	64% (177)	22% (61)	5% (14)	4% (11)	4% (12)	275
Trump Job Strongly Disapprove	65% (548)	21% (180)	5% (46)	5% (39)	3% (26)	838
#1 Issue: Economy	69% (424)	18% (113)	8% (52)	2% (14)	2% (12)	615
#1 Issue: Security	64% (245)	21% (82)	10% (38)	4% (14)	1% (5)	383
#1 Issue: Health Care	68% (247)	19% (69)	6% (21)	4% (13)	3% (11)	360
#1 Issue: Medicare / Social Security	48% (152)	34% (107)	9% (29)	6% (18)	4% (12)	318
#1 Issue: Women's Issues	66% (85)	22% (28)	6% (8)	2% (3)	3% (4)	128
#1 Issue: Education	58% (101)	21% (37)	8% (14)	8% (15)	5% (8)	175
#1 Issue: Energy	64% (55)	19% (16)	5% (4)	5% (4)	7% (6)	85
#1 Issue: Other	53% (71)	19% (26)	9% (12)	9% (13)	10% (13)	136
2016 Vote: Hillary Clinton	66% (452)	22% (153)	6% (38)	4% (29)	1% (10)	683
2016 Vote: Donald Trump	65% (457)	22% (154)	9% (67)	3% (18)	1% (6)	702
2016 Vote: Someone else	67% (141)	20% (42)	7% (16)	3% (5)	3% (6)	211
2016 Vote: Didnt Vote	54% (324)	21% (128)	9% (57)	7% (42)	8% (50)	600
Voted in 2014: Yes	66% (918)	22% (299)	7% (97)	3% (45)	2% (30)	1388
Voted in 2014: No	57% (462)	22% (178)	10% (81)	6% (49)	5% (43)	813
2012 Vote: Barack Obama	65% (554)	22% (190)	7% (59)	4% (34)	2% (17)	853
2012 Vote: Mitt Romney	66% (358)	23% (124)	8% (44)	3% (15)	1% (3)	544
2012 Vote: Other	60% (65)	21% (23)	10% (11)	3% (3)	6% (7)	108
2012 Vote: Didn't Vote	58% (399)	20% (139)	9% (64)	6% (43)	7% (46)	692
4-Region: Northeast	65% (258)	24% (95)	5% (21)	3% (14)	2% (7)	394
4-Region: Midwest	60% (279)	24% (112)	8% (39)	5% (24)	2% (8)	462
4-Region: South	64% (530)	18% (152)	9% (72)	5% (38)	4% (31)	825
4-Region: West	60% (313)	23% (118)	9% (45)	3% (18)	5% (26)	520
Favorable of Trump	62% (583)	22% (207)	11% (100)	4% (35)	1% (10)	935
Unfavorable of Trump	65% (723)	22% (240)	6% (64)	4% (42)	3% (37)	1106

Continued on next page

Table BRD4_4: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know/No opinion	Total N
Adults	63% (1379)	22% (477)	8% (178)	4% (94)	3% (72)	2201
Very Favorable of Trump	63% (330)	19% (103)	14% (72)	3% (15)	2% (8)	527
Somewhat Favorable of Trump	62% (253)	26% (104)	7% (28)	5% (21)	1% (2)	408
Somewhat Unfavorable of Trump	62% (141)	22% (50)	9% (19)	4% (9)	3% (7)	226
Very Unfavorable of Trump	66% (582)	22% (190)	5% (45)	4% (33)	3% (30)	881
Political correctness	63% (656)	21% (218)	10% (102)	3% (36)	3% (28)	1041
Prejudice	62% (723)	22% (259)	7% (76)	5% (58)	4% (44)	1160

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

Table BRD5_1: Which of the following do you plan on shopping during?
 Black Friday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	24%	(535)	25%	(543)	23%	(514)	20%	(430)	8%	(178)	2201
Gender: Male	27%	(283)	26%	(274)	22%	(234)	18%	(190)	8%	(80)	1062
Gender: Female	22%	(252)	24%	(269)	25%	(280)	21%	(240)	9%	(98)	1139
Age: 18-29	34%	(156)	30%	(137)	20%	(91)	9%	(43)	8%	(35)	463
Age: 30-44	33%	(181)	24%	(130)	21%	(115)	15%	(84)	7%	(40)	550
Age: 45-54	23%	(86)	26%	(98)	22%	(80)	19%	(72)	10%	(36)	373
Age: 55-64	15%	(56)	25%	(93)	28%	(105)	25%	(95)	7%	(28)	378
Age: 65+	13%	(55)	19%	(85)	28%	(123)	31%	(136)	9%	(39)	436
Generation Z: 18-21	35%	(58)	30%	(50)	17%	(28)	9%	(16)	9%	(14)	166
Millennial: Age 22-37	34%	(215)	26%	(163)	21%	(131)	12%	(74)	8%	(48)	631
Generation X: Age 38-53	26%	(142)	26%	(144)	22%	(119)	18%	(98)	8%	(46)	549
Boomers: Age 54-72	15%	(112)	22%	(169)	27%	(207)	28%	(209)	8%	(57)	754
PID: Dem (no lean)	24%	(171)	23%	(161)	25%	(173)	20%	(138)	8%	(57)	701
PID: Ind (no lean)	24%	(144)	27%	(161)	22%	(134)	19%	(114)	8%	(48)	601
PID: Rep (no lean)	24%	(220)	25%	(221)	23%	(208)	20%	(179)	8%	(73)	900
PID/Gender: Dem Men	29%	(88)	27%	(84)	20%	(60)	15%	(47)	9%	(27)	306
PID/Gender: Dem Women	21%	(84)	20%	(78)	29%	(113)	23%	(91)	8%	(30)	395
PID/Gender: Ind Men	25%	(78)	25%	(79)	24%	(75)	19%	(62)	8%	(25)	319
PID/Gender: Ind Women	23%	(66)	29%	(82)	21%	(59)	18%	(52)	8%	(23)	282
PID/Gender: Rep Men	27%	(117)	26%	(112)	23%	(99)	19%	(81)	6%	(28)	437
PID/Gender: Rep Women	22%	(102)	24%	(109)	24%	(109)	21%	(98)	10%	(45)	462
Ideo: Liberal (1-3)	24%	(157)	26%	(169)	24%	(156)	19%	(122)	7%	(49)	653
Ideo: Moderate (4)	22%	(101)	27%	(126)	25%	(114)	19%	(89)	6%	(29)	460
Ideo: Conservative (5-7)	23%	(183)	24%	(191)	23%	(178)	23%	(176)	7%	(53)	781
Educ: College	25%	(375)	24%	(370)	23%	(349)	18%	(276)	9%	(143)	1513
Educ: Bachelors degree	24%	(106)	25%	(111)	23%	(104)	22%	(99)	6%	(25)	444
Educ: Post-grad	22%	(54)	26%	(63)	25%	(61)	22%	(55)	5%	(11)	244

Continued on next page

**Table BRD5_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	24%	(535)	25%	(543)	23%	(514)	20%	(430)	8%	(178)	2201
Income: Under 50k	23%	(294)	24%	(304)	24%	(295)	20%	(246)	9%	(115)	1255
Income: 50k-100k	24%	(151)	26%	(162)	24%	(150)	19%	(120)	7%	(42)	625
Income: 100k+	28%	(90)	24%	(77)	22%	(70)	20%	(64)	6%	(21)	321
Ethnicity: White	22%	(376)	25%	(436)	25%	(426)	21%	(358)	7%	(127)	1723
Ethnicity: Hispanic	35%	(122)	23%	(80)	21%	(73)	11%	(39)	10%	(36)	350
Ethnicity: Afr. Am.	34%	(92)	23%	(62)	16%	(44)	17%	(48)	10%	(28)	274
Ethnicity: Other	33%	(66)	22%	(45)	22%	(45)	12%	(25)	11%	(23)	204
Relig: Protestant	20%	(97)	22%	(107)	24%	(119)	25%	(122)	10%	(49)	494
Relig: Roman Catholic	25%	(103)	27%	(109)	24%	(98)	18%	(73)	6%	(24)	406
Relig: Something Else	21%	(52)	30%	(73)	18%	(44)	19%	(46)	12%	(30)	246
Relig: Evangelical	22%	(178)	26%	(210)	23%	(182)	21%	(169)	8%	(68)	807
Relig: Non-Evang. Catholics	22%	(74)	23%	(79)	23%	(80)	21%	(72)	10%	(35)	339
Relig: All Christian	22%	(252)	25%	(289)	23%	(262)	21%	(241)	9%	(103)	1147
Relig: All Non-Christian	31%	(89)	24%	(67)	21%	(60)	18%	(50)	6%	(16)	282
Community: Urban	29%	(163)	24%	(136)	21%	(117)	18%	(100)	9%	(49)	564
Community: Suburban	22%	(223)	24%	(240)	25%	(250)	21%	(208)	7%	(72)	993
Community: Rural	23%	(149)	26%	(168)	23%	(148)	19%	(122)	9%	(58)	644
Employ: Private Sector	28%	(181)	25%	(162)	23%	(146)	18%	(116)	6%	(37)	642
Employ: Government	35%	(58)	25%	(41)	11%	(19)	20%	(33)	10%	(16)	167
Employ: Self-Employed	25%	(47)	23%	(43)	28%	(51)	18%	(33)	6%	(12)	186
Employ: Homemaker	25%	(42)	23%	(38)	23%	(39)	19%	(33)	11%	(18)	169
Employ: Student	44%	(37)	23%	(19)	22%	(18)	6%	(5)	5%	(4)	82
Employ: Retired	13%	(62)	22%	(106)	25%	(120)	29%	(138)	10%	(45)	471
Employ: Unemployed	22%	(52)	28%	(68)	27%	(65)	16%	(38)	8%	(18)	241
Employ: Other	23%	(56)	27%	(65)	24%	(57)	15%	(35)	12%	(28)	242
Military HH: Yes	29%	(111)	20%	(77)	20%	(76)	23%	(87)	9%	(34)	384
Military HH: No	23%	(424)	26%	(467)	24%	(438)	19%	(344)	8%	(144)	1817
RD/WT: Right Direction	27%	(244)	25%	(221)	22%	(198)	19%	(169)	7%	(63)	894
RD/WT: Wrong Track	22%	(291)	25%	(323)	24%	(317)	20%	(262)	9%	(115)	1307

Continued on next page

Table BRD5_1: Which of the following do you plan on shopping during?
Black Friday

Demographic	Yes, definitely will	Yes, probably will	No, probably not	No, definitely not	Don't know/No opinion	Total N
Adults	24% (535)	25% (543)	23% (514)	20% (430)	8% (178)	2201
Trump Job Approve	26% (248)	24% (230)	23% (215)	20% (189)	7% (70)	953
Trump Job Disapprove	23% (251)	25% (283)	24% (270)	20% (222)	8% (89)	1113
Trump Job Strongly Approve	27% (130)	23% (109)	23% (109)	21% (100)	7% (35)	482
Trump Job Somewhat Approve	25% (119)	26% (122)	23% (106)	19% (89)	8% (35)	471
Trump Job Somewhat Disapprove	21% (58)	28% (77)	21% (59)	20% (56)	9% (25)	275
Trump Job Strongly Disapprove	23% (193)	25% (205)	25% (211)	20% (166)	8% (64)	838
#1 Issue: Economy	26% (161)	28% (173)	21% (128)	19% (114)	6% (39)	615
#1 Issue: Security	25% (96)	25% (96)	22% (84)	21% (81)	7% (26)	383
#1 Issue: Health Care	24% (85)	24% (85)	25% (90)	17% (62)	11% (38)	360
#1 Issue: Medicare / Social Security	15% (47)	23% (74)	28% (88)	28% (90)	6% (19)	318
#1 Issue: Women's Issues	30% (38)	19% (25)	26% (33)	16% (21)	9% (11)	128
#1 Issue: Education	35% (61)	23% (40)	22% (39)	12% (21)	9% (15)	175
#1 Issue: Energy	29% (24)	23% (19)	28% (23)	12% (10)	9% (8)	85
#1 Issue: Other	17% (23)	23% (32)	20% (28)	23% (31)	16% (22)	136
2016 Vote: Hillary Clinton	22% (153)	24% (160)	26% (178)	21% (145)	7% (46)	683
2016 Vote: Donald Trump	25% (178)	22% (156)	23% (164)	22% (156)	7% (47)	702
2016 Vote: Someone else	23% (48)	27% (56)	21% (44)	21% (45)	8% (17)	211
2016 Vote: Didnt Vote	25% (152)	28% (169)	21% (128)	14% (83)	11% (67)	600
Voted in 2014: Yes	23% (325)	23% (323)	24% (339)	22% (301)	7% (100)	1388
Voted in 2014: No	26% (209)	27% (220)	22% (176)	16% (129)	10% (79)	813
2012 Vote: Barack Obama	24% (205)	23% (196)	25% (213)	21% (182)	7% (57)	853
2012 Vote: Mitt Romney	21% (113)	24% (130)	25% (135)	23% (124)	8% (42)	544
2012 Vote: Other	21% (22)	26% (28)	21% (23)	22% (24)	10% (11)	108
2012 Vote: Didn't Vote	27% (190)	27% (190)	21% (143)	14% (100)	10% (69)	692
4-Region: Northeast	25% (97)	23% (92)	24% (93)	23% (89)	6% (23)	394
4-Region: Midwest	22% (103)	26% (122)	25% (114)	18% (85)	8% (39)	462
4-Region: South	24% (202)	26% (210)	21% (174)	20% (164)	9% (75)	825
4-Region: West	26% (133)	23% (119)	26% (134)	18% (92)	8% (41)	520
Favorable of Trump	27% (250)	23% (217)	22% (210)	20% (191)	7% (68)	935
Unfavorable of Trump	23% (254)	26% (288)	24% (268)	20% (219)	7% (77)	1106

Continued on next page

Table BRD5_1: Which of the following do you plan on shopping during?
Black Friday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	24%	(535)	25%	(543)	23%	(514)	20%	(430)	8%	(178)	2201
Very Favorable of Trump	27%	(144)	23%	(123)	23%	(121)	20%	(103)	7%	(37)	527
Somewhat Favorable of Trump	26%	(106)	23%	(94)	22%	(89)	22%	(88)	8%	(32)	408
Somewhat Unfavorable of Trump	25%	(56)	31%	(70)	20%	(46)	16%	(35)	8%	(18)	226
Very Unfavorable of Trump	22%	(198)	25%	(218)	25%	(222)	21%	(184)	7%	(59)	881
Political correctness	24%	(253)	27%	(278)	22%	(226)	20%	(209)	7%	(76)	1041
Prejudice	24%	(282)	23%	(266)	25%	(288)	19%	(221)	9%	(103)	1160

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

Table BRD5_4: Which of the following do you plan on shopping during?
 Cyber Monday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(469)	30%	(654)	23%	(517)	13%	(296)	12%	(265)	2201
Gender: Male	23%	(245)	29%	(305)	23%	(249)	14%	(150)	11%	(113)	1062
Gender: Female	20%	(224)	31%	(349)	24%	(268)	13%	(146)	13%	(152)	1139
Age: 18-29	27%	(124)	29%	(135)	22%	(101)	7%	(34)	15%	(70)	463
Age: 30-44	28%	(153)	32%	(177)	22%	(119)	9%	(51)	9%	(50)	550
Age: 45-54	24%	(88)	28%	(103)	22%	(81)	14%	(52)	13%	(49)	373
Age: 55-64	18%	(69)	29%	(109)	26%	(97)	16%	(59)	12%	(45)	378
Age: 65+	8%	(35)	30%	(131)	27%	(119)	23%	(100)	12%	(52)	436
Generation Z: 18-21	26%	(43)	23%	(39)	21%	(35)	8%	(14)	21%	(35)	166
Millennial: Age 22-37	28%	(175)	32%	(200)	22%	(142)	8%	(49)	10%	(65)	631
Generation X: Age 38-53	25%	(138)	30%	(165)	22%	(122)	12%	(66)	11%	(59)	549
Boomers: Age 54-72	14%	(107)	31%	(232)	26%	(193)	18%	(137)	11%	(86)	754
PID: Dem (no lean)	23%	(162)	28%	(199)	23%	(163)	15%	(107)	10%	(70)	701
PID: Ind (no lean)	21%	(129)	31%	(188)	22%	(133)	11%	(69)	14%	(82)	601
PID: Rep (no lean)	20%	(178)	30%	(267)	25%	(222)	13%	(120)	13%	(113)	900
PID/Gender: Dem Men	26%	(79)	29%	(88)	20%	(61)	15%	(46)	10%	(31)	306
PID/Gender: Dem Women	21%	(83)	28%	(111)	26%	(102)	15%	(60)	10%	(39)	395
PID/Gender: Ind Men	23%	(73)	29%	(92)	25%	(78)	14%	(43)	10%	(33)	319
PID/Gender: Ind Women	20%	(56)	34%	(96)	19%	(54)	9%	(26)	17%	(49)	282
PID/Gender: Rep Men	21%	(93)	29%	(125)	25%	(110)	14%	(60)	11%	(49)	437
PID/Gender: Rep Women	18%	(85)	31%	(141)	24%	(111)	13%	(60)	14%	(64)	462
Ideo: Liberal (1-3)	24%	(158)	33%	(216)	22%	(143)	12%	(76)	9%	(60)	653
Ideo: Moderate (4)	21%	(94)	31%	(142)	24%	(110)	15%	(68)	10%	(45)	460
Ideo: Conservative (5-7)	21%	(161)	31%	(240)	24%	(188)	14%	(110)	10%	(82)	781
Educ: College	20%	(303)	27%	(408)	26%	(388)	14%	(210)	14%	(204)	1513
Educ: Bachelors degree	25%	(111)	35%	(157)	18%	(82)	12%	(54)	9%	(41)	444
Educ: Post-grad	23%	(55)	37%	(89)	19%	(47)	13%	(33)	8%	(20)	244

Continued on next page

Table BRD5_4: Which of the following do you plan on shopping during?
Cyber Monday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(469)	30%	(654)	23%	(517)	13%	(296)	12%	(265)	2201
Income: Under 50k	19%	(235)	26%	(320)	27%	(334)	15%	(193)	14%	(172)	1255
Income: 50k-100k	24%	(148)	35%	(218)	20%	(128)	11%	(68)	10%	(63)	625
Income: 100k+	27%	(87)	36%	(115)	17%	(55)	11%	(35)	9%	(30)	321
Ethnicity: White	20%	(350)	31%	(528)	24%	(408)	13%	(231)	12%	(207)	1723
Ethnicity: Hispanic	28%	(96)	21%	(75)	24%	(82)	11%	(39)	16%	(57)	350
Ethnicity: Afr. Am.	24%	(65)	28%	(76)	23%	(63)	16%	(45)	9%	(25)	274
Ethnicity: Other	27%	(54)	24%	(50)	23%	(47)	10%	(20)	16%	(33)	204
Relig: Protestant	18%	(89)	29%	(145)	26%	(130)	14%	(70)	12%	(61)	494
Relig: Roman Catholic	23%	(93)	35%	(143)	17%	(70)	16%	(65)	9%	(36)	406
Relig: Something Else	20%	(49)	30%	(74)	21%	(51)	13%	(33)	16%	(39)	246
Relig: Evangelical	21%	(169)	32%	(261)	20%	(161)	15%	(122)	12%	(95)	807
Relig: Non-Evang. Catholics	19%	(63)	29%	(100)	26%	(88)	14%	(47)	12%	(42)	339
Relig: All Christian	20%	(231)	31%	(361)	22%	(250)	15%	(168)	12%	(136)	1147
Relig: All Non-Christian	24%	(68)	27%	(77)	25%	(71)	12%	(35)	11%	(32)	282
Community: Urban	21%	(117)	30%	(169)	24%	(138)	14%	(79)	11%	(62)	564
Community: Suburban	23%	(226)	31%	(303)	23%	(231)	13%	(131)	10%	(100)	993
Community: Rural	20%	(126)	28%	(182)	23%	(148)	13%	(86)	16%	(102)	644
Employ: Private Sector	28%	(181)	30%	(194)	24%	(155)	11%	(70)	6%	(41)	642
Employ: Government	29%	(48)	34%	(57)	15%	(25)	15%	(25)	8%	(13)	167
Employ: Self-Employed	19%	(35)	29%	(54)	29%	(54)	11%	(21)	12%	(22)	186
Employ: Homemaker	29%	(49)	32%	(54)	16%	(27)	8%	(14)	15%	(25)	169
Employ: Student	40%	(33)	30%	(25)	18%	(15)	1%	(1)	10%	(8)	82
Employ: Retired	10%	(47)	33%	(157)	24%	(112)	19%	(89)	14%	(66)	471
Employ: Unemployed	11%	(27)	24%	(58)	26%	(62)	20%	(49)	19%	(46)	241
Employ: Other	20%	(49)	23%	(55)	28%	(67)	11%	(27)	18%	(44)	242
Military HH: Yes	22%	(84)	29%	(111)	23%	(90)	15%	(57)	11%	(43)	384
Military HH: No	21%	(385)	30%	(543)	24%	(428)	13%	(239)	12%	(222)	1817
RD/WT: Right Direction	22%	(195)	29%	(259)	25%	(225)	12%	(105)	12%	(110)	894
RD/WT: Wrong Track	21%	(274)	30%	(395)	22%	(293)	15%	(191)	12%	(155)	1307

Continued on next page

Table BRD5_4: Which of the following do you plan on shopping during?
Cyber Monday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(469)	30%	(654)	23%	(517)	13%	(296)	12%	(265)	2201
Trump Job Approve	21%	(204)	29%	(278)	24%	(232)	13%	(121)	12%	(119)	953
Trump Job Disapprove	21%	(239)	32%	(353)	23%	(252)	14%	(159)	10%	(111)	1113
Trump Job Strongly Approve	22%	(104)	28%	(134)	26%	(127)	13%	(64)	11%	(53)	482
Trump Job Somewhat Approve	21%	(100)	31%	(144)	22%	(105)	12%	(56)	14%	(65)	471
Trump Job Somewhat Disapprove	21%	(58)	36%	(99)	23%	(63)	13%	(37)	6%	(18)	275
Trump Job Strongly Disapprove	22%	(180)	30%	(253)	23%	(189)	15%	(123)	11%	(93)	838
#1 Issue: Economy	24%	(146)	32%	(197)	21%	(132)	13%	(81)	10%	(59)	615
#1 Issue: Security	21%	(82)	32%	(122)	26%	(98)	12%	(44)	10%	(37)	383
#1 Issue: Health Care	22%	(78)	30%	(107)	24%	(85)	12%	(45)	13%	(45)	360
#1 Issue: Medicare / Social Security	12%	(39)	30%	(96)	26%	(83)	20%	(64)	12%	(37)	318
#1 Issue: Women's Issues	24%	(31)	26%	(34)	25%	(32)	9%	(11)	16%	(21)	128
#1 Issue: Education	27%	(48)	22%	(38)	28%	(49)	10%	(17)	13%	(23)	175
#1 Issue: Energy	29%	(25)	29%	(25)	18%	(16)	11%	(9)	13%	(11)	85
#1 Issue: Other	16%	(22)	26%	(35)	17%	(23)	18%	(24)	23%	(32)	136
2016 Vote: Hillary Clinton	21%	(145)	31%	(209)	25%	(169)	16%	(106)	8%	(53)	683
2016 Vote: Donald Trump	22%	(157)	30%	(209)	24%	(172)	13%	(90)	11%	(75)	702
2016 Vote: Someone else	23%	(49)	34%	(71)	19%	(40)	14%	(29)	11%	(22)	211
2016 Vote: Didnt Vote	19%	(113)	28%	(165)	23%	(135)	12%	(71)	19%	(114)	600
Voted in 2014: Yes	23%	(314)	29%	(406)	24%	(331)	14%	(198)	10%	(140)	1388
Voted in 2014: No	19%	(155)	31%	(248)	23%	(187)	12%	(98)	15%	(125)	813
2012 Vote: Barack Obama	22%	(192)	30%	(256)	23%	(196)	16%	(133)	9%	(76)	853
2012 Vote: Mitt Romney	21%	(116)	30%	(165)	23%	(125)	14%	(75)	12%	(63)	544
2012 Vote: Other	21%	(23)	32%	(34)	23%	(25)	11%	(12)	13%	(14)	108
2012 Vote: Didn't Vote	20%	(135)	29%	(198)	25%	(171)	11%	(76)	16%	(111)	692
4-Region: Northeast	21%	(82)	34%	(132)	22%	(86)	16%	(61)	8%	(32)	394
4-Region: Midwest	19%	(90)	28%	(132)	27%	(123)	13%	(61)	12%	(57)	462
4-Region: South	21%	(176)	29%	(239)	23%	(187)	13%	(106)	14%	(116)	825
4-Region: West	23%	(121)	29%	(151)	23%	(120)	13%	(68)	11%	(59)	520
Favorable of Trump	22%	(203)	30%	(277)	25%	(231)	12%	(113)	12%	(111)	935
Unfavorable of Trump	22%	(241)	31%	(345)	22%	(249)	14%	(160)	10%	(112)	1106

Continued on next page

Table BRD5_4: Which of the following do you plan on shopping during?
Cyber Monday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	21%	(469)	30%	(654)	23%	(517)	13%	(296)	12%	(265)	2201
Very Favorable of Trump	23%	(121)	28%	(147)	26%	(139)	11%	(60)	12%	(61)	527
Somewhat Favorable of Trump	20%	(82)	32%	(130)	22%	(91)	13%	(54)	12%	(50)	408
Somewhat Unfavorable of Trump	23%	(52)	37%	(83)	21%	(48)	9%	(21)	10%	(22)	226
Very Unfavorable of Trump	21%	(189)	30%	(262)	23%	(201)	16%	(139)	10%	(90)	881
Political correctness	22%	(233)	27%	(284)	25%	(258)	13%	(134)	13%	(131)	1041
Prejudice	20%	(236)	32%	(370)	22%	(259)	14%	(161)	12%	(134)	1160

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

Table BRD6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	50%	(1096)	50%	(1105)	2201
Gender: Male	51%	(538)	49%	(525)	1062
Gender: Female	49%	(558)	51%	(580)	1139
Age: 18-29	56%	(261)	44%	(202)	463
Age: 30-44	51%	(280)	49%	(271)	550
Age: 45-54	47%	(174)	53%	(198)	373
Age: 55-64	45%	(172)	55%	(207)	378
Age: 65+	48%	(209)	52%	(227)	436
Generation Z: 18-21	57%	(94)	43%	(72)	166
Millennial: Age 22-37	53%	(333)	47%	(298)	631
Generation X: Age 38-53	49%	(267)	51%	(282)	549
Boomers: Age 54-72	47%	(353)	53%	(401)	754
PID: Dem (no lean)	50%	(353)	50%	(347)	701
PID: Ind (no lean)	48%	(287)	52%	(314)	601
PID: Rep (no lean)	51%	(456)	49%	(444)	900
PID/Gender: Dem Men	53%	(161)	47%	(145)	306
PID/Gender: Dem Women	49%	(192)	51%	(202)	395
PID/Gender: Ind Men	47%	(149)	53%	(171)	319
PID/Gender: Ind Women	49%	(138)	51%	(143)	282
PID/Gender: Rep Men	52%	(228)	48%	(209)	437
PID/Gender: Rep Women	49%	(228)	51%	(235)	462
Ideo: Liberal (1-3)	44%	(284)	56%	(369)	653
Ideo: Moderate (4)	49%	(225)	51%	(235)	460
Ideo: Conservative (5-7)	49%	(380)	51%	(402)	781
Educ: College	55%	(828)	45%	(685)	1513
Educ: Bachelors degree	39%	(172)	61%	(272)	444
Educ: Post-grad	40%	(97)	60%	(148)	244
Income: Under 50k	56%	(702)	44%	(553)	1255
Income: 50k-100k	41%	(259)	59%	(366)	625
Income: 100k+	42%	(135)	58%	(186)	321
Ethnicity: White	47%	(808)	53%	(915)	1723

Continued on next page

Table BRD6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	50%	(1096)	50%	(1105)	2201
Ethnicity: Hispanic	60%	(209)	40%	(140)	350
Ethnicity: Afr. Am.	63%	(173)	37%	(101)	274
Ethnicity: Other	56%	(115)	44%	(89)	204
Relig: Protestant	42%	(206)	58%	(288)	494
Relig: Roman Catholic	53%	(215)	47%	(192)	406
Relig: Something Else	50%	(124)	50%	(122)	246
Relig: Evangelical	47%	(381)	53%	(427)	807
Relig: Non-Evang. Catholics	48%	(164)	52%	(175)	339
Relig: All Christian	47%	(545)	53%	(602)	1147
Relig: All Non-Christian	60%	(169)	40%	(113)	282
Community: Urban	55%	(311)	45%	(253)	564
Community: Suburban	44%	(435)	56%	(558)	993
Community: Rural	54%	(350)	46%	(294)	644
Employ: Private Sector	45%	(292)	55%	(351)	642
Employ: Government	44%	(74)	56%	(93)	167
Employ: Self-Employed	53%	(99)	47%	(87)	186
Employ: Homemaker	46%	(78)	54%	(91)	169
Employ: Student	46%	(38)	54%	(44)	82
Employ: Retired	44%	(206)	56%	(265)	471
Employ: Unemployed	68%	(163)	32%	(77)	241
Employ: Other	61%	(146)	39%	(95)	242
Military HH: Yes	51%	(194)	49%	(190)	384
Military HH: No	50%	(902)	50%	(915)	1817
RD/WT: Right Direction	52%	(467)	48%	(427)	894
RD/WT: Wrong Track	48%	(629)	52%	(678)	1307
Trump Job Approve	52%	(495)	48%	(458)	953
Trump Job Disapprove	47%	(521)	53%	(593)	1113
Trump Job Strongly Approve	51%	(247)	49%	(235)	482
Trump Job Somewhat Approve	53%	(248)	47%	(223)	471
Trump Job Somewhat Disapprove	46%	(126)	54%	(149)	275
Trump Job Strongly Disapprove	47%	(395)	53%	(444)	838

Continued on next page

Table BRD6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	50%	(1096)	50%	(1105)	2201
#1 Issue: Economy	49%	(304)	51%	(311)	615
#1 Issue: Security	51%	(197)	49%	(186)	383
#1 Issue: Health Care	49%	(178)	51%	(182)	360
#1 Issue: Medicare / Social Security	48%	(154)	52%	(164)	318
#1 Issue: Women's Issues	42%	(54)	58%	(75)	128
#1 Issue: Education	58%	(102)	42%	(74)	175
#1 Issue: Energy	52%	(44)	48%	(41)	85
#1 Issue: Other	47%	(64)	53%	(72)	136
2016 Vote: Hillary Clinton	48%	(328)	52%	(354)	683
2016 Vote: Donald Trump	47%	(333)	53%	(369)	702
2016 Vote: Someone else	40%	(84)	60%	(127)	211
2016 Vote: Didnt Vote	58%	(346)	42%	(254)	600
Voted in 2014: Yes	47%	(650)	53%	(738)	1388
Voted in 2014: No	55%	(446)	45%	(367)	813
2012 Vote: Barack Obama	48%	(408)	52%	(444)	853
2012 Vote: Mitt Romney	44%	(241)	56%	(303)	544
2012 Vote: Other	44%	(47)	56%	(61)	108
2012 Vote: Didn't Vote	57%	(396)	43%	(296)	692
4-Region: Northeast	43%	(171)	57%	(222)	394
4-Region: Midwest	52%	(242)	48%	(220)	462
4-Region: South	52%	(425)	48%	(400)	825
4-Region: West	49%	(257)	51%	(263)	520
Favorable of Trump	52%	(482)	48%	(453)	935
Unfavorable of Trump	46%	(510)	54%	(596)	1106
Very Favorable of Trump	50%	(266)	50%	(262)	527
Somewhat Favorable of Trump	53%	(216)	47%	(192)	408
Somewhat Unfavorable of Trump	44%	(100)	56%	(125)	226
Very Unfavorable of Trump	47%	(410)	53%	(470)	881
Political correctness	51%	(528)	49%	(513)	1041
Prejudice	49%	(568)	51%	(592)	1160

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

Table BRD7: Do you have a budget for your holiday spending?

Demographic	Yes	No	Total N
Adults	60% (1316)	40% (885)	2201
Gender: Male	58% (614)	42% (449)	1062
Gender: Female	62% (702)	38% (436)	1139
Age: 18-29	59% (272)	41% (191)	463
Age: 30-44	63% (348)	37% (203)	550
Age: 45-54	61% (229)	39% (144)	373
Age: 55-64	60% (227)	40% (152)	378
Age: 65+	55% (241)	45% (196)	436
Generation Z: 18-21	64% (107)	36% (59)	166
Millennial: Age 22-37	62% (392)	38% (239)	631
Generation X: Age 38-53	60% (328)	40% (221)	549
Boomers: Age 54-72	59% (448)	41% (306)	754
PID: Dem (no lean)	62% (433)	38% (268)	701
PID: Ind (no lean)	60% (362)	40% (238)	601
PID: Rep (no lean)	58% (521)	42% (379)	900
PID/Gender: Dem Men	61% (186)	39% (120)	306
PID/Gender: Dem Women	62% (247)	38% (148)	395
PID/Gender: Ind Men	56% (180)	44% (140)	319
PID/Gender: Ind Women	65% (183)	35% (99)	282
PID/Gender: Rep Men	57% (248)	43% (189)	437
PID/Gender: Rep Women	59% (273)	41% (189)	462
Ideo: Liberal (1-3)	61% (400)	39% (253)	653
Ideo: Moderate (4)	62% (283)	38% (176)	460
Ideo: Conservative (5-7)	58% (453)	42% (329)	781
Educ: College	61% (919)	39% (594)	1513
Educ: Bachelors degree	60% (265)	40% (179)	444
Educ: Post-grad	54% (133)	46% (112)	244
Income: Under 50k	62% (773)	38% (481)	1255
Income: 50k-100k	60% (374)	40% (251)	625
Income: 100k+	52% (168)	48% (153)	321
Ethnicity: White	59% (1023)	41% (700)	1723

Continued on next page

Table BRD7: Do you have a budget for your holiday spending?

Demographic	Yes	No	Total N
Adults	60% (1316)	40% (885)	2201
Ethnicity: Hispanic	65% (228)	35% (121)	350
Ethnicity: Afr. Am.	61% (168)	39% (107)	274
Ethnicity: Other	62% (126)	38% (79)	204
Relig: Protestant	58% (287)	42% (208)	494
Relig: Roman Catholic	60% (242)	40% (165)	406
Relig: Something Else	60% (149)	40% (97)	246
Relig: Evangelical	57% (463)	43% (344)	807
Relig: Non-Evang. Catholics	63% (214)	37% (125)	339
Relig: All Christian	59% (678)	41% (469)	1147
Relig: All Non-Christian	69% (194)	31% (88)	282
Community: Urban	57% (323)	43% (241)	564
Community: Suburban	59% (588)	41% (405)	993
Community: Rural	63% (405)	37% (239)	644
Employ: Private Sector	63% (403)	37% (239)	642
Employ: Government	62% (104)	38% (63)	167
Employ: Self-Employed	57% (106)	43% (80)	186
Employ: Homemaker	60% (102)	40% (68)	169
Employ: Student	66% (54)	34% (28)	82
Employ: Retired	55% (258)	45% (213)	471
Employ: Unemployed	64% (155)	36% (86)	241
Employ: Other	55% (134)	45% (108)	242
Military HH: Yes	60% (232)	40% (153)	384
Military HH: No	60% (1084)	40% (732)	1817
RD/WT: Right Direction	61% (543)	39% (350)	894
RD/WT: Wrong Track	59% (773)	41% (534)	1307
Trump Job Approve	61% (582)	39% (371)	953
Trump Job Disapprove	59% (656)	41% (457)	1113
Trump Job Strongly Approve	59% (283)	41% (199)	482
Trump Job Somewhat Approve	64% (299)	36% (172)	471
Trump Job Somewhat Disapprove	60% (166)	40% (110)	275
Trump Job Strongly Disapprove	59% (491)	41% (347)	838

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Table BRD7: Do you have a budget for your holiday spending?

Demographic	Yes	No	Total N
Adults	60% (1316)	40% (885)	2201
#1 Issue: Economy	56% (346)	44% (269)	615
#1 Issue: Security	54% (207)	46% (176)	383
#1 Issue: Health Care	64% (229)	36% (131)	360
#1 Issue: Medicare / Social Security	64% (204)	36% (115)	318
#1 Issue: Women's Issues	60% (76)	40% (52)	128
#1 Issue: Education	68% (120)	32% (55)	175
#1 Issue: Energy	62% (52)	38% (33)	85
#1 Issue: Other	60% (82)	40% (54)	136
2016 Vote: Hillary Clinton	60% (408)	40% (275)	683
2016 Vote: Donald Trump	60% (425)	40% (278)	702
2016 Vote: Someone else	59% (125)	41% (86)	211
2016 Vote: Didnt Vote	59% (355)	41% (245)	600
Voted in 2014: Yes	60% (837)	40% (551)	1388
Voted in 2014: No	59% (479)	41% (334)	813
2012 Vote: Barack Obama	60% (515)	40% (337)	853
2012 Vote: Mitt Romney	59% (319)	41% (225)	544
2012 Vote: Other	58% (62)	42% (45)	108
2012 Vote: Didn't Vote	60% (414)	40% (278)	692
4-Region: Northeast	57% (226)	43% (168)	394
4-Region: Midwest	57% (265)	43% (198)	462
4-Region: South	63% (520)	37% (304)	825
4-Region: West	59% (305)	41% (215)	520
Favorable of Trump	60% (566)	40% (370)	935
Unfavorable of Trump	59% (657)	41% (450)	1106
Very Favorable of Trump	61% (320)	39% (207)	527
Somewhat Favorable of Trump	60% (246)	40% (162)	408
Somewhat Unfavorable of Trump	60% (135)	40% (91)	226
Very Unfavorable of Trump	59% (522)	41% (359)	881
Political correctness	59% (610)	41% (431)	1041
Prejudice	61% (706)	39% (454)	1160

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

Table BRD8: *And, are you planning to spend more or less on holiday shopping this year than you did last year?*

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	13%	(290)	32%	(702)	46%	(1014)	9%	(195)	2201
Gender: Male	15%	(164)	30%	(316)	46%	(486)	9%	(96)	1062
Gender: Female	11%	(126)	34%	(386)	46%	(528)	9%	(98)	1139
Age: 18-29	20%	(92)	33%	(154)	35%	(160)	12%	(57)	463
Age: 30-44	19%	(103)	34%	(188)	40%	(218)	8%	(42)	550
Age: 45-54	13%	(50)	28%	(105)	51%	(189)	8%	(29)	373
Age: 55-64	8%	(31)	33%	(125)	52%	(198)	7%	(25)	378
Age: 65+	3%	(14)	30%	(131)	57%	(249)	10%	(43)	436
Generation Z: 18-21	21%	(36)	32%	(53)	33%	(55)	14%	(23)	166
Millennial: Age 22-37	21%	(132)	33%	(209)	37%	(232)	9%	(58)	631
Generation X: Age 38-53	12%	(67)	32%	(176)	48%	(261)	8%	(44)	549
Boomers: Age 54-72	7%	(51)	32%	(241)	54%	(403)	8%	(59)	754
PID: Dem (no lean)	11%	(75)	36%	(255)	45%	(312)	8%	(59)	701
PID: Ind (no lean)	13%	(80)	32%	(191)	46%	(274)	9%	(55)	601
PID: Rep (no lean)	15%	(134)	29%	(257)	48%	(428)	9%	(81)	900
PID/Gender: Dem Men	12%	(37)	35%	(107)	42%	(129)	10%	(32)	306
PID/Gender: Dem Women	10%	(38)	37%	(147)	46%	(183)	7%	(27)	395
PID/Gender: Ind Men	14%	(44)	32%	(102)	45%	(145)	9%	(29)	319
PID/Gender: Ind Women	13%	(36)	32%	(89)	46%	(130)	9%	(26)	282
PID/Gender: Rep Men	19%	(83)	25%	(107)	48%	(212)	8%	(35)	437
PID/Gender: Rep Women	11%	(52)	32%	(149)	47%	(216)	10%	(46)	462
Ideo: Liberal (1-3)	16%	(102)	36%	(236)	42%	(273)	6%	(41)	653
Ideo: Moderate (4)	10%	(45)	30%	(138)	49%	(227)	11%	(49)	460
Ideo: Conservative (5-7)	13%	(102)	27%	(214)	53%	(414)	7%	(51)	781
Educ: College	14%	(204)	33%	(504)	42%	(640)	11%	(164)	1513
Educ: Bachelors degree	13%	(59)	29%	(128)	54%	(239)	4%	(18)	444
Educ: Post-grad	11%	(26)	29%	(70)	55%	(135)	5%	(13)	244
Income: Under 50k	13%	(162)	36%	(449)	40%	(500)	11%	(143)	1255
Income: 50k-100k	14%	(85)	29%	(181)	52%	(323)	6%	(37)	625
Income: 100k+	13%	(43)	22%	(72)	60%	(191)	5%	(15)	321

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Table BRD8: *And, are you planning to spend more or less on holiday shopping this year than you did last year?*

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	13%	(290)	32%	(702)	46%	(1014)	9%	(195)	2201
Ethnicity: White	13%	(216)	30%	(509)	51%	(873)	7%	(124)	1723
Ethnicity: Hispanic	18%	(64)	35%	(122)	37%	(130)	10%	(34)	350
Ethnicity: Afr. Am.	13%	(36)	46%	(125)	28%	(76)	14%	(38)	274
Ethnicity: Other	18%	(37)	33%	(68)	32%	(66)	16%	(33)	204
Relig: Protestant	8%	(40)	30%	(150)	53%	(264)	8%	(39)	494
Relig: Roman Catholic	15%	(62)	31%	(126)	48%	(194)	6%	(25)	406
Relig: Something Else	10%	(26)	32%	(78)	47%	(116)	11%	(27)	246
Relig: Evangelical	12%	(97)	30%	(239)	50%	(406)	8%	(65)	807
Relig: Non-Evang. Catholics	9%	(30)	34%	(115)	49%	(168)	8%	(26)	339
Relig: All Christian	11%	(127)	31%	(354)	50%	(574)	8%	(91)	1147
Relig: All Non-Christian	15%	(44)	37%	(104)	39%	(111)	8%	(24)	282
Community: Urban	15%	(85)	33%	(185)	41%	(230)	11%	(64)	564
Community: Suburban	12%	(121)	30%	(293)	51%	(503)	8%	(76)	993
Community: Rural	13%	(84)	35%	(224)	44%	(281)	8%	(55)	644
Employ: Private Sector	17%	(109)	30%	(194)	48%	(310)	4%	(29)	642
Employ: Government	17%	(29)	31%	(52)	48%	(80)	4%	(6)	167
Employ: Self-Employed	16%	(29)	31%	(58)	42%	(77)	12%	(22)	186
Employ: Homemaker	9%	(15)	27%	(46)	54%	(92)	10%	(17)	169
Employ: Student	23%	(19)	34%	(28)	38%	(31)	6%	(5)	82
Employ: Retired	4%	(21)	30%	(143)	55%	(257)	11%	(50)	471
Employ: Unemployed	13%	(32)	38%	(91)	34%	(81)	15%	(37)	241
Employ: Other	15%	(36)	37%	(90)	36%	(86)	12%	(29)	242
Military HH: Yes	15%	(59)	31%	(120)	46%	(177)	7%	(27)	384
Military HH: No	13%	(230)	32%	(582)	46%	(837)	9%	(168)	1817
RD/WT: Right Direction	16%	(146)	28%	(248)	48%	(430)	8%	(70)	894
RD/WT: Wrong Track	11%	(144)	35%	(454)	45%	(584)	10%	(125)	1307
Trump Job Approve	16%	(155)	26%	(251)	50%	(473)	8%	(73)	953
Trump Job Disapprove	11%	(122)	36%	(399)	45%	(501)	8%	(92)	1113

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Table BRD8: *And, are you planning to spend more or less on holiday shopping this year than you did last year?*

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	13%	(290)	32%	(702)	46%	(1014)	9%	(195)	2201
Trump Job Strongly Approve	19%	(90)	25%	(121)	50%	(239)	7%	(32)	482
Trump Job Somewhat Approve	14%	(65)	28%	(131)	50%	(234)	9%	(41)	471
Trump Job Somewhat Disapprove	14%	(39)	36%	(100)	43%	(119)	6%	(18)	275
Trump Job Strongly Disapprove	10%	(83)	36%	(299)	46%	(382)	9%	(74)	838
#1 Issue: Economy	17%	(105)	29%	(176)	46%	(284)	8%	(49)	615
#1 Issue: Security	15%	(56)	27%	(103)	51%	(195)	8%	(29)	383
#1 Issue: Health Care	11%	(38)	37%	(133)	46%	(164)	7%	(25)	360
#1 Issue: Medicare / Social Security	3%	(11)	34%	(109)	50%	(160)	12%	(38)	318
#1 Issue: Women's Issues	20%	(25)	27%	(35)	39%	(50)	14%	(18)	128
#1 Issue: Education	17%	(30)	36%	(62)	43%	(75)	5%	(8)	175
#1 Issue: Energy	10%	(9)	40%	(34)	36%	(31)	13%	(11)	85
#1 Issue: Other	12%	(16)	37%	(50)	40%	(55)	11%	(15)	136
2016 Vote: Hillary Clinton	9%	(63)	36%	(244)	49%	(334)	6%	(41)	683
2016 Vote: Donald Trump	15%	(107)	27%	(191)	54%	(377)	4%	(28)	702
2016 Vote: Someone else	10%	(21)	32%	(68)	45%	(96)	12%	(26)	211
2016 Vote: Didnt Vote	16%	(99)	32%	(195)	34%	(206)	17%	(100)	600
Voted in 2014: Yes	11%	(156)	31%	(436)	51%	(705)	7%	(92)	1388
Voted in 2014: No	16%	(133)	33%	(267)	38%	(310)	13%	(103)	813
2012 Vote: Barack Obama	11%	(98)	35%	(298)	46%	(390)	8%	(67)	853
2012 Vote: Mitt Romney	10%	(57)	26%	(144)	58%	(314)	5%	(30)	544
2012 Vote: Other	8%	(9)	33%	(35)	54%	(58)	5%	(6)	108
2012 Vote: Didn't Vote	18%	(125)	32%	(223)	36%	(252)	13%	(92)	692
4-Region: Northeast	15%	(57)	33%	(131)	46%	(180)	7%	(26)	394
4-Region: Midwest	12%	(55)	32%	(150)	48%	(222)	8%	(35)	462
4-Region: South	13%	(103)	33%	(269)	44%	(366)	10%	(86)	825
4-Region: West	14%	(73)	29%	(152)	48%	(247)	9%	(48)	520
Favorable of Trump	17%	(156)	27%	(254)	49%	(457)	7%	(68)	935
Unfavorable of Trump	10%	(116)	35%	(389)	46%	(505)	9%	(96)	1106

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Table BRD8: *And, are you planning to spend more or less on holiday shopping this year than you did last year?*

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	13%	(290)	32%	(702)	46%	(1014)	9%	(195)	2201
Very Favorable of Trump	18%	(95)	25%	(133)	50%	(264)	7%	(35)	527
Somewhat Favorable of Trump	15%	(60)	30%	(121)	47%	(193)	8%	(33)	408
Somewhat Unfavorable of Trump	17%	(37)	31%	(70)	44%	(100)	8%	(18)	226
Very Unfavorable of Trump	9%	(79)	36%	(320)	46%	(405)	9%	(78)	881
Political correctness	14%	(145)	29%	(303)	49%	(509)	8%	(84)	1041
Prejudice	12%	(144)	34%	(400)	44%	(505)	10%	(111)	1160

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

Table BRD9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My income is higher

Demographic	Selected		Not Selected		Total N
Adults	6%	(121)	94%	(2080)	2201
Gender: Male	7%	(70)	93%	(992)	1062
Gender: Female	5%	(51)	95%	(1087)	1139
Age: 18-29	10%	(44)	90%	(419)	463
Age: 30-44	7%	(38)	93%	(513)	550
Age: 45-54	7%	(27)	93%	(346)	373
Age: 55-64	2%	(7)	98%	(371)	378
Age: 65+	1%	(5)	99%	(432)	436
Generation Z: 18-21	11%	(18)	89%	(148)	166
Millennial: Age 22-37	8%	(50)	92%	(580)	631
Generation X: Age 38-53	6%	(35)	94%	(514)	549
Boomers: Age 54-72	2%	(15)	98%	(739)	754
PID: Dem (no lean)	4%	(29)	96%	(672)	701
PID: Ind (no lean)	5%	(27)	95%	(574)	601
PID: Rep (no lean)	7%	(65)	93%	(834)	900
PID/Gender: Dem Men	4%	(12)	96%	(294)	306
PID/Gender: Dem Women	4%	(17)	96%	(378)	395
PID/Gender: Ind Men	6%	(18)	94%	(301)	319
PID/Gender: Ind Women	3%	(9)	97%	(273)	282
PID/Gender: Rep Men	9%	(39)	91%	(398)	437
PID/Gender: Rep Women	6%	(26)	94%	(436)	462
Ideo: Liberal (1-3)	6%	(40)	94%	(613)	653
Ideo: Moderate (4)	4%	(20)	96%	(440)	460
Ideo: Conservative (5-7)	6%	(48)	94%	(734)	781
Educ: College	5%	(73)	95%	(1440)	1513
Educ: Bachelors degree	7%	(33)	93%	(411)	444
Educ: Post-grad	6%	(15)	94%	(229)	244

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Table BRD9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My income is higher

Demographic	Selected		Not Selected		Total N
Adults	6%	(121)	94%	(2080)	2201
Income: Under 50k	4%	(54)	96%	(1200)	1255
Income: 50k-100k	7%	(41)	93%	(584)	625
Income: 100k+	8%	(26)	92%	(295)	321
Ethnicity: White	5%	(93)	95%	(1630)	1723
Ethnicity: Hispanic	9%	(32)	91%	(317)	350
Ethnicity: Afr. Am.	5%	(13)	95%	(262)	274
Ethnicity: Other	8%	(16)	92%	(188)	204
Relig: Protestant	3%	(14)	97%	(481)	494
Relig: Roman Catholic	6%	(26)	94%	(380)	406
Relig: Something Else	4%	(10)	96%	(236)	246
Relig: Evangelical	5%	(40)	95%	(768)	807
Relig: Non-Evang. Catholics	3%	(11)	97%	(329)	339
Relig: All Christian	4%	(50)	96%	(1096)	1147
Relig: All Non-Christian	7%	(20)	93%	(263)	282
Community: Urban	8%	(44)	92%	(520)	564
Community: Suburban	5%	(50)	95%	(943)	993
Community: Rural	4%	(27)	96%	(616)	644
Employ: Private Sector	8%	(50)	92%	(592)	642
Employ: Government	11%	(18)	89%	(149)	167
Employ: Self-Employed	7%	(13)	93%	(174)	186
Employ: Homemaker	3%	(5)	97%	(164)	169
Employ: Student	13%	(11)	87%	(72)	82
Employ: Retired	1%	(6)	99%	(465)	471
Employ: Unemployed	3%	(7)	97%	(233)	241
Employ: Other	5%	(11)	95%	(231)	242
Military HH: Yes	6%	(24)	94%	(361)	384
Military HH: No	5%	(98)	95%	(1719)	1817
RD/WT: Right Direction	7%	(60)	93%	(834)	894
RD/WT: Wrong Track	5%	(61)	95%	(1246)	1307
Trump Job Approve	7%	(66)	93%	(886)	953
Trump Job Disapprove	5%	(54)	95%	(1060)	1113

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Table BRD9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My income is higher

Demographic	Selected		Not Selected		Total N
Adults	6%	(121)	94%	(2080)	2201
Trump Job Strongly Approve	8%	(40)	92%	(442)	482
Trump Job Somewhat Approve	6%	(27)	94%	(444)	471
Trump Job Somewhat Disapprove	8%	(22)	92%	(253)	275
Trump Job Strongly Disapprove	4%	(31)	96%	(807)	838
#1 Issue: Economy	7%	(45)	93%	(570)	615
#1 Issue: Security	7%	(27)	93%	(357)	383
#1 Issue: Health Care	3%	(10)	97%	(351)	360
#1 Issue: Medicare / Social Security	—	(1)	100%	(317)	318
#1 Issue: Women's Issues	12%	(15)	88%	(113)	128
#1 Issue: Education	9%	(16)	91%	(159)	175
#1 Issue: Energy	1%	(1)	99%	(85)	85
#1 Issue: Other	5%	(7)	95%	(129)	136
2016 Vote: Hillary Clinton	4%	(27)	96%	(655)	683
2016 Vote: Donald Trump	7%	(49)	93%	(653)	702
2016 Vote: Someone else	4%	(8)	96%	(202)	211
2016 Vote: Didnt Vote	6%	(36)	94%	(563)	600
Voted in 2014: Yes	5%	(64)	95%	(1325)	1388
Voted in 2014: No	7%	(58)	93%	(755)	813
2012 Vote: Barack Obama	4%	(36)	96%	(817)	853
2012 Vote: Mitt Romney	5%	(29)	95%	(515)	544
2012 Vote: Other	3%	(3)	97%	(105)	108
2012 Vote: Didn't Vote	8%	(53)	92%	(639)	692
4-Region: Northeast	7%	(26)	93%	(368)	394
4-Region: Midwest	5%	(25)	95%	(437)	462
4-Region: South	5%	(39)	95%	(785)	825
4-Region: West	6%	(31)	94%	(489)	520
Favorable of Trump	7%	(63)	93%	(873)	935
Unfavorable of Trump	5%	(51)	95%	(1055)	1106

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Table BRD9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My income is higher

Demographic	Selected		Not Selected		Total N
Adults	6%	(121)	94%	(2080)	2201
Very Favorable of Trump	7%	(39)	93%	(488)	527
Somewhat Favorable of Trump	6%	(24)	94%	(384)	408
Somewhat Unfavorable of Trump	8%	(19)	92%	(207)	226
Very Unfavorable of Trump	4%	(33)	96%	(848)	881
Political correctness	6%	(58)	94%	(983)	1041
Prejudice	5%	(63)	95%	(1097)	1160

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

Table BRD9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Gender: Male	4%	(46)	96%	(1017)	1062
Gender: Female	2%	(18)	98%	(1121)	1139
Age: 18-29	3%	(12)	97%	(451)	463
Age: 30-44	4%	(20)	96%	(530)	550
Age: 45-54	4%	(15)	96%	(358)	373
Age: 55-64	3%	(11)	97%	(367)	378
Age: 65+	1%	(5)	99%	(432)	436
Generation Z: 18-21	3%	(5)	97%	(161)	166
Millennial: Age 22-37	3%	(20)	97%	(611)	631
Generation X: Age 38-53	4%	(21)	96%	(528)	549
Boomers: Age 54-72	2%	(17)	98%	(737)	754
PID: Dem (no lean)	1%	(5)	99%	(695)	701
PID: Ind (no lean)	2%	(12)	98%	(589)	601
PID: Rep (no lean)	5%	(46)	95%	(854)	900
PID/Gender: Dem Men	1%	(3)	99%	(303)	306
PID/Gender: Dem Women	1%	(3)	99%	(392)	395
PID/Gender: Ind Men	2%	(7)	98%	(312)	319
PID/Gender: Ind Women	2%	(5)	98%	(277)	282
PID/Gender: Rep Men	8%	(36)	92%	(402)	437
PID/Gender: Rep Women	2%	(10)	98%	(452)	462
Ideo: Liberal (1-3)	2%	(12)	98%	(640)	653
Ideo: Moderate (4)	2%	(10)	98%	(450)	460
Ideo: Conservative (5-7)	5%	(41)	95%	(741)	781
Educ: College	2%	(36)	98%	(1477)	1513
Educ: Bachelors degree	4%	(16)	96%	(428)	444
Educ: Post-grad	4%	(11)	96%	(233)	244

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Table BRD9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Income: Under 50k	2%	(29)	98%	(1225)	1255
Income: 50k-100k	3%	(19)	97%	(606)	625
Income: 100k+	5%	(15)	95%	(307)	321
Ethnicity: White	3%	(52)	97%	(1671)	1723
Ethnicity: Hispanic	3%	(9)	97%	(341)	350
Ethnicity: Afr. Am.	1%	(3)	99%	(271)	274
Ethnicity: Other	4%	(8)	96%	(196)	204
Relig: Protestant	3%	(16)	97%	(478)	494
Relig: Roman Catholic	3%	(13)	97%	(394)	406
Relig: Something Else	2%	(5)	98%	(241)	246
Relig: Evangelical	2%	(20)	98%	(788)	807
Relig: Non-Evang. Catholics	4%	(15)	96%	(325)	339
Relig: All Christian	3%	(34)	97%	(1113)	1147
Relig: All Non-Christian	3%	(8)	97%	(274)	282
Community: Urban	2%	(13)	98%	(552)	564
Community: Suburban	3%	(32)	97%	(961)	993
Community: Rural	3%	(18)	97%	(626)	644
Employ: Private Sector	5%	(33)	95%	(610)	642
Employ: Government	6%	(9)	94%	(158)	167
Employ: Self-Employed	4%	(7)	96%	(180)	186
Employ: Homemaker	1%	(1)	99%	(168)	169
Employ: Student	2%	(2)	98%	(81)	82
Employ: Retired	2%	(8)	98%	(463)	471
Employ: Unemployed	1%	(2)	99%	(239)	241
Employ: Other	1%	(1)	99%	(240)	242
Military HH: Yes	5%	(18)	95%	(366)	384
Military HH: No	2%	(45)	98%	(1772)	1817
RD/WT: Right Direction	5%	(49)	95%	(845)	894
RD/WT: Wrong Track	1%	(14)	99%	(1293)	1307
Trump Job Approve	5%	(48)	95%	(904)	953
Trump Job Disapprove	1%	(14)	99%	(1099)	1113

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Table BRD9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Trump Job Strongly Approve	8%	(40)	92%	(442)	482
Trump Job Somewhat Approve	2%	(9)	98%	(462)	471
Trump Job Somewhat Disapprove	2%	(5)	98%	(270)	275
Trump Job Strongly Disapprove	1%	(9)	99%	(829)	838
#1 Issue: Economy	4%	(27)	96%	(588)	615
#1 Issue: Security	4%	(17)	96%	(366)	383
#1 Issue: Health Care	1%	(4)	99%	(357)	360
#1 Issue: Medicare / Social Security	1%	(2)	99%	(316)	318
#1 Issue: Women's Issues	3%	(3)	97%	(125)	128
#1 Issue: Education	3%	(5)	97%	(170)	175
#1 Issue: Energy	2%	(2)	98%	(84)	85
#1 Issue: Other	2%	(3)	98%	(133)	136
2016 Vote: Hillary Clinton	1%	(8)	99%	(674)	683
2016 Vote: Donald Trump	5%	(38)	95%	(664)	702
2016 Vote: Someone else	3%	(6)	97%	(205)	211
2016 Vote: Didnt Vote	2%	(11)	98%	(589)	600
Voted in 2014: Yes	3%	(44)	97%	(1344)	1388
Voted in 2014: No	2%	(19)	98%	(794)	813
2012 Vote: Barack Obama	2%	(19)	98%	(834)	853
2012 Vote: Mitt Romney	5%	(28)	95%	(516)	544
2012 Vote: Other	4%	(4)	96%	(104)	108
2012 Vote: Didn't Vote	2%	(12)	98%	(680)	692
4-Region: Northeast	2%	(10)	98%	(384)	394
4-Region: Midwest	3%	(14)	97%	(448)	462
4-Region: South	3%	(22)	97%	(803)	825
4-Region: West	3%	(17)	97%	(503)	520
Favorable of Trump	5%	(48)	95%	(887)	935
Unfavorable of Trump	1%	(13)	99%	(1093)	1106

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Table BRD9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Very Favorable of Trump	7%	(37)	93%	(490)	527
Somewhat Favorable of Trump	3%	(11)	97%	(397)	408
Somewhat Unfavorable of Trump	3%	(7)	97%	(218)	226
Very Unfavorable of Trump	1%	(6)	99%	(875)	881
Political correctness	5%	(47)	95%	(994)	1041
Prejudice	1%	(16)	99%	(1144)	1160

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

Table BRD9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2071)	2201
Gender: Male	6%	(69)	94%	(993)	1062
Gender: Female	5%	(61)	95%	(1078)	1139
Age: 18-29	11%	(49)	89%	(414)	463
Age: 30-44	8%	(46)	92%	(504)	550
Age: 45-54	4%	(14)	96%	(358)	373
Age: 55-64	5%	(17)	95%	(361)	378
Age: 65+	1%	(3)	99%	(433)	436
Generation Z: 18-21	10%	(16)	90%	(150)	166
Millennial: Age 22-37	11%	(68)	89%	(563)	631
Generation X: Age 38-53	4%	(23)	96%	(526)	549
Boomers: Age 54-72	3%	(23)	97%	(731)	754
PID: Dem (no lean)	6%	(40)	94%	(660)	701
PID: Ind (no lean)	7%	(43)	93%	(558)	601
PID: Rep (no lean)	5%	(47)	95%	(853)	900
PID/Gender: Dem Men	6%	(19)	94%	(287)	306
PID/Gender: Dem Women	5%	(21)	95%	(374)	395
PID/Gender: Ind Men	7%	(22)	93%	(297)	319
PID/Gender: Ind Women	7%	(20)	93%	(261)	282
PID/Gender: Rep Men	6%	(27)	94%	(410)	437
PID/Gender: Rep Women	4%	(19)	96%	(443)	462
Ideo: Liberal (1-3)	8%	(52)	92%	(601)	653
Ideo: Moderate (4)	4%	(20)	96%	(440)	460
Ideo: Conservative (5-7)	5%	(38)	95%	(743)	781
Educ: College	6%	(97)	94%	(1416)	1513
Educ: Bachelors degree	5%	(24)	95%	(420)	444
Educ: Post-grad	4%	(9)	96%	(235)	244

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Table BRD9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2071)	2201
Income: Under 50k	6%	(74)	94%	(1180)	1255
Income: 50k-100k	7%	(41)	93%	(584)	625
Income: 100k+	4%	(14)	96%	(308)	321
Ethnicity: White	6%	(103)	94%	(1620)	1723
Ethnicity: Hispanic	6%	(23)	94%	(327)	350
Ethnicity: Afr. Am.	5%	(15)	95%	(259)	274
Ethnicity: Other	6%	(12)	94%	(192)	204
Relig: Protestant	4%	(18)	96%	(477)	494
Relig: Roman Catholic	7%	(30)	93%	(376)	406
Relig: Something Else	5%	(12)	95%	(234)	246
Relig: Evangelical	6%	(48)	94%	(760)	807
Relig: Non-Evang. Catholics	3%	(12)	97%	(328)	339
Relig: All Christian	5%	(59)	95%	(1087)	1147
Relig: All Non-Christian	3%	(9)	97%	(274)	282
Community: Urban	6%	(32)	94%	(533)	564
Community: Suburban	5%	(54)	95%	(939)	993
Community: Rural	7%	(44)	93%	(600)	644
Employ: Private Sector	8%	(51)	92%	(591)	642
Employ: Government	10%	(17)	90%	(150)	167
Employ: Self-Employed	5%	(10)	95%	(176)	186
Employ: Homemaker	3%	(4)	97%	(165)	169
Employ: Student	10%	(8)	90%	(74)	82
Employ: Retired	1%	(5)	99%	(466)	471
Employ: Unemployed	5%	(13)	95%	(228)	241
Employ: Other	8%	(20)	92%	(221)	242
Military HH: Yes	8%	(30)	92%	(355)	384
Military HH: No	6%	(100)	94%	(1717)	1817
RD/WT: Right Direction	7%	(60)	93%	(834)	894
RD/WT: Wrong Track	5%	(70)	95%	(1238)	1307
Trump Job Approve	7%	(64)	93%	(889)	953
Trump Job Disapprove	5%	(58)	95%	(1055)	1113

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Table BRD9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2071)	2201
Trump Job Strongly Approve	8%	(36)	92%	(446)	482
Trump Job Somewhat Approve	6%	(27)	94%	(443)	471
Trump Job Somewhat Disapprove	6%	(16)	94%	(259)	275
Trump Job Strongly Disapprove	5%	(42)	95%	(796)	838
#1 Issue: Economy	7%	(41)	93%	(574)	615
#1 Issue: Security	6%	(24)	94%	(359)	383
#1 Issue: Health Care	6%	(20)	94%	(340)	360
#1 Issue: Medicare / Social Security	1%	(4)	99%	(314)	318
#1 Issue: Women's Issues	12%	(15)	88%	(113)	128
#1 Issue: Education	7%	(12)	93%	(163)	175
#1 Issue: Energy	7%	(6)	93%	(80)	85
#1 Issue: Other	6%	(8)	94%	(128)	136
2016 Vote: Hillary Clinton	4%	(30)	96%	(653)	683
2016 Vote: Donald Trump	6%	(39)	94%	(664)	702
2016 Vote: Someone else	6%	(12)	94%	(199)	211
2016 Vote: Didnt Vote	8%	(49)	92%	(550)	600
Voted in 2014: Yes	5%	(64)	95%	(1325)	1388
Voted in 2014: No	8%	(66)	92%	(747)	813
2012 Vote: Barack Obama	6%	(50)	94%	(803)	853
2012 Vote: Mitt Romney	3%	(17)	97%	(527)	544
2012 Vote: Other	4%	(5)	96%	(103)	108
2012 Vote: Didn't Vote	8%	(58)	92%	(634)	692
4-Region: Northeast	7%	(26)	93%	(368)	394
4-Region: Midwest	5%	(24)	95%	(439)	462
4-Region: South	6%	(53)	94%	(772)	825
4-Region: West	5%	(27)	95%	(493)	520
Favorable of Trump	7%	(62)	93%	(873)	935
Unfavorable of Trump	5%	(56)	95%	(1051)	1106

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Table BRD9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2071)	2201
Very Favorable of Trump	6%	(32)	94%	(495)	527
Somewhat Favorable of Trump	7%	(30)	93%	(379)	408
Somewhat Unfavorable of Trump	6%	(14)	94%	(212)	226
Very Unfavorable of Trump	5%	(42)	95%	(839)	881
Political correctness	5%	(52)	95%	(989)	1041
Prejudice	7%	(77)	93%	(1083)	1160

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

Table BRD9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2150)	2201
Gender: Male	3%	(29)	97%	(1033)	1062
Gender: Female	2%	(22)	98%	(1117)	1139
Age: 18-29	5%	(25)	95%	(438)	463
Age: 30-44	3%	(16)	97%	(534)	550
Age: 45-54	2%	(9)	98%	(364)	373
Age: 55-64	—	(1)	100%	(377)	378
Age: 65+	—	(0)	100%	(436)	436
Generation Z: 18-21	8%	(13)	92%	(153)	166
Millennial: Age 22-37	3%	(22)	97%	(609)	631
Generation X: Age 38-53	2%	(13)	98%	(536)	549
Boomers: Age 54-72	—	(3)	100%	(751)	754
PID: Dem (no lean)	1%	(10)	99%	(690)	701
PID: Ind (no lean)	3%	(15)	97%	(586)	601
PID: Rep (no lean)	3%	(25)	97%	(874)	900
PID/Gender: Dem Men	2%	(6)	98%	(299)	306
PID/Gender: Dem Women	1%	(4)	99%	(391)	395
PID/Gender: Ind Men	1%	(5)	99%	(315)	319
PID/Gender: Ind Women	4%	(11)	96%	(271)	282
PID/Gender: Rep Men	4%	(18)	96%	(419)	437
PID/Gender: Rep Women	2%	(7)	98%	(455)	462
Ideo: Liberal (1-3)	3%	(18)	97%	(634)	653
Ideo: Moderate (4)	2%	(8)	98%	(452)	460
Ideo: Conservative (5-7)	3%	(22)	97%	(760)	781
Educ: College	2%	(34)	98%	(1479)	1513
Educ: Bachelors degree	2%	(11)	98%	(433)	444
Educ: Post-grad	3%	(7)	97%	(237)	244

Continued on next page

Table BRD9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2150)	2201
Income: Under 50k	2%	(26)	98%	(1229)	1255
Income: 50k-100k	3%	(20)	97%	(605)	625
Income: 100k+	2%	(5)	98%	(316)	321
Ethnicity: White	2%	(38)	98%	(1685)	1723
Ethnicity: Hispanic	2%	(7)	98%	(342)	350
Ethnicity: Afr. Am.	3%	(8)	97%	(266)	274
Ethnicity: Other	2%	(5)	98%	(199)	204
Relig: Protestant	1%	(3)	99%	(492)	494
Relig: Roman Catholic	2%	(8)	98%	(399)	406
Relig: Something Else	4%	(10)	96%	(236)	246
Relig: Evangelical	2%	(18)	98%	(790)	807
Relig: Non-Evang. Catholics	1%	(3)	99%	(337)	339
Relig: All Christian	2%	(21)	98%	(1126)	1147
Relig: All Non-Christian	3%	(8)	97%	(275)	282
Community: Urban	3%	(15)	97%	(549)	564
Community: Suburban	2%	(22)	98%	(971)	993
Community: Rural	2%	(14)	98%	(630)	644
Employ: Private Sector	3%	(21)	97%	(621)	642
Employ: Government	6%	(9)	94%	(158)	167
Employ: Self-Employed	4%	(8)	96%	(178)	186
Employ: Homemaker	1%	(1)	99%	(168)	169
Employ: Student	1%	(1)	99%	(81)	82
Employ: Retired	—	(1)	100%	(470)	471
Employ: Unemployed	2%	(5)	98%	(236)	241
Employ: Other	2%	(4)	98%	(237)	242
Military HH: Yes	2%	(6)	98%	(378)	384
Military HH: No	2%	(45)	98%	(1772)	1817
RD/WT: Right Direction	3%	(28)	97%	(865)	894
RD/WT: Wrong Track	2%	(23)	98%	(1285)	1307
Trump Job Approve	2%	(23)	98%	(930)	953
Trump Job Disapprove	2%	(25)	98%	(1088)	1113

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Table BRD9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2150)	2201
Trump Job Strongly Approve	3%	(16)	97%	(467)	482
Trump Job Somewhat Approve	2%	(7)	98%	(463)	471
Trump Job Somewhat Disapprove	4%	(11)	96%	(264)	275
Trump Job Strongly Disapprove	2%	(14)	98%	(824)	838
#1 Issue: Economy	3%	(20)	97%	(595)	615
#1 Issue: Security	3%	(10)	97%	(374)	383
#1 Issue: Health Care	2%	(6)	98%	(354)	360
#1 Issue: Medicare / Social Security	—	(0)	100%	(318)	318
#1 Issue: Women's Issues	5%	(6)	95%	(122)	128
#1 Issue: Education	3%	(5)	97%	(170)	175
#1 Issue: Energy	—	(0)	100%	(85)	85
#1 Issue: Other	3%	(4)	97%	(131)	136
2016 Vote: Hillary Clinton	2%	(13)	98%	(670)	683
2016 Vote: Donald Trump	2%	(14)	98%	(689)	702
2016 Vote: Someone else	3%	(6)	97%	(204)	211
2016 Vote: Didnt Vote	3%	(18)	97%	(581)	600
Voted in 2014: Yes	2%	(27)	98%	(1362)	1388
Voted in 2014: No	3%	(24)	97%	(789)	813
2012 Vote: Barack Obama	2%	(17)	98%	(836)	853
2012 Vote: Mitt Romney	2%	(8)	98%	(536)	544
2012 Vote: Other	3%	(3)	97%	(104)	108
2012 Vote: Didn't Vote	3%	(22)	97%	(670)	692
4-Region: Northeast	3%	(10)	97%	(383)	394
4-Region: Midwest	3%	(15)	97%	(448)	462
4-Region: South	2%	(18)	98%	(807)	825
4-Region: West	2%	(8)	98%	(512)	520
Favorable of Trump	2%	(22)	98%	(913)	935
Unfavorable of Trump	2%	(25)	98%	(1081)	1106

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Table BRD9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2150)	2201
Very Favorable of Trump	3%	(15)	97%	(512)	527
Somewhat Favorable of Trump	2%	(7)	98%	(401)	408
Somewhat Unfavorable of Trump	5%	(11)	95%	(215)	226
Very Unfavorable of Trump	2%	(14)	98%	(866)	881
Political correctness	3%	(30)	97%	(1011)	1041
Prejudice	2%	(21)	98%	(1139)	1160

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

Table BRD9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2154)	2201
Gender: Male	2%	(25)	98%	(1037)	1062
Gender: Female	2%	(23)	98%	(1116)	1139
Age: 18-29	3%	(16)	97%	(447)	463
Age: 30-44	3%	(19)	97%	(531)	550
Age: 45-54	2%	(8)	98%	(365)	373
Age: 55-64	1%	(2)	99%	(376)	378
Age: 65+	—	(2)	100%	(434)	436
Generation Z: 18-21	4%	(7)	96%	(159)	166
Millennial: Age 22-37	4%	(23)	96%	(608)	631
Generation X: Age 38-53	2%	(13)	98%	(535)	549
Boomers: Age 54-72	1%	(4)	99%	(750)	754
PID: Dem (no lean)	2%	(14)	98%	(687)	701
PID: Ind (no lean)	3%	(15)	97%	(586)	601
PID: Rep (no lean)	2%	(18)	98%	(881)	900
PID/Gender: Dem Men	2%	(7)	98%	(299)	306
PID/Gender: Dem Women	2%	(7)	98%	(388)	395
PID/Gender: Ind Men	2%	(7)	98%	(312)	319
PID/Gender: Ind Women	3%	(8)	97%	(274)	282
PID/Gender: Rep Men	2%	(11)	98%	(427)	437
PID/Gender: Rep Women	2%	(8)	98%	(455)	462
Ideo: Liberal (1-3)	3%	(18)	97%	(634)	653
Ideo: Moderate (4)	2%	(9)	98%	(450)	460
Ideo: Conservative (5-7)	2%	(15)	98%	(767)	781
Educ: College	2%	(29)	98%	(1484)	1513
Educ: Bachelors degree	3%	(14)	97%	(430)	444
Educ: Post-grad	2%	(5)	98%	(239)	244

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Table BRD9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2154)	2201
Income: Under 50k	2%	(24)	98%	(1231)	1255
Income: 50k-100k	3%	(16)	97%	(609)	625
Income: 100k+	2%	(8)	98%	(314)	321
Ethnicity: White	2%	(32)	98%	(1690)	1723
Ethnicity: Hispanic	4%	(13)	96%	(336)	350
Ethnicity: Afr. Am.	2%	(6)	98%	(268)	274
Ethnicity: Other	4%	(9)	96%	(195)	204
Relig: Protestant	1%	(6)	99%	(489)	494
Relig: Roman Catholic	3%	(11)	97%	(396)	406
Relig: Something Else	1%	(3)	99%	(243)	246
Relig: Evangelical	2%	(15)	98%	(792)	807
Relig: Non-Evang. Catholics	1%	(4)	99%	(335)	339
Relig: All Christian	2%	(19)	98%	(1128)	1147
Relig: All Non-Christian	5%	(14)	95%	(269)	282
Community: Urban	2%	(13)	98%	(551)	564
Community: Suburban	2%	(21)	98%	(972)	993
Community: Rural	2%	(13)	98%	(631)	644
Employ: Private Sector	3%	(17)	97%	(625)	642
Employ: Government	2%	(4)	98%	(164)	167
Employ: Self-Employed	2%	(3)	98%	(184)	186
Employ: Homemaker	1%	(2)	99%	(167)	169
Employ: Student	7%	(6)	93%	(76)	82
Employ: Retired	1%	(3)	99%	(468)	471
Employ: Unemployed	3%	(7)	97%	(234)	241
Employ: Other	2%	(5)	98%	(237)	242
Military HH: Yes	3%	(11)	97%	(374)	384
Military HH: No	2%	(36)	98%	(1780)	1817
RD/WT: Right Direction	3%	(25)	97%	(869)	894
RD/WT: Wrong Track	2%	(22)	98%	(1285)	1307
Trump Job Approve	3%	(27)	97%	(925)	953
Trump Job Disapprove	2%	(19)	98%	(1094)	1113

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Table BRD9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2154)	2201
Trump Job Strongly Approve	3%	(14)	97%	(468)	482
Trump Job Somewhat Approve	3%	(14)	97%	(457)	471
Trump Job Somewhat Disapprove	3%	(9)	97%	(267)	275
Trump Job Strongly Disapprove	1%	(11)	99%	(827)	838
#1 Issue: Economy	4%	(23)	96%	(592)	615
#1 Issue: Security	1%	(5)	99%	(378)	383
#1 Issue: Health Care	2%	(7)	98%	(353)	360
#1 Issue: Medicare / Social Security	1%	(2)	99%	(317)	318
#1 Issue: Women's Issues	—	(0)	100%	(128)	128
#1 Issue: Education	4%	(6)	96%	(169)	175
#1 Issue: Energy	4%	(3)	96%	(82)	85
#1 Issue: Other	—	(1)	100%	(135)	136
2016 Vote: Hillary Clinton	2%	(11)	98%	(671)	683
2016 Vote: Donald Trump	3%	(21)	97%	(681)	702
2016 Vote: Someone else	1%	(3)	99%	(208)	211
2016 Vote: Didnt Vote	2%	(13)	98%	(587)	600
Voted in 2014: Yes	2%	(29)	98%	(1359)	1388
Voted in 2014: No	2%	(18)	98%	(795)	813
2012 Vote: Barack Obama	1%	(11)	99%	(842)	853
2012 Vote: Mitt Romney	2%	(9)	98%	(535)	544
2012 Vote: Other	1%	(1)	99%	(106)	108
2012 Vote: Didn't Vote	4%	(26)	96%	(666)	692
4-Region: Northeast	3%	(11)	97%	(383)	394
4-Region: Midwest	1%	(6)	99%	(457)	462
4-Region: South	2%	(18)	98%	(807)	825
4-Region: West	3%	(13)	97%	(507)	520
Favorable of Trump	3%	(25)	97%	(910)	935
Unfavorable of Trump	2%	(22)	98%	(1084)	1106

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Table BRD9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2154)	2201
Very Favorable of Trump	3%	(17)	97%	(510)	527
Somewhat Favorable of Trump	2%	(8)	98%	(400)	408
Somewhat Unfavorable of Trump	5%	(11)	95%	(214)	226
Very Unfavorable of Trump	1%	(11)	99%	(870)	881
Political correctness	3%	(26)	97%	(1015)	1041
Prejudice	2%	(21)	98%	(1139)	1160

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

Table BRD9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2180)	2201
Gender: Male	2%	(18)	98%	(1045)	1062
Gender: Female	—	(3)	100%	(1135)	1139
Age: 18-29	1%	(3)	99%	(460)	463
Age: 30-44	3%	(14)	97%	(536)	550
Age: 45-54	1%	(2)	99%	(370)	373
Age: 55-64	—	(0)	100%	(378)	378
Age: 65+	—	(2)	100%	(435)	436
Generation Z: 18-21	1%	(1)	99%	(164)	166
Millennial: Age 22-37	2%	(12)	98%	(619)	631
Generation X: Age 38-53	1%	(6)	99%	(542)	549
Boomers: Age 54-72	—	(0)	100%	(754)	754
PID: Dem (no lean)	1%	(5)	99%	(695)	701
PID: Ind (no lean)	—	(2)	100%	(599)	601
PID: Rep (no lean)	2%	(14)	98%	(886)	900
PID/Gender: Dem Men	2%	(5)	98%	(301)	306
PID/Gender: Dem Women	—	(0)	100%	(395)	395
PID/Gender: Ind Men	1%	(2)	99%	(317)	319
PID/Gender: Ind Women	—	(0)	100%	(282)	282
PID/Gender: Rep Men	3%	(11)	97%	(426)	437
PID/Gender: Rep Women	1%	(3)	99%	(459)	462
Ideo: Liberal (1-3)	1%	(6)	99%	(646)	653
Ideo: Moderate (4)	1%	(3)	99%	(456)	460
Ideo: Conservative (5-7)	1%	(11)	99%	(770)	781
Educ: College	1%	(9)	99%	(1503)	1513
Educ: Bachelors degree	2%	(7)	98%	(437)	444
Educ: Post-grad	2%	(5)	98%	(240)	244

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Table BRD9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2180)	2201
Income: Under 50k	—	(6)	100%	(1249)	1255
Income: 50k-100k	1%	(6)	99%	(619)	625
Income: 100k+	3%	(9)	97%	(313)	321
Ethnicity: White	1%	(17)	99%	(1705)	1723
Ethnicity: Hispanic	1%	(4)	99%	(346)	350
Ethnicity: Afr. Am.	—	(1)	100%	(273)	274
Ethnicity: Other	1%	(3)	99%	(201)	204
Relig: Protestant	1%	(3)	99%	(491)	494
Relig: Roman Catholic	1%	(5)	99%	(402)	406
Relig: Something Else	—	(1)	100%	(245)	246
Relig: Evangelical	1%	(5)	99%	(802)	807
Relig: Non-Evang. Catholics	1%	(4)	99%	(336)	339
Relig: All Christian	1%	(9)	99%	(1138)	1147
Relig: All Non-Christian	2%	(5)	98%	(277)	282
Community: Urban	1%	(8)	99%	(556)	564
Community: Suburban	1%	(10)	99%	(983)	993
Community: Rural	—	(3)	100%	(641)	644
Employ: Private Sector	2%	(13)	98%	(629)	642
Employ: Government	—	(1)	100%	(167)	167
Employ: Self-Employed	2%	(3)	98%	(184)	186
Employ: Homemaker	—	(0)	100%	(169)	169
Employ: Student	1%	(1)	99%	(81)	82
Employ: Retired	—	(2)	100%	(469)	471
Employ: Unemployed	—	(0)	100%	(241)	241
Employ: Other	1%	(2)	99%	(240)	242
Military HH: Yes	2%	(9)	98%	(376)	384
Military HH: No	1%	(12)	99%	(1804)	1817
RD/WT: Right Direction	2%	(16)	98%	(878)	894
RD/WT: Wrong Track	—	(5)	100%	(1302)	1307
Trump Job Approve	2%	(17)	98%	(935)	953
Trump Job Disapprove	—	(4)	100%	(1110)	1113

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Table BRD9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2180)	2201
Trump Job Strongly Approve	3%	(12)	97%	(470)	482
Trump Job Somewhat Approve	1%	(5)	99%	(466)	471
Trump Job Somewhat Disapprove	—	(1)	100%	(274)	275
Trump Job Strongly Disapprove	—	(3)	100%	(835)	838
#1 Issue: Economy	1%	(6)	99%	(609)	615
#1 Issue: Security	2%	(6)	98%	(377)	383
#1 Issue: Health Care	—	(2)	100%	(359)	360
#1 Issue: Medicare / Social Security	1%	(2)	99%	(316)	318
#1 Issue: Women's Issues	1%	(1)	99%	(127)	128
#1 Issue: Education	—	(0)	100%	(175)	175
#1 Issue: Energy	1%	(1)	99%	(85)	85
#1 Issue: Other	2%	(3)	98%	(132)	136
2016 Vote: Hillary Clinton	1%	(7)	99%	(675)	683
2016 Vote: Donald Trump	2%	(12)	98%	(690)	702
2016 Vote: Someone else	1%	(1)	99%	(210)	211
2016 Vote: Didnt Vote	—	(0)	100%	(599)	600
Voted in 2014: Yes	1%	(18)	99%	(1370)	1388
Voted in 2014: No	—	(3)	100%	(810)	813
2012 Vote: Barack Obama	1%	(10)	99%	(843)	853
2012 Vote: Mitt Romney	2%	(8)	98%	(536)	544
2012 Vote: Other	1%	(1)	99%	(107)	108
2012 Vote: Didn't Vote	—	(2)	100%	(690)	692
4-Region: Northeast	1%	(3)	99%	(390)	394
4-Region: Midwest	1%	(6)	99%	(456)	462
4-Region: South	1%	(5)	99%	(819)	825
4-Region: West	1%	(6)	99%	(514)	520
Favorable of Trump	2%	(17)	98%	(919)	935
Unfavorable of Trump	—	(4)	100%	(1102)	1106

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Table BRD9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2180)	2201
Very Favorable of Trump	2%	(10)	98%	(517)	527
Somewhat Favorable of Trump	2%	(7)	98%	(401)	408
Somewhat Unfavorable of Trump	1%	(2)	99%	(224)	226
Very Unfavorable of Trump	—	(3)	100%	(878)	881
Political correctness	2%	(17)	98%	(1024)	1041
Prejudice	—	(4)	100%	(1156)	1160

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

Table BRD9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected	Not Selected	Total N
Adults	1% (28)	99% (2173)	2201
Gender: Male	2% (17)	98% (1045)	1062
Gender: Female	1% (10)	99% (1128)	1139
Age: 18-29	3% (15)	97% (448)	463
Age: 30-44	1% (8)	99% (543)	550
Age: 45-54	1% (3)	99% (370)	373
Age: 55-64	— (1)	100% (377)	378
Age: 65+	— (1)	100% (436)	436
Generation Z: 18-21	4% (6)	96% (159)	166
Millennial: Age 22-37	2% (13)	98% (618)	631
Generation X: Age 38-53	1% (7)	99% (542)	549
Boomers: Age 54-72	— (1)	100% (753)	754
PID: Dem (no lean)	2% (12)	98% (688)	701
PID: Ind (no lean)	1% (8)	99% (593)	601
PID: Rep (no lean)	1% (7)	99% (892)	900
PID/Gender: Dem Men	2% (7)	98% (299)	306
PID/Gender: Dem Women	1% (6)	99% (389)	395
PID/Gender: Ind Men	1% (4)	99% (315)	319
PID/Gender: Ind Women	1% (4)	99% (278)	282
PID/Gender: Rep Men	1% (7)	99% (431)	437
PID/Gender: Rep Women	— (1)	100% (462)	462
Ideo: Liberal (1-3)	2% (15)	98% (638)	653
Ideo: Moderate (4)	1% (3)	99% (457)	460
Ideo: Conservative (5-7)	1% (6)	99% (776)	781
Educ: College	1% (16)	99% (1497)	1513
Educ: Bachelors degree	2% (9)	98% (435)	444
Educ: Post-grad	1% (3)	99% (241)	244

Continued on next page

Table BRD9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	1%	(28)	99%	(2173)	2201
Income: Under 50k	1%	(14)	99%	(1240)	1255
Income: 50k-100k	1%	(8)	99%	(617)	625
Income: 100k+	2%	(6)	98%	(316)	321
Ethnicity: White	1%	(13)	99%	(1710)	1723
Ethnicity: Hispanic	2%	(6)	98%	(344)	350
Ethnicity: Afr. Am.	3%	(8)	97%	(266)	274
Ethnicity: Other	3%	(7)	97%	(197)	204
Relig: Protestant	1%	(4)	99%	(491)	494
Relig: Roman Catholic	1%	(4)	99%	(403)	406
Relig: Something Else	—	(1)	100%	(245)	246
Relig: Evangelical	1%	(4)	99%	(803)	807
Relig: Non-Evang. Catholics	1%	(4)	99%	(335)	339
Relig: All Christian	1%	(8)	99%	(1139)	1147
Relig: All Non-Christian	2%	(5)	98%	(277)	282
Community: Urban	1%	(5)	99%	(559)	564
Community: Suburban	1%	(13)	99%	(980)	993
Community: Rural	2%	(10)	98%	(634)	644
Employ: Private Sector	2%	(14)	98%	(629)	642
Employ: Government	1%	(1)	99%	(166)	167
Employ: Self-Employed	1%	(1)	99%	(185)	186
Employ: Homemaker	3%	(4)	97%	(165)	169
Employ: Student	3%	(3)	97%	(80)	82
Employ: Retired	—	(1)	100%	(470)	471
Employ: Unemployed	—	(0)	100%	(240)	241
Employ: Other	1%	(3)	99%	(238)	242
Military HH: Yes	2%	(7)	98%	(377)	384
Military HH: No	1%	(21)	99%	(1796)	1817
RD/WT: Right Direction	2%	(14)	98%	(879)	894
RD/WT: Wrong Track	1%	(13)	99%	(1294)	1307
Trump Job Approve	1%	(13)	99%	(940)	953
Trump Job Disapprove	1%	(13)	99%	(1100)	1113

Continued on next page

Table BRD9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	1%	(28)	99%	(2173)	2201
Trump Job Strongly Approve	2%	(9)	98%	(473)	482
Trump Job Somewhat Approve	1%	(4)	99%	(467)	471
Trump Job Somewhat Disapprove	3%	(7)	97%	(268)	275
Trump Job Strongly Disapprove	1%	(6)	99%	(832)	838
#1 Issue: Economy	2%	(13)	98%	(602)	615
#1 Issue: Security	2%	(8)	98%	(375)	383
#1 Issue: Health Care	—	(1)	100%	(359)	360
#1 Issue: Medicare / Social Security	—	(1)	100%	(317)	318
#1 Issue: Women's Issues	1%	(1)	99%	(127)	128
#1 Issue: Education	1%	(2)	99%	(173)	175
#1 Issue: Energy	2%	(1)	98%	(84)	85
#1 Issue: Other	—	(0)	100%	(136)	136
2016 Vote: Hillary Clinton	1%	(9)	99%	(674)	683
2016 Vote: Donald Trump	1%	(5)	99%	(697)	702
2016 Vote: Someone else	1%	(1)	99%	(210)	211
2016 Vote: Didnt Vote	2%	(13)	98%	(587)	600
Voted in 2014: Yes	1%	(15)	99%	(1373)	1388
Voted in 2014: No	2%	(13)	98%	(800)	813
2012 Vote: Barack Obama	1%	(11)	99%	(842)	853
2012 Vote: Mitt Romney	1%	(5)	99%	(539)	544
2012 Vote: Other	—	(0)	100%	(108)	108
2012 Vote: Didn't Vote	2%	(12)	98%	(680)	692
4-Region: Northeast	2%	(9)	98%	(385)	394
4-Region: Midwest	1%	(6)	99%	(457)	462
4-Region: South	1%	(6)	99%	(818)	825
4-Region: West	1%	(7)	99%	(513)	520
Favorable of Trump	2%	(16)	98%	(920)	935
Unfavorable of Trump	1%	(11)	99%	(1095)	1106

Continued on next page

Table BRD9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	1%	(28)	99%	(2173)	2201
Very Favorable of Trump	2%	(9)	98%	(518)	527
Somewhat Favorable of Trump	2%	(7)	98%	(401)	408
Somewhat Unfavorable of Trump	3%	(8)	97%	(218)	226
Very Unfavorable of Trump	—	(4)	100%	(877)	881
Political correctness	1%	(14)	99%	(1027)	1041
Prejudice	1%	(14)	99%	(1146)	1160

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

Table BRD9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	1% (11)	99% (2190)	2201
Gender: Male	1% (8)	99% (1055)	1062
Gender: Female	— (3)	100% (1135)	1139
Age: 18-29	1% (3)	99% (460)	463
Age: 30-44	1% (4)	99% (546)	550
Age: 45-54	— (1)	100% (372)	373
Age: 55-64	1% (3)	99% (376)	378
Age: 65+	— (0)	100% (436)	436
Generation Z: 18-21	— (0)	100% (166)	166
Millennial: Age 22-37	1% (7)	99% (623)	631
Generation X: Age 38-53	— (1)	100% (548)	549
Boomers: Age 54-72	— (3)	100% (751)	754
PID: Dem (no lean)	1% (6)	99% (695)	701
PID: Ind (no lean)	— (3)	100% (598)	601
PID: Rep (no lean)	— (2)	100% (897)	900
PID/Gender: Dem Men	1% (4)	99% (302)	306
PID/Gender: Dem Women	— (2)	100% (393)	395
PID/Gender: Ind Men	1% (3)	99% (316)	319
PID/Gender: Ind Women	— (0)	100% (282)	282
PID/Gender: Rep Men	— (1)	100% (437)	437
PID/Gender: Rep Women	— (2)	100% (461)	462
Ideo: Liberal (1-3)	1% (5)	99% (647)	653
Ideo: Moderate (4)	— (2)	100% (458)	460
Ideo: Conservative (5-7)	— (1)	100% (780)	781
Educ: College	1% (8)	99% (1505)	1513
Educ: Bachelors degree	1% (3)	99% (441)	444
Educ: Post-grad	— (0)	100% (244)	244

Continued on next page

Table BRD9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2190)	2201
Income: Under 50k	1%	(7)	99%	(1247)	1255
Income: 50k-100k	1%	(4)	99%	(621)	625
Income: 100k+	—	(0)	100%	(321)	321
Ethnicity: White	—	(8)	100%	(1714)	1723
Ethnicity: Hispanic	—	(1)	100%	(348)	350
Ethnicity: Afr. Am.	1%	(2)	99%	(272)	274
Ethnicity: Other	—	(1)	100%	(203)	204
Relig: Protestant	—	(1)	100%	(494)	494
Relig: Roman Catholic	—	(0)	100%	(406)	406
Relig: Something Else	—	(0)	100%	(246)	246
Relig: Evangelical	—	(1)	100%	(807)	807
Relig: Non-Evang. Catholics	—	(0)	100%	(339)	339
Relig: All Christian	—	(1)	100%	(1146)	1147
Relig: All Non-Christian	—	(0)	100%	(282)	282
Community: Urban	—	(3)	100%	(561)	564
Community: Suburban	1%	(5)	99%	(987)	993
Community: Rural	—	(3)	100%	(641)	644
Employ: Private Sector	1%	(5)	99%	(638)	642
Employ: Government	—	(0)	100%	(167)	167
Employ: Self-Employed	1%	(2)	99%	(185)	186
Employ: Homemaker	—	(0)	100%	(169)	169
Employ: Student	—	(0)	100%	(82)	82
Employ: Retired	—	(1)	100%	(470)	471
Employ: Unemployed	1%	(2)	99%	(239)	241
Employ: Other	1%	(2)	99%	(240)	242
Military HH: Yes	—	(0)	100%	(384)	384
Military HH: No	1%	(11)	99%	(1805)	1817
RD/WT: Right Direction	—	(1)	100%	(892)	894
RD/WT: Wrong Track	1%	(10)	99%	(1297)	1307
Trump Job Approve	—	(2)	100%	(951)	953
Trump Job Disapprove	1%	(8)	99%	(1106)	1113

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Table BRD9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2190)	2201
Trump Job Strongly Approve	—	(0)	100%	(482)	482
Trump Job Somewhat Approve	—	(2)	100%	(469)	471
Trump Job Somewhat Disapprove	1%	(2)	99%	(273)	275
Trump Job Strongly Disapprove	1%	(5)	99%	(833)	838
#1 Issue: Economy	1%	(3)	99%	(612)	615
#1 Issue: Security	—	(1)	100%	(382)	383
#1 Issue: Health Care	1%	(3)	99%	(358)	360
#1 Issue: Medicare / Social Security	—	(0)	100%	(318)	318
#1 Issue: Women's Issues	—	(0)	100%	(128)	128
#1 Issue: Education	2%	(3)	98%	(172)	175
#1 Issue: Energy	—	(0)	100%	(85)	85
#1 Issue: Other	1%	(1)	99%	(134)	136
2016 Vote: Hillary Clinton	—	(2)	100%	(681)	683
2016 Vote: Donald Trump	—	(3)	100%	(700)	702
2016 Vote: Someone else	1%	(2)	99%	(209)	211
2016 Vote: Didnt Vote	1%	(5)	99%	(595)	600
Voted in 2014: Yes	1%	(8)	99%	(1381)	1388
Voted in 2014: No	—	(4)	100%	(809)	813
2012 Vote: Barack Obama	1%	(6)	99%	(847)	853
2012 Vote: Mitt Romney	—	(2)	100%	(542)	544
2012 Vote: Other	—	(0)	100%	(108)	108
2012 Vote: Didn't Vote	1%	(4)	99%	(688)	692
4-Region: Northeast	—	(2)	100%	(392)	394
4-Region: Midwest	—	(1)	100%	(461)	462
4-Region: South	—	(3)	100%	(821)	825
4-Region: West	1%	(5)	99%	(515)	520
Favorable of Trump	—	(3)	100%	(932)	935
Unfavorable of Trump	1%	(8)	99%	(1098)	1106

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Table BRD9_8NET: *What would you say are the top reasons you are spending more on holiday shopping this year? Please select all that apply. - Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2190)	2201
Very Favorable of Trump	—	(0)	100%	(527)	527
Somewhat Favorable of Trump	1%	(3)	99%	(405)	408
Somewhat Unfavorable of Trump	1%	(3)	99%	(223)	226
Very Unfavorable of Trump	1%	(5)	99%	(875)	881
Political correctness	1%	(6)	99%	(1035)	1041
Prejudice	—	(6)	100%	(1155)	1160

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

Table BRD10_1NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My income has stayed the same or gone down*

Demographic	Selected		Not Selected		Total N
Adults	12%	(258)	88%	(1943)	2201
Gender: Male	10%	(108)	90%	(954)	1062
Gender: Female	13%	(150)	87%	(989)	1139
Age: 18-29	10%	(45)	90%	(418)	463
Age: 30-44	12%	(68)	88%	(482)	550
Age: 45-54	11%	(41)	89%	(332)	373
Age: 55-64	11%	(42)	89%	(337)	378
Age: 65+	15%	(63)	85%	(373)	436
Generation Z: 18-21	6%	(11)	94%	(155)	166
Millennial: Age 22-37	11%	(69)	89%	(562)	631
Generation X: Age 38-53	13%	(69)	87%	(479)	549
Boomers: Age 54-72	13%	(101)	87%	(653)	754
PID: Dem (no lean)	16%	(110)	84%	(591)	701
PID: Ind (no lean)	11%	(64)	89%	(536)	601
PID: Rep (no lean)	9%	(84)	91%	(816)	900
PID/Gender: Dem Men	15%	(45)	85%	(261)	306
PID/Gender: Dem Women	16%	(65)	84%	(330)	395
PID/Gender: Ind Men	10%	(32)	90%	(287)	319
PID/Gender: Ind Women	12%	(32)	88%	(249)	282
PID/Gender: Rep Men	7%	(31)	93%	(406)	437
PID/Gender: Rep Women	11%	(53)	89%	(410)	462
Ideo: Liberal (1-3)	14%	(91)	86%	(561)	653
Ideo: Moderate (4)	14%	(64)	86%	(395)	460
Ideo: Conservative (5-7)	9%	(74)	91%	(708)	781
Educ: College	12%	(177)	88%	(1336)	1513
Educ: Bachelors degree	13%	(58)	87%	(386)	444
Educ: Post-grad	9%	(23)	91%	(221)	244

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Table BRD10_1NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	12%	(258)	88%	(1943)	2201
Income: Under 50k	14%	(179)	86%	(1075)	1255
Income: 50k-100k	10%	(62)	90%	(563)	625
Income: 100k+	5%	(17)	95%	(305)	321
Ethnicity: White	12%	(202)	88%	(1521)	1723
Ethnicity: Hispanic	12%	(43)	88%	(306)	350
Ethnicity: Afr. Am.	14%	(39)	86%	(236)	274
Ethnicity: Other	9%	(17)	91%	(187)	204
Relig: Protestant	13%	(62)	87%	(432)	494
Relig: Roman Catholic	10%	(39)	90%	(367)	406
Relig: Something Else	8%	(21)	92%	(225)	246
Relig: Evangelical	10%	(83)	90%	(724)	807
Relig: Non-Evang. Catholics	12%	(39)	88%	(300)	339
Relig: All Christian	11%	(122)	89%	(1025)	1147
Relig: All Non-Christian	13%	(37)	87%	(246)	282
Community: Urban	11%	(63)	89%	(501)	564
Community: Suburban	11%	(111)	89%	(882)	993
Community: Rural	13%	(84)	87%	(560)	644
Employ: Private Sector	11%	(71)	89%	(571)	642
Employ: Government	9%	(15)	91%	(152)	167
Employ: Self-Employed	12%	(22)	88%	(165)	186
Employ: Homemaker	8%	(13)	92%	(156)	169
Employ: Student	14%	(11)	86%	(71)	82
Employ: Retired	14%	(64)	86%	(407)	471
Employ: Unemployed	17%	(40)	83%	(200)	241
Employ: Other	9%	(21)	91%	(221)	242
Military HH: Yes	12%	(45)	88%	(339)	384
Military HH: No	12%	(213)	88%	(1604)	1817
RD/WT: Right Direction	9%	(78)	91%	(815)	894
RD/WT: Wrong Track	14%	(180)	86%	(1127)	1307
Trump Job Approve	9%	(85)	91%	(867)	953
Trump Job Disapprove	14%	(160)	86%	(953)	1113

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Table BRD10_INET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	12%	(258)	88%	(1943)	2201
Trump Job Strongly Approve	8%	(38)	92%	(444)	482
Trump Job Somewhat Approve	10%	(47)	90%	(423)	471
Trump Job Somewhat Disapprove	15%	(42)	85%	(233)	275
Trump Job Strongly Disapprove	14%	(118)	86%	(720)	838
#1 Issue: Economy	10%	(64)	90%	(551)	615
#1 Issue: Security	9%	(33)	91%	(350)	383
#1 Issue: Health Care	15%	(53)	85%	(307)	360
#1 Issue: Medicare / Social Security	15%	(49)	85%	(270)	318
#1 Issue: Women's Issues	13%	(16)	87%	(112)	128
#1 Issue: Education	8%	(13)	92%	(162)	175
#1 Issue: Energy	17%	(15)	83%	(70)	85
#1 Issue: Other	10%	(14)	90%	(122)	136
2016 Vote: Hillary Clinton	16%	(111)	84%	(572)	683
2016 Vote: Donald Trump	9%	(64)	91%	(638)	702
2016 Vote: Someone else	12%	(25)	88%	(185)	211
2016 Vote: Didnt Vote	10%	(57)	90%	(542)	600
Voted in 2014: Yes	13%	(174)	87%	(1214)	1388
Voted in 2014: No	10%	(84)	90%	(729)	813
2012 Vote: Barack Obama	15%	(127)	85%	(726)	853
2012 Vote: Mitt Romney	9%	(51)	91%	(493)	544
2012 Vote: Other	11%	(12)	89%	(96)	108
2012 Vote: Didn't Vote	10%	(69)	90%	(623)	692
4-Region: Northeast	12%	(49)	88%	(345)	394
4-Region: Midwest	13%	(61)	87%	(401)	462
4-Region: South	13%	(110)	87%	(714)	825
4-Region: West	7%	(38)	93%	(482)	520
Favorable of Trump	9%	(83)	91%	(852)	935
Unfavorable of Trump	15%	(164)	85%	(943)	1106

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Table BRD10_1NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	12%	(258)	88%	(1943)	2201
Very Favorable of Trump	8%	(43)	92%	(484)	527
Somewhat Favorable of Trump	10%	(40)	90%	(368)	408
Somewhat Unfavorable of Trump	14%	(32)	86%	(194)	226
Very Unfavorable of Trump	15%	(132)	85%	(749)	881
Political correctness	10%	(107)	90%	(934)	1041
Prejudice	13%	(152)	87%	(1008)	1160

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

Table BRD10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm worried about an economic downturn or stock market crash

Demographic	Selected	Not Selected	Total N
Adults	3% (68)	97% (2133)	2201
Gender: Male	3% (36)	97% (1026)	1062
Gender: Female	3% (32)	97% (1107)	1139
Age: 18-29	2% (11)	98% (452)	463
Age: 30-44	2% (12)	98% (538)	550
Age: 45-54	4% (14)	96% (359)	373
Age: 55-64	4% (14)	96% (364)	378
Age: 65+	4% (17)	96% (419)	436
Generation Z: 18-21	3% (5)	97% (161)	166
Millennial: Age 22-37	2% (13)	98% (617)	631
Generation X: Age 38-53	3% (17)	97% (531)	549
Boomers: Age 54-72	4% (30)	96% (724)	754
PID: Dem (no lean)	4% (29)	96% (672)	701
PID: Ind (no lean)	5% (28)	95% (573)	601
PID: Rep (no lean)	1% (11)	99% (888)	900
PID/Gender: Dem Men	6% (17)	94% (288)	306
PID/Gender: Dem Women	3% (12)	97% (383)	395
PID/Gender: Ind Men	5% (16)	95% (303)	319
PID/Gender: Ind Women	4% (12)	96% (269)	282
PID/Gender: Rep Men	1% (3)	99% (434)	437
PID/Gender: Rep Women	2% (8)	98% (454)	462
Ideo: Liberal (1-3)	6% (41)	94% (612)	653
Ideo: Moderate (4)	3% (14)	97% (446)	460
Ideo: Conservative (5-7)	1% (7)	99% (775)	781
Educ: College	3% (40)	97% (1473)	1513
Educ: Bachelors degree	4% (17)	96% (427)	444
Educ: Post-grad	5% (11)	95% (233)	244

Continued on next page

Table BRD10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	3%	(68)	97%	(2133)	2201
Income: Under 50k	3%	(34)	97%	(1220)	1255
Income: 50k-100k	3%	(22)	97%	(603)	625
Income: 100k+	4%	(13)	96%	(309)	321
Ethnicity: White	3%	(51)	97%	(1671)	1723
Ethnicity: Hispanic	3%	(11)	97%	(339)	350
Ethnicity: Afr. Am.	4%	(11)	96%	(264)	274
Ethnicity: Other	3%	(6)	97%	(198)	204
Relig: Protestant	3%	(16)	97%	(478)	494
Relig: Roman Catholic	2%	(7)	98%	(399)	406
Relig: Something Else	5%	(11)	95%	(234)	246
Relig: Evangelical	4%	(29)	96%	(778)	807
Relig: Non-Evang. Catholics	2%	(6)	98%	(334)	339
Relig: All Christian	3%	(35)	97%	(1112)	1147
Relig: All Non-Christian	1%	(4)	99%	(279)	282
Community: Urban	3%	(16)	97%	(549)	564
Community: Suburban	4%	(36)	96%	(957)	993
Community: Rural	3%	(17)	97%	(627)	644
Employ: Private Sector	3%	(17)	97%	(626)	642
Employ: Government	6%	(10)	94%	(158)	167
Employ: Self-Employed	6%	(12)	94%	(174)	186
Employ: Homemaker	1%	(2)	99%	(167)	169
Employ: Student	2%	(2)	98%	(81)	82
Employ: Retired	4%	(17)	96%	(454)	471
Employ: Unemployed	2%	(5)	98%	(236)	241
Employ: Other	2%	(4)	98%	(238)	242
Military HH: Yes	2%	(6)	98%	(378)	384
Military HH: No	3%	(62)	97%	(1754)	1817
RD/WT: Right Direction	1%	(6)	99%	(888)	894
RD/WT: Wrong Track	5%	(62)	95%	(1245)	1307
Trump Job Approve	—	(3)	100%	(950)	953
Trump Job Disapprove	5%	(59)	95%	(1054)	1113

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Table BRD10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	3%	(68)	97%	(2133)	2201
Trump Job Strongly Approve	—	(0)	100%	(482)	482
Trump Job Somewhat Approve	1%	(3)	99%	(468)	471
Trump Job Somewhat Disapprove	3%	(9)	97%	(266)	275
Trump Job Strongly Disapprove	6%	(50)	94%	(788)	838
#1 Issue: Economy	2%	(14)	98%	(601)	615
#1 Issue: Security	1%	(3)	99%	(381)	383
#1 Issue: Health Care	4%	(14)	96%	(346)	360
#1 Issue: Medicare / Social Security	4%	(11)	96%	(307)	318
#1 Issue: Women's Issues	4%	(6)	96%	(122)	128
#1 Issue: Education	3%	(6)	97%	(169)	175
#1 Issue: Energy	5%	(5)	95%	(81)	85
#1 Issue: Other	7%	(10)	93%	(126)	136
2016 Vote: Hillary Clinton	6%	(41)	94%	(642)	683
2016 Vote: Donald Trump	1%	(6)	99%	(696)	702
2016 Vote: Someone else	3%	(6)	97%	(205)	211
2016 Vote: Didnt Vote	3%	(15)	97%	(584)	600
Voted in 2014: Yes	3%	(46)	97%	(1342)	1388
Voted in 2014: No	3%	(23)	97%	(790)	813
2012 Vote: Barack Obama	5%	(46)	95%	(807)	853
2012 Vote: Mitt Romney	1%	(6)	99%	(538)	544
2012 Vote: Other	—	(0)	100%	(107)	108
2012 Vote: Didn't Vote	2%	(16)	98%	(676)	692
4-Region: Northeast	4%	(16)	96%	(378)	394
4-Region: Midwest	4%	(17)	96%	(446)	462
4-Region: South	3%	(25)	97%	(799)	825
4-Region: West	2%	(10)	98%	(510)	520
Favorable of Trump	1%	(6)	99%	(929)	935
Unfavorable of Trump	5%	(60)	95%	(1046)	1106

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Table BRD10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	3%	(68)	97%	(2133)	2201
Very Favorable of Trump	—	(2)	100%	(526)	527
Somewhat Favorable of Trump	1%	(4)	99%	(404)	408
Somewhat Unfavorable of Trump	1%	(3)	99%	(222)	226
Very Unfavorable of Trump	6%	(57)	94%	(824)	881
Political correctness	1%	(14)	99%	(1027)	1041
Prejudice	5%	(54)	95%	(1106)	1160

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

Table BRD10_3NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I am giving fewer gifts to my family*

Demographic	Selected		Not Selected		Total N
Adults	7%	(165)	93%	(2036)	2201
Gender: Male	7%	(75)	93%	(987)	1062
Gender: Female	8%	(90)	92%	(1049)	1139
Age: 18-29	6%	(26)	94%	(437)	463
Age: 30-44	9%	(48)	91%	(502)	550
Age: 45-54	8%	(31)	92%	(342)	373
Age: 55-64	6%	(24)	94%	(355)	378
Age: 65+	8%	(35)	92%	(401)	436
Generation Z: 18-21	6%	(11)	94%	(155)	166
Millennial: Age 22-37	8%	(49)	92%	(581)	631
Generation X: Age 38-53	8%	(42)	92%	(507)	549
Boomers: Age 54-72	7%	(55)	93%	(699)	754
PID: Dem (no lean)	9%	(62)	91%	(639)	701
PID: Ind (no lean)	7%	(41)	93%	(559)	601
PID: Rep (no lean)	7%	(62)	93%	(838)	900
PID/Gender: Dem Men	10%	(31)	90%	(274)	306
PID/Gender: Dem Women	8%	(30)	92%	(365)	395
PID/Gender: Ind Men	6%	(18)	94%	(301)	319
PID/Gender: Ind Women	8%	(23)	92%	(259)	282
PID/Gender: Rep Men	6%	(25)	94%	(412)	437
PID/Gender: Rep Women	8%	(37)	92%	(425)	462
Ideo: Liberal (1-3)	8%	(54)	92%	(599)	653
Ideo: Moderate (4)	7%	(32)	93%	(428)	460
Ideo: Conservative (5-7)	7%	(53)	93%	(729)	781
Educ: College	8%	(118)	92%	(1395)	1513
Educ: Bachelors degree	6%	(27)	94%	(417)	444
Educ: Post-grad	8%	(21)	92%	(223)	244

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Table BRD10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	7%	(165)	93%	(2036)	2201
Income: Under 50k	7%	(94)	93%	(1161)	1255
Income: 50k-100k	8%	(48)	92%	(577)	625
Income: 100k+	7%	(23)	93%	(298)	321
Ethnicity: White	7%	(117)	93%	(1606)	1723
Ethnicity: Hispanic	7%	(23)	93%	(326)	350
Ethnicity: Afr. Am.	12%	(34)	88%	(240)	274
Ethnicity: Other	7%	(14)	93%	(190)	204
Relig: Protestant	8%	(41)	92%	(453)	494
Relig: Roman Catholic	9%	(35)	91%	(371)	406
Relig: Something Else	7%	(16)	93%	(230)	246
Relig: Evangelical	8%	(63)	92%	(745)	807
Relig: Non-Evang. Catholics	9%	(30)	91%	(309)	339
Relig: All Christian	8%	(93)	92%	(1054)	1147
Relig: All Non-Christian	5%	(15)	95%	(267)	282
Community: Urban	7%	(40)	93%	(525)	564
Community: Suburban	7%	(73)	93%	(920)	993
Community: Rural	8%	(52)	92%	(592)	644
Employ: Private Sector	8%	(49)	92%	(593)	642
Employ: Government	8%	(14)	92%	(153)	167
Employ: Self-Employed	8%	(15)	92%	(172)	186
Employ: Homemaker	6%	(10)	94%	(160)	169
Employ: Student	10%	(8)	90%	(74)	82
Employ: Retired	8%	(38)	92%	(432)	471
Employ: Unemployed	5%	(12)	95%	(229)	241
Employ: Other	8%	(19)	92%	(222)	242
Military HH: Yes	7%	(25)	93%	(359)	384
Military HH: No	8%	(140)	92%	(1677)	1817
RD/WT: Right Direction	5%	(47)	95%	(847)	894
RD/WT: Wrong Track	9%	(118)	91%	(1189)	1307
Trump Job Approve	6%	(56)	94%	(896)	953
Trump Job Disapprove	9%	(97)	91%	(1016)	1113

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Table BRD10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	7%	(165)	93%	(2036)	2201
Trump Job Strongly Approve	5%	(25)	95%	(457)	482
Trump Job Somewhat Approve	7%	(31)	93%	(439)	471
Trump Job Somewhat Disapprove	9%	(25)	91%	(250)	275
Trump Job Strongly Disapprove	9%	(72)	91%	(766)	838
#1 Issue: Economy	8%	(50)	92%	(565)	615
#1 Issue: Security	5%	(19)	95%	(364)	383
#1 Issue: Health Care	6%	(23)	94%	(338)	360
#1 Issue: Medicare / Social Security	8%	(27)	92%	(292)	318
#1 Issue: Women's Issues	4%	(6)	96%	(123)	128
#1 Issue: Education	10%	(18)	90%	(158)	175
#1 Issue: Energy	17%	(15)	83%	(70)	85
#1 Issue: Other	6%	(8)	94%	(127)	136
2016 Vote: Hillary Clinton	9%	(61)	91%	(621)	683
2016 Vote: Donald Trump	6%	(39)	94%	(663)	702
2016 Vote: Someone else	8%	(16)	92%	(195)	211
2016 Vote: Didnt Vote	8%	(48)	92%	(551)	600
Voted in 2014: Yes	7%	(96)	93%	(1293)	1388
Voted in 2014: No	9%	(69)	91%	(744)	813
2012 Vote: Barack Obama	8%	(68)	92%	(784)	853
2012 Vote: Mitt Romney	7%	(38)	93%	(506)	544
2012 Vote: Other	4%	(4)	96%	(103)	108
2012 Vote: Didn't Vote	8%	(55)	92%	(637)	692
4-Region: Northeast	9%	(35)	91%	(359)	394
4-Region: Midwest	8%	(39)	92%	(423)	462
4-Region: South	8%	(64)	92%	(760)	825
4-Region: West	5%	(27)	95%	(493)	520
Favorable of Trump	6%	(57)	94%	(878)	935
Unfavorable of Trump	8%	(88)	92%	(1018)	1106

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Table BRD10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	7%	(165)	93%	(2036)	2201
Very Favorable of Trump	5%	(25)	95%	(502)	527
Somewhat Favorable of Trump	8%	(32)	92%	(376)	408
Somewhat Unfavorable of Trump	8%	(18)	92%	(207)	226
Very Unfavorable of Trump	8%	(70)	92%	(811)	881
Political correctness	7%	(70)	93%	(971)	1041
Prejudice	8%	(95)	92%	(1065)	1160

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

Table BRD10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I expect to have lower income or lose my job soon

Demographic	Selected	Not Selected	Total N
Adults	4% (91)	96% (2110)	2201
Gender: Male	4% (43)	96% (1019)	1062
Gender: Female	4% (48)	96% (1091)	1139
Age: 18-29	6% (29)	94% (433)	463
Age: 30-44	5% (25)	95% (525)	550
Age: 45-54	4% (14)	96% (359)	373
Age: 55-64	4% (15)	96% (364)	378
Age: 65+	2% (8)	98% (428)	436
Generation Z: 18-21	7% (12)	93% (154)	166
Millennial: Age 22-37	5% (33)	95% (598)	631
Generation X: Age 38-53	4% (23)	96% (525)	549
Boomers: Age 54-72	3% (23)	97% (731)	754
PID: Dem (no lean)	5% (32)	95% (669)	701
PID: Ind (no lean)	5% (30)	95% (571)	601
PID: Rep (no lean)	3% (29)	97% (870)	900
PID/Gender: Dem Men	4% (14)	96% (292)	306
PID/Gender: Dem Women	5% (18)	95% (377)	395
PID/Gender: Ind Men	5% (15)	95% (304)	319
PID/Gender: Ind Women	5% (15)	95% (267)	282
PID/Gender: Rep Men	3% (15)	97% (423)	437
PID/Gender: Rep Women	3% (15)	97% (448)	462
Ideo: Liberal (1-3)	6% (39)	94% (613)	653
Ideo: Moderate (4)	4% (19)	96% (440)	460
Ideo: Conservative (5-7)	3% (21)	97% (760)	781
Educ: College	5% (72)	95% (1441)	1513
Educ: Bachelors degree	3% (14)	97% (430)	444
Educ: Post-grad	2% (6)	98% (238)	244

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Table BRD10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I expect to have lower income or lose my job soon

Demographic	Selected		Not Selected		Total N
Adults	4%	(91)	96%	(2110)	2201
Income: Under 50k	6%	(70)	94%	(1185)	1255
Income: 50k-100k	3%	(17)	97%	(608)	625
Income: 100k+	1%	(5)	99%	(317)	321
Ethnicity: White	4%	(64)	96%	(1658)	1723
Ethnicity: Hispanic	6%	(22)	94%	(328)	350
Ethnicity: Afr. Am.	7%	(19)	93%	(256)	274
Ethnicity: Other	4%	(9)	96%	(196)	204
Relig: Protestant	3%	(15)	97%	(479)	494
Relig: Roman Catholic	5%	(19)	95%	(387)	406
Relig: Something Else	5%	(11)	95%	(234)	246
Relig: Evangelical	5%	(36)	95%	(771)	807
Relig: Non-Evang. Catholics	3%	(10)	97%	(330)	339
Relig: All Christian	4%	(46)	96%	(1101)	1147
Relig: All Non-Christian	4%	(11)	96%	(272)	282
Community: Urban	5%	(27)	95%	(537)	564
Community: Suburban	4%	(39)	96%	(954)	993
Community: Rural	4%	(26)	96%	(618)	644
Employ: Private Sector	3%	(19)	97%	(624)	642
Employ: Government	1%	(1)	99%	(166)	167
Employ: Self-Employed	9%	(17)	91%	(169)	186
Employ: Homemaker	5%	(9)	95%	(161)	169
Employ: Student	7%	(6)	93%	(77)	82
Employ: Retired	2%	(9)	98%	(462)	471
Employ: Unemployed	10%	(24)	90%	(216)	241
Employ: Other	3%	(7)	97%	(235)	242
Military HH: Yes	2%	(9)	98%	(376)	384
Military HH: No	5%	(83)	95%	(1734)	1817
RD/WT: Right Direction	3%	(28)	97%	(866)	894
RD/WT: Wrong Track	5%	(64)	95%	(1244)	1307
Trump Job Approve	2%	(17)	98%	(936)	953
Trump Job Disapprove	6%	(63)	94%	(1050)	1113

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Table BRD10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I expect to have lower income or lose my job soon

Demographic	Selected	Not Selected	Total N
Adults	4% (91)	96% (2110)	2201
Trump Job Strongly Approve	2% (8)	98% (475)	482
Trump Job Somewhat Approve	2% (9)	98% (461)	471
Trump Job Somewhat Disapprove	5% (13)	95% (262)	275
Trump Job Strongly Disapprove	6% (50)	94% (788)	838
#1 Issue: Economy	4% (22)	96% (593)	615
#1 Issue: Security	3% (10)	97% (374)	383
#1 Issue: Health Care	4% (16)	96% (344)	360
#1 Issue: Medicare / Social Security	3% (9)	97% (309)	318
#1 Issue: Women's Issues	7% (8)	93% (120)	128
#1 Issue: Education	7% (12)	93% (163)	175
#1 Issue: Energy	7% (6)	93% (79)	85
#1 Issue: Other	6% (8)	94% (127)	136
2016 Vote: Hillary Clinton	4% (28)	96% (655)	683
2016 Vote: Donald Trump	2% (14)	98% (688)	702
2016 Vote: Someone else	5% (11)	95% (199)	211
2016 Vote: Didnt Vote	6% (34)	94% (566)	600
Voted in 2014: Yes	4% (51)	96% (1337)	1388
Voted in 2014: No	5% (40)	95% (773)	813
2012 Vote: Barack Obama	5% (40)	95% (813)	853
2012 Vote: Mitt Romney	3% (16)	97% (528)	544
2012 Vote: Other	3% (3)	97% (105)	108
2012 Vote: Didn't Vote	4% (30)	96% (662)	692
4-Region: Northeast	3% (11)	97% (382)	394
4-Region: Midwest	4% (16)	96% (446)	462
4-Region: South	4% (32)	96% (793)	825
4-Region: West	6% (32)	94% (488)	520
Favorable of Trump	2% (22)	98% (913)	935
Unfavorable of Trump	5% (55)	95% (1051)	1106

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Table BRD10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I expect to have lower income or lose my job soon

Demographic	Selected		Not Selected		Total N
Adults	4%	(91)	96%	(2110)	2201
Very Favorable of Trump	2%	(10)	98%	(517)	527
Somewhat Favorable of Trump	3%	(12)	97%	(396)	408
Somewhat Unfavorable of Trump	2%	(6)	98%	(220)	226
Very Unfavorable of Trump	6%	(50)	94%	(831)	881
Political correctness	3%	(29)	97%	(1012)	1041
Prejudice	5%	(62)	95%	(1098)	1160

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

Table BRD10_5NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to save money*

Demographic	Selected		Not Selected		Total N
Adults	15%	(319)	85%	(1882)	2201
Gender: Male	14%	(146)	86%	(916)	1062
Gender: Female	15%	(173)	85%	(965)	1139
Age: 18-29	19%	(90)	81%	(373)	463
Age: 30-44	18%	(98)	82%	(452)	550
Age: 45-54	12%	(45)	88%	(328)	373
Age: 55-64	13%	(50)	87%	(328)	378
Age: 65+	8%	(36)	92%	(401)	436
Generation Z: 18-21	17%	(28)	83%	(138)	166
Millennial: Age 22-37	21%	(132)	79%	(499)	631
Generation X: Age 38-53	13%	(70)	87%	(478)	549
Boomers: Age 54-72	11%	(79)	89%	(675)	754
PID: Dem (no lean)	15%	(108)	85%	(592)	701
PID: Ind (no lean)	15%	(90)	85%	(511)	601
PID: Rep (no lean)	13%	(121)	87%	(779)	900
PID/Gender: Dem Men	15%	(45)	85%	(261)	306
PID/Gender: Dem Women	16%	(63)	84%	(332)	395
PID/Gender: Ind Men	15%	(48)	85%	(271)	319
PID/Gender: Ind Women	15%	(42)	85%	(239)	282
PID/Gender: Rep Men	12%	(53)	88%	(385)	437
PID/Gender: Rep Women	15%	(68)	85%	(394)	462
Ideo: Liberal (1-3)	16%	(107)	84%	(546)	653
Ideo: Moderate (4)	15%	(67)	85%	(393)	460
Ideo: Conservative (5-7)	12%	(96)	88%	(686)	781
Educ: College	15%	(229)	85%	(1284)	1513
Educ: Bachelors degree	12%	(53)	88%	(391)	444
Educ: Post-grad	15%	(37)	85%	(207)	244

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Table BRD10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	15%	(319)	85%	(1882)	2201
Income: Under 50k	15%	(188)	85%	(1067)	1255
Income: 50k-100k	15%	(95)	85%	(530)	625
Income: 100k+	11%	(36)	89%	(286)	321
Ethnicity: White	13%	(226)	87%	(1497)	1723
Ethnicity: Hispanic	13%	(47)	87%	(303)	350
Ethnicity: Afr. Am.	21%	(58)	79%	(216)	274
Ethnicity: Other	17%	(36)	83%	(169)	204
Relig: Protestant	14%	(67)	86%	(427)	494
Relig: Roman Catholic	12%	(47)	88%	(360)	406
Relig: Something Else	16%	(40)	84%	(206)	246
Relig: Evangelical	13%	(103)	87%	(705)	807
Relig: Non-Evang. Catholics	15%	(51)	85%	(288)	339
Relig: All Christian	13%	(154)	87%	(993)	1147
Relig: All Non-Christian	14%	(40)	86%	(243)	282
Community: Urban	14%	(77)	86%	(487)	564
Community: Suburban	15%	(146)	85%	(847)	993
Community: Rural	15%	(96)	85%	(548)	644
Employ: Private Sector	15%	(99)	85%	(544)	642
Employ: Government	19%	(32)	81%	(136)	167
Employ: Self-Employed	17%	(31)	83%	(155)	186
Employ: Homemaker	12%	(21)	88%	(148)	169
Employ: Student	26%	(22)	74%	(61)	82
Employ: Retired	11%	(50)	89%	(421)	471
Employ: Unemployed	13%	(31)	87%	(209)	241
Employ: Other	14%	(34)	86%	(207)	242
Military HH: Yes	13%	(49)	87%	(335)	384
Military HH: No	15%	(270)	85%	(1546)	1817
RD/WT: Right Direction	12%	(108)	88%	(786)	894
RD/WT: Wrong Track	16%	(211)	84%	(1096)	1307
Trump Job Approve	12%	(110)	88%	(843)	953
Trump Job Disapprove	17%	(186)	83%	(927)	1113

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Table BRD10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	15%	(319)	85%	(1882)	2201
Trump Job Strongly Approve	9%	(45)	91%	(437)	482
Trump Job Somewhat Approve	14%	(64)	86%	(406)	471
Trump Job Somewhat Disapprove	18%	(50)	82%	(225)	275
Trump Job Strongly Disapprove	16%	(136)	84%	(702)	838
#1 Issue: Economy	14%	(88)	86%	(527)	615
#1 Issue: Security	13%	(52)	87%	(332)	383
#1 Issue: Health Care	19%	(69)	81%	(291)	360
#1 Issue: Medicare / Social Security	7%	(23)	93%	(295)	318
#1 Issue: Women's Issues	15%	(20)	85%	(109)	128
#1 Issue: Education	18%	(32)	82%	(143)	175
#1 Issue: Energy	16%	(14)	84%	(71)	85
#1 Issue: Other	16%	(22)	84%	(114)	136
2016 Vote: Hillary Clinton	17%	(115)	83%	(568)	683
2016 Vote: Donald Trump	12%	(83)	88%	(620)	702
2016 Vote: Someone else	12%	(26)	88%	(185)	211
2016 Vote: Didnt Vote	16%	(95)	84%	(505)	600
Voted in 2014: Yes	14%	(192)	86%	(1196)	1388
Voted in 2014: No	16%	(127)	84%	(686)	813
2012 Vote: Barack Obama	16%	(134)	84%	(719)	853
2012 Vote: Mitt Romney	11%	(61)	89%	(483)	544
2012 Vote: Other	10%	(10)	90%	(97)	108
2012 Vote: Didn't Vote	16%	(114)	84%	(578)	692
4-Region: Northeast	16%	(63)	84%	(331)	394
4-Region: Midwest	13%	(58)	87%	(405)	462
4-Region: South	16%	(136)	84%	(689)	825
4-Region: West	12%	(63)	88%	(457)	520
Favorable of Trump	12%	(108)	88%	(827)	935
Unfavorable of Trump	17%	(189)	83%	(917)	1106

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Table BRD10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	15%	(319)	85%	(1882)	2201
Very Favorable of Trump	10%	(52)	90%	(475)	527
Somewhat Favorable of Trump	14%	(56)	86%	(352)	408
Somewhat Unfavorable of Trump	18%	(41)	82%	(185)	226
Very Unfavorable of Trump	17%	(149)	83%	(732)	881
Political correctness	13%	(139)	87%	(902)	1041
Prejudice	16%	(180)	84%	(980)	1160

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

Table BRD10_6NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to pay down debt*

Demographic	Selected		Not Selected		Total N
Adults	13%	(277)	87%	(1924)	2201
Gender: Male	11%	(114)	89%	(948)	1062
Gender: Female	14%	(163)	86%	(976)	1139
Age: 18-29	11%	(51)	89%	(412)	463
Age: 30-44	13%	(71)	87%	(479)	550
Age: 45-54	12%	(44)	88%	(329)	373
Age: 55-64	14%	(51)	86%	(327)	378
Age: 65+	14%	(60)	86%	(377)	436
Generation Z: 18-21	3%	(4)	97%	(161)	166
Millennial: Age 22-37	13%	(82)	87%	(549)	631
Generation X: Age 38-53	14%	(79)	86%	(470)	549
Boomers: Age 54-72	13%	(101)	87%	(653)	754
PID: Dem (no lean)	16%	(112)	84%	(589)	701
PID: Ind (no lean)	11%	(67)	89%	(533)	601
PID: Rep (no lean)	11%	(98)	89%	(802)	900
PID/Gender: Dem Men	13%	(41)	87%	(265)	306
PID/Gender: Dem Women	18%	(71)	82%	(324)	395
PID/Gender: Ind Men	10%	(31)	90%	(288)	319
PID/Gender: Ind Women	13%	(37)	87%	(245)	282
PID/Gender: Rep Men	10%	(43)	90%	(395)	437
PID/Gender: Rep Women	12%	(55)	88%	(407)	462
Ideo: Liberal (1-3)	13%	(86)	87%	(567)	653
Ideo: Moderate (4)	15%	(67)	85%	(392)	460
Ideo: Conservative (5-7)	11%	(87)	89%	(695)	781
Educ: College	12%	(184)	88%	(1329)	1513
Educ: Bachelors degree	15%	(66)	85%	(378)	444
Educ: Post-grad	11%	(27)	89%	(217)	244

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Table BRD10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to pay down debt

Demographic	Selected	Not Selected	Total N
Adults	13% (277)	87% (1924)	2201
Income: Under 50k	13% (160)	87% (1094)	1255
Income: 50k-100k	14% (89)	86% (537)	625
Income: 100k+	9% (28)	91% (293)	321
Ethnicity: White	12% (199)	88% (1524)	1723
Ethnicity: Hispanic	9% (33)	91% (317)	350
Ethnicity: Afr. Am.	20% (56)	80% (218)	274
Ethnicity: Other	11% (22)	89% (182)	204
Relig: Protestant	14% (69)	86% (426)	494
Relig: Roman Catholic	12% (50)	88% (356)	406
Relig: Something Else	11% (26)	89% (220)	246
Relig: Evangelical	12% (96)	88% (712)	807
Relig: Non-Evang. Catholics	15% (49)	85% (290)	339
Relig: All Christian	13% (145)	87% (1002)	1147
Relig: All Non-Christian	14% (40)	86% (242)	282
Community: Urban	12% (65)	88% (499)	564
Community: Suburban	12% (121)	88% (872)	993
Community: Rural	14% (91)	86% (553)	644
Employ: Private Sector	15% (98)	85% (545)	642
Employ: Government	13% (22)	87% (146)	167
Employ: Self-Employed	11% (20)	89% (166)	186
Employ: Homemaker	11% (18)	89% (151)	169
Employ: Student	10% (8)	90% (74)	82
Employ: Retired	12% (58)	88% (413)	471
Employ: Unemployed	10% (24)	90% (217)	241
Employ: Other	12% (28)	88% (213)	242
Military HH: Yes	15% (56)	85% (328)	384
Military HH: No	12% (221)	88% (1596)	1817
RD/WT: Right Direction	9% (83)	91% (811)	894
RD/WT: Wrong Track	15% (194)	85% (1113)	1307
Trump Job Approve	10% (97)	90% (855)	953
Trump Job Disapprove	15% (166)	85% (947)	1113

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Table BRD10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to pay down debt

Demographic	Selected	Not Selected	Total N
Adults	13% (277)	87% (1924)	2201
Trump Job Strongly Approve	10% (46)	90% (436)	482
Trump Job Somewhat Approve	11% (51)	89% (420)	471
Trump Job Somewhat Disapprove	18% (49)	82% (227)	275
Trump Job Strongly Disapprove	14% (118)	86% (720)	838
#1 Issue: Economy	10% (59)	90% (555)	615
#1 Issue: Security	11% (41)	89% (343)	383
#1 Issue: Health Care	16% (58)	84% (302)	360
#1 Issue: Medicare / Social Security	15% (47)	85% (271)	318
#1 Issue: Women's Issues	13% (16)	87% (112)	128
#1 Issue: Education	13% (22)	87% (153)	175
#1 Issue: Energy	17% (14)	83% (71)	85
#1 Issue: Other	13% (18)	87% (117)	136
2016 Vote: Hillary Clinton	17% (115)	83% (568)	683
2016 Vote: Donald Trump	11% (75)	89% (627)	702
2016 Vote: Someone else	17% (36)	83% (175)	211
2016 Vote: Didnt Vote	9% (51)	91% (548)	600
Voted in 2014: Yes	14% (194)	86% (1194)	1388
Voted in 2014: No	10% (83)	90% (730)	813
2012 Vote: Barack Obama	16% (133)	84% (719)	853
2012 Vote: Mitt Romney	11% (57)	89% (487)	544
2012 Vote: Other	14% (15)	86% (93)	108
2012 Vote: Didn't Vote	10% (72)	90% (620)	692
4-Region: Northeast	15% (60)	85% (333)	394
4-Region: Midwest	16% (72)	84% (391)	462
4-Region: South	12% (103)	88% (722)	825
4-Region: West	8% (42)	92% (478)	520
Favorable of Trump	11% (101)	89% (835)	935
Unfavorable of Trump	14% (160)	86% (946)	1106

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Table BRD10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I'm trying to pay down debt

Demographic	Selected	Not Selected	Total N
Adults	13% (277)	87% (1924)	2201
Very Favorable of Trump	10% (53)	90% (474)	527
Somewhat Favorable of Trump	12% (48)	88% (360)	408
Somewhat Unfavorable of Trump	13% (29)	87% (197)	226
Very Unfavorable of Trump	15% (132)	85% (749)	881
Political correctness	11% (113)	89% (928)	1041
Prejudice	14% (164)	86% (996)	1160

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

Table BRD10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My stock market investments have decreased

Demographic	Selected	Not Selected	Total N
Adults	1% (30)	99% (2171)	2201
Gender: Male	2% (16)	98% (1046)	1062
Gender: Female	1% (14)	99% (1125)	1139
Age: 18-29	1% (5)	99% (458)	463
Age: 30-44	1% (8)	99% (542)	550
Age: 45-54	1% (4)	99% (369)	373
Age: 55-64	2% (8)	98% (370)	378
Age: 65+	1% (5)	99% (431)	436
Generation Z: 18-21	2% (4)	98% (162)	166
Millennial: Age 22-37	1% (7)	99% (623)	631
Generation X: Age 38-53	1% (6)	99% (543)	549
Boomers: Age 54-72	2% (13)	98% (741)	754
PID: Dem (no lean)	1% (10)	99% (690)	701
PID: Ind (no lean)	2% (9)	98% (591)	601
PID: Rep (no lean)	1% (11)	99% (889)	900
PID/Gender: Dem Men	1% (3)	99% (303)	306
PID/Gender: Dem Women	2% (7)	98% (388)	395
PID/Gender: Ind Men	2% (7)	98% (312)	319
PID/Gender: Ind Women	1% (2)	99% (280)	282
PID/Gender: Rep Men	1% (6)	99% (432)	437
PID/Gender: Rep Women	1% (5)	99% (457)	462
Ideo: Liberal (1-3)	2% (14)	98% (638)	653
Ideo: Moderate (4)	2% (7)	98% (452)	460
Ideo: Conservative (5-7)	1% (5)	99% (776)	781
Educ: College	1% (19)	99% (1494)	1513
Educ: Bachelors degree	1% (5)	99% (439)	444
Educ: Post-grad	3% (6)	97% (238)	244

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Table BRD10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My stock market investments have decreased

Demographic	Selected	Not Selected	Total N
Adults	1% (30)	99% (2171)	2201
Income: Under 50k	1% (11)	99% (1244)	1255
Income: 50k-100k	2% (12)	98% (613)	625
Income: 100k+	2% (7)	98% (314)	321
Ethnicity: White	2% (27)	98% (1696)	1723
Ethnicity: Hispanic	1% (2)	99% (348)	350
Ethnicity: Afr. Am.	— (1)	100% (273)	274
Ethnicity: Other	1% (2)	99% (202)	204
Relig: Protestant	2% (9)	98% (486)	494
Relig: Roman Catholic	1% (4)	99% (402)	406
Relig: Something Else	1% (3)	99% (243)	246
Relig: Evangelical	2% (13)	98% (794)	807
Relig: Non-Evang. Catholics	1% (3)	99% (336)	339
Relig: All Christian	1% (16)	99% (1130)	1147
Relig: All Non-Christian	— (0)	100% (282)	282
Community: Urban	1% (4)	99% (560)	564
Community: Suburban	2% (16)	98% (977)	993
Community: Rural	2% (11)	98% (633)	644
Employ: Private Sector	1% (9)	99% (633)	642
Employ: Government	2% (4)	98% (163)	167
Employ: Self-Employed	2% (4)	98% (182)	186
Employ: Homemaker	1% (2)	99% (168)	169
Employ: Student	2% (2)	98% (80)	82
Employ: Retired	2% (9)	98% (462)	471
Employ: Unemployed	— (0)	100% (241)	241
Employ: Other	— (1)	100% (241)	242
Military HH: Yes	2% (6)	98% (378)	384
Military HH: No	1% (24)	99% (1793)	1817
RD/WT: Right Direction	1% (7)	99% (887)	894
RD/WT: Wrong Track	2% (23)	98% (1284)	1307
Trump Job Approve	1% (7)	99% (945)	953
Trump Job Disapprove	2% (19)	98% (1094)	1113

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Table BRD10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My stock market investments have decreased

Demographic	Selected		Not Selected		Total N
Adults	1%	(30)	99%	(2171)	2201
Trump Job Strongly Approve	1%	(3)	99%	(479)	482
Trump Job Somewhat Approve	1%	(5)	99%	(466)	471
Trump Job Somewhat Disapprove	—	(1)	100%	(274)	275
Trump Job Strongly Disapprove	2%	(18)	98%	(820)	838
#1 Issue: Economy	1%	(5)	99%	(610)	615
#1 Issue: Security	1%	(5)	99%	(378)	383
#1 Issue: Health Care	2%	(7)	98%	(353)	360
#1 Issue: Medicare / Social Security	1%	(3)	99%	(315)	318
#1 Issue: Women's Issues	2%	(2)	98%	(126)	128
#1 Issue: Education	1%	(1)	99%	(174)	175
#1 Issue: Energy	3%	(3)	97%	(82)	85
#1 Issue: Other	3%	(5)	97%	(131)	136
2016 Vote: Hillary Clinton	2%	(14)	98%	(669)	683
2016 Vote: Donald Trump	1%	(8)	99%	(694)	702
2016 Vote: Someone else	1%	(2)	99%	(209)	211
2016 Vote: Didnt Vote	1%	(7)	99%	(593)	600
Voted in 2014: Yes	1%	(20)	99%	(1368)	1388
Voted in 2014: No	1%	(11)	99%	(802)	813
2012 Vote: Barack Obama	2%	(15)	98%	(837)	853
2012 Vote: Mitt Romney	1%	(8)	99%	(536)	544
2012 Vote: Other	1%	(1)	99%	(107)	108
2012 Vote: Didn't Vote	1%	(6)	99%	(686)	692
4-Region: Northeast	3%	(11)	97%	(383)	394
4-Region: Midwest	1%	(3)	99%	(459)	462
4-Region: South	2%	(13)	98%	(812)	825
4-Region: West	1%	(3)	99%	(517)	520
Favorable of Trump	1%	(7)	99%	(928)	935
Unfavorable of Trump	2%	(23)	98%	(1083)	1106

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Table BRD10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - My stock market investments have decreased

Demographic	Selected	Not Selected	Total N
Adults	1% (30)	99% (2171)	2201
Very Favorable of Trump	1% (5)	99% (523)	527
Somewhat Favorable of Trump	1% (2)	99% (406)	408
Somewhat Unfavorable of Trump	1% (3)	99% (223)	226
Very Unfavorable of Trump	2% (20)	98% (861)	881
Political correctness	1% (11)	99% (1029)	1041
Prejudice	2% (19)	98% (1141)	1160

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

Table BRD10_8NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have increased*

Demographic	Selected		Not Selected		Total N
Adults	12%	(272)	88%	(1929)	2201
Gender: Male	10%	(104)	90%	(958)	1062
Gender: Female	15%	(168)	85%	(971)	1139
Age: 18-29	13%	(62)	87%	(401)	463
Age: 30-44	12%	(68)	88%	(483)	550
Age: 45-54	12%	(44)	88%	(329)	373
Age: 55-64	11%	(43)	89%	(336)	378
Age: 65+	13%	(56)	87%	(380)	436
Generation Z: 18-21	13%	(22)	87%	(144)	166
Millennial: Age 22-37	14%	(86)	86%	(545)	631
Generation X: Age 38-53	11%	(61)	89%	(487)	549
Boomers: Age 54-72	12%	(94)	88%	(660)	754
PID: Dem (no lean)	16%	(113)	84%	(588)	701
PID: Ind (no lean)	13%	(75)	87%	(525)	601
PID: Rep (no lean)	9%	(84)	91%	(816)	900
PID/Gender: Dem Men	16%	(48)	84%	(258)	306
PID/Gender: Dem Women	16%	(65)	84%	(330)	395
PID/Gender: Ind Men	11%	(35)	89%	(284)	319
PID/Gender: Ind Women	14%	(40)	86%	(241)	282
PID/Gender: Rep Men	5%	(22)	95%	(416)	437
PID/Gender: Rep Women	13%	(62)	87%	(400)	462
Ideo: Liberal (1-3)	17%	(111)	83%	(541)	653
Ideo: Moderate (4)	13%	(58)	87%	(402)	460
Ideo: Conservative (5-7)	8%	(65)	92%	(716)	781
Educ: College	13%	(200)	87%	(1313)	1513
Educ: Bachelors degree	11%	(47)	89%	(397)	444
Educ: Post-grad	10%	(25)	90%	(219)	244

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Table BRD10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	12%	(272)	88%	(1929)	2201
Income: Under 50k	16%	(199)	84%	(1055)	1255
Income: 50k-100k	9%	(58)	91%	(567)	625
Income: 100k+	5%	(15)	95%	(306)	321
Ethnicity: White	12%	(206)	88%	(1516)	1723
Ethnicity: Hispanic	14%	(47)	86%	(302)	350
Ethnicity: Afr. Am.	15%	(41)	85%	(233)	274
Ethnicity: Other	12%	(25)	88%	(180)	204
Relig: Protestant	10%	(51)	90%	(443)	494
Relig: Roman Catholic	13%	(53)	87%	(353)	406
Relig: Something Else	13%	(32)	87%	(214)	246
Relig: Evangelical	13%	(104)	87%	(703)	807
Relig: Non-Evang. Catholics	10%	(33)	90%	(307)	339
Relig: All Christian	12%	(137)	88%	(1010)	1147
Relig: All Non-Christian	15%	(41)	85%	(241)	282
Community: Urban	11%	(61)	89%	(503)	564
Community: Suburban	12%	(121)	88%	(872)	993
Community: Rural	14%	(90)	86%	(554)	644
Employ: Private Sector	11%	(72)	89%	(570)	642
Employ: Government	13%	(21)	87%	(146)	167
Employ: Self-Employed	13%	(23)	87%	(163)	186
Employ: Homemaker	11%	(19)	89%	(150)	169
Employ: Student	21%	(17)	79%	(65)	82
Employ: Retired	11%	(52)	89%	(419)	471
Employ: Unemployed	15%	(36)	85%	(205)	241
Employ: Other	13%	(31)	87%	(210)	242
Military HH: Yes	11%	(43)	89%	(341)	384
Military HH: No	13%	(229)	87%	(1587)	1817
RD/WT: Right Direction	9%	(79)	91%	(815)	894
RD/WT: Wrong Track	15%	(193)	85%	(1114)	1307
Trump Job Approve	8%	(73)	92%	(879)	953
Trump Job Disapprove	16%	(181)	84%	(933)	1113

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Table BRD10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	12%	(272)	88%	(1929)	2201
Trump Job Strongly Approve	6%	(27)	94%	(455)	482
Trump Job Somewhat Approve	10%	(47)	90%	(424)	471
Trump Job Somewhat Disapprove	16%	(44)	84%	(231)	275
Trump Job Strongly Disapprove	16%	(137)	84%	(701)	838
#1 Issue: Economy	12%	(75)	88%	(540)	615
#1 Issue: Security	7%	(26)	93%	(357)	383
#1 Issue: Health Care	14%	(52)	86%	(309)	360
#1 Issue: Medicare / Social Security	14%	(45)	86%	(273)	318
#1 Issue: Women's Issues	16%	(20)	84%	(108)	128
#1 Issue: Education	11%	(19)	89%	(156)	175
#1 Issue: Energy	21%	(18)	79%	(68)	85
#1 Issue: Other	13%	(18)	87%	(118)	136
2016 Vote: Hillary Clinton	16%	(110)	84%	(573)	683
2016 Vote: Donald Trump	7%	(52)	93%	(650)	702
2016 Vote: Someone else	13%	(27)	87%	(184)	211
2016 Vote: Didnt Vote	14%	(83)	86%	(516)	600
Voted in 2014: Yes	12%	(172)	88%	(1216)	1388
Voted in 2014: No	12%	(100)	88%	(713)	813
2012 Vote: Barack Obama	16%	(134)	84%	(718)	853
2012 Vote: Mitt Romney	8%	(43)	92%	(501)	544
2012 Vote: Other	7%	(7)	93%	(101)	108
2012 Vote: Didn't Vote	13%	(87)	87%	(604)	692
4-Region: Northeast	11%	(45)	89%	(349)	394
4-Region: Midwest	13%	(60)	87%	(402)	462
4-Region: South	14%	(116)	86%	(708)	825
4-Region: West	10%	(51)	90%	(469)	520
Favorable of Trump	7%	(68)	93%	(868)	935
Unfavorable of Trump	17%	(186)	83%	(920)	1106

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Table BRD10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	12%	(272)	88%	(1929)	2201
Very Favorable of Trump	6%	(31)	94%	(497)	527
Somewhat Favorable of Trump	9%	(37)	91%	(371)	408
Somewhat Unfavorable of Trump	14%	(31)	86%	(195)	226
Very Unfavorable of Trump	18%	(155)	82%	(726)	881
Political correctness	9%	(90)	91%	(951)	1041
Prejudice	16%	(183)	84%	(978)	1160

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

Table BRD10_9NET: *What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I want to give people more experiences and fewer material objects*

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2119)	2201
Gender: Male	3%	(35)	97%	(1028)	1062
Gender: Female	4%	(47)	96%	(1092)	1139
Age: 18-29	5%	(21)	95%	(441)	463
Age: 30-44	4%	(21)	96%	(529)	550
Age: 45-54	4%	(14)	96%	(359)	373
Age: 55-64	3%	(12)	97%	(366)	378
Age: 65+	3%	(13)	97%	(424)	436
Generation Z: 18-21	5%	(8)	95%	(158)	166
Millennial: Age 22-37	5%	(29)	95%	(602)	631
Generation X: Age 38-53	3%	(19)	97%	(530)	549
Boomers: Age 54-72	3%	(23)	97%	(731)	754
PID: Dem (no lean)	5%	(32)	95%	(669)	701
PID: Ind (no lean)	3%	(21)	97%	(580)	601
PID: Rep (no lean)	3%	(29)	97%	(871)	900
PID/Gender: Dem Men	5%	(14)	95%	(292)	306
PID/Gender: Dem Women	5%	(18)	95%	(377)	395
PID/Gender: Ind Men	3%	(9)	97%	(311)	319
PID/Gender: Ind Women	4%	(12)	96%	(269)	282
PID/Gender: Rep Men	3%	(12)	97%	(425)	437
PID/Gender: Rep Women	4%	(17)	96%	(445)	462
Ideo: Liberal (1-3)	5%	(34)	95%	(619)	653
Ideo: Moderate (4)	3%	(14)	97%	(446)	460
Ideo: Conservative (5-7)	3%	(24)	97%	(757)	781
Educ: College	4%	(62)	96%	(1451)	1513
Educ: Bachelors degree	2%	(8)	98%	(436)	444
Educ: Post-grad	5%	(11)	95%	(233)	244

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Table BRD10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I want to give people more experiences and fewer material objects

Demographic	Selected	Not Selected	Total N
Adults	4% (82)	96% (2119)	2201
Income: Under 50k	4% (48)	96% (1206)	1255
Income: 50k-100k	4% (26)	96% (599)	625
Income: 100k+	2% (8)	98% (313)	321
Ethnicity: White	4% (61)	96% (1661)	1723
Ethnicity: Hispanic	4% (14)	96% (336)	350
Ethnicity: Afr. Am.	4% (10)	96% (264)	274
Ethnicity: Other	5% (11)	95% (193)	204
Relig: Protestant	4% (18)	96% (477)	494
Relig: Roman Catholic	4% (15)	96% (391)	406
Relig: Something Else	3% (7)	97% (239)	246
Relig: Evangelical	3% (26)	97% (782)	807
Relig: Non-Evang. Catholics	4% (14)	96% (325)	339
Relig: All Christian	3% (40)	97% (1107)	1147
Relig: All Non-Christian	7% (18)	93% (264)	282
Community: Urban	4% (22)	96% (543)	564
Community: Suburban	3% (31)	97% (962)	993
Community: Rural	5% (29)	95% (615)	644
Employ: Private Sector	4% (23)	96% (620)	642
Employ: Government	4% (6)	96% (161)	167
Employ: Self-Employed	3% (5)	97% (181)	186
Employ: Homemaker	3% (6)	97% (164)	169
Employ: Student	4% (3)	96% (79)	82
Employ: Retired	4% (17)	96% (454)	471
Employ: Unemployed	4% (10)	96% (231)	241
Employ: Other	5% (12)	95% (229)	242
Military HH: Yes	4% (17)	96% (367)	384
Military HH: No	4% (65)	96% (1752)	1817
RD/WT: Right Direction	3% (29)	97% (865)	894
RD/WT: Wrong Track	4% (53)	96% (1254)	1307
Trump Job Approve	3% (31)	97% (922)	953
Trump Job Disapprove	4% (48)	96% (1065)	1113

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Table BRD10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I want to give people more experiences and fewer material objects

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2119)	2201
Trump Job Strongly Approve	3%	(16)	97%	(466)	482
Trump Job Somewhat Approve	3%	(15)	97%	(456)	471
Trump Job Somewhat Disapprove	4%	(11)	96%	(264)	275
Trump Job Strongly Disapprove	4%	(38)	96%	(801)	838
#1 Issue: Economy	5%	(28)	95%	(586)	615
#1 Issue: Security	2%	(6)	98%	(378)	383
#1 Issue: Health Care	3%	(10)	97%	(350)	360
#1 Issue: Medicare / Social Security	3%	(10)	97%	(309)	318
#1 Issue: Women's Issues	6%	(7)	94%	(121)	128
#1 Issue: Education	6%	(10)	94%	(165)	175
#1 Issue: Energy	4%	(3)	96%	(82)	85
#1 Issue: Other	5%	(7)	95%	(128)	136
2016 Vote: Hillary Clinton	4%	(27)	96%	(655)	683
2016 Vote: Donald Trump	3%	(20)	97%	(682)	702
2016 Vote: Someone else	6%	(14)	94%	(197)	211
2016 Vote: Didnt Vote	3%	(21)	97%	(579)	600
Voted in 2014: Yes	4%	(51)	96%	(1337)	1388
Voted in 2014: No	4%	(31)	96%	(782)	813
2012 Vote: Barack Obama	4%	(38)	96%	(815)	853
2012 Vote: Mitt Romney	3%	(16)	97%	(528)	544
2012 Vote: Other	6%	(6)	94%	(102)	108
2012 Vote: Didn't Vote	3%	(22)	97%	(670)	692
4-Region: Northeast	3%	(12)	97%	(382)	394
4-Region: Midwest	3%	(16)	97%	(446)	462
4-Region: South	4%	(37)	96%	(788)	825
4-Region: West	3%	(17)	97%	(503)	520
Favorable of Trump	3%	(30)	97%	(906)	935
Unfavorable of Trump	4%	(48)	96%	(1059)	1106

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Table BRD10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - I want to give people more experiences and fewer material objects

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2119)	2201
Very Favorable of Trump	3%	(15)	97%	(512)	527
Somewhat Favorable of Trump	4%	(14)	96%	(394)	408
Somewhat Unfavorable of Trump	5%	(12)	95%	(214)	226
Very Unfavorable of Trump	4%	(36)	96%	(845)	881
Political correctness	4%	(37)	96%	(1004)	1041
Prejudice	4%	(45)	96%	(1115)	1160

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

Table BRD10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	2% (43)	98% (2158)	2201
Gender: Male	2% (17)	98% (1045)	1062
Gender: Female	2% (26)	98% (1112)	1139
Age: 18-29	2% (7)	98% (456)	463
Age: 30-44	2% (11)	98% (539)	550
Age: 45-54	1% (4)	99% (369)	373
Age: 55-64	3% (11)	97% (368)	378
Age: 65+	2% (10)	98% (426)	436
Generation Z: 18-21	2% (3)	98% (163)	166
Millennial: Age 22-37	2% (12)	98% (619)	631
Generation X: Age 38-53	1% (7)	99% (542)	549
Boomers: Age 54-72	3% (20)	97% (734)	754
PID: Dem (no lean)	2% (14)	98% (687)	701
PID: Ind (no lean)	2% (15)	98% (586)	601
PID: Rep (no lean)	2% (15)	98% (885)	900
PID/Gender: Dem Men	2% (6)	98% (299)	306
PID/Gender: Dem Women	2% (7)	98% (388)	395
PID/Gender: Ind Men	2% (7)	98% (312)	319
PID/Gender: Ind Women	3% (8)	97% (273)	282
PID/Gender: Rep Men	1% (4)	99% (434)	437
PID/Gender: Rep Women	2% (11)	98% (451)	462
Ideo: Liberal (1-3)	2% (10)	98% (642)	653
Ideo: Moderate (4)	1% (6)	99% (454)	460
Ideo: Conservative (5-7)	2% (13)	98% (768)	781
Educ: College	2% (31)	98% (1482)	1513
Educ: Bachelors degree	2% (8)	98% (436)	444
Educ: Post-grad	2% (4)	98% (240)	244

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Table BRD10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	2%	(43)	98%	(2158)	2201
Income: Under 50k	2%	(27)	98%	(1228)	1255
Income: 50k-100k	2%	(11)	98%	(614)	625
Income: 100k+	2%	(5)	98%	(316)	321
Ethnicity: White	2%	(28)	98%	(1695)	1723
Ethnicity: Hispanic	2%	(7)	98%	(342)	350
Ethnicity: Afr. Am.	3%	(8)	97%	(266)	274
Ethnicity: Other	3%	(7)	97%	(197)	204
Relig: Protestant	2%	(8)	98%	(487)	494
Relig: Roman Catholic	1%	(5)	99%	(401)	406
Relig: Something Else	4%	(10)	96%	(236)	246
Relig: Evangelical	2%	(18)	98%	(790)	807
Relig: Non-Evang. Catholics	2%	(6)	98%	(334)	339
Relig: All Christian	2%	(23)	98%	(1123)	1147
Relig: All Non-Christian	2%	(6)	98%	(277)	282
Community: Urban	3%	(19)	97%	(545)	564
Community: Suburban	2%	(15)	98%	(977)	993
Community: Rural	1%	(9)	99%	(635)	644
Employ: Private Sector	1%	(6)	99%	(636)	642
Employ: Government	1%	(1)	99%	(166)	167
Employ: Self-Employed	1%	(1)	99%	(185)	186
Employ: Homemaker	1%	(2)	99%	(167)	169
Employ: Student	1%	(0)	99%	(82)	82
Employ: Retired	2%	(11)	98%	(460)	471
Employ: Unemployed	5%	(11)	95%	(229)	241
Employ: Other	4%	(10)	96%	(232)	242
Military HH: Yes	1%	(5)	99%	(379)	384
Military HH: No	2%	(38)	98%	(1778)	1817
RD/WT: Right Direction	2%	(13)	98%	(880)	894
RD/WT: Wrong Track	2%	(30)	98%	(1277)	1307
Trump Job Approve	2%	(17)	98%	(935)	953
Trump Job Disapprove	2%	(20)	98%	(1094)	1113

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Table BRD10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	2%	(43)	98%	(2158)	2201
Trump Job Strongly Approve	2%	(11)	98%	(471)	482
Trump Job Somewhat Approve	1%	(6)	99%	(464)	471
Trump Job Somewhat Disapprove	1%	(3)	99%	(273)	275
Trump Job Strongly Disapprove	2%	(17)	98%	(821)	838
#1 Issue: Economy	2%	(12)	98%	(603)	615
#1 Issue: Security	2%	(7)	98%	(377)	383
#1 Issue: Health Care	1%	(4)	99%	(357)	360
#1 Issue: Medicare / Social Security	1%	(4)	99%	(314)	318
#1 Issue: Women's Issues	1%	(1)	99%	(128)	128
#1 Issue: Education	1%	(2)	99%	(173)	175
#1 Issue: Energy	2%	(2)	98%	(83)	85
#1 Issue: Other	9%	(12)	91%	(123)	136
2016 Vote: Hillary Clinton	2%	(13)	98%	(670)	683
2016 Vote: Donald Trump	2%	(12)	98%	(690)	702
2016 Vote: Someone else	3%	(6)	97%	(205)	211
2016 Vote: Didnt Vote	2%	(13)	98%	(587)	600
Voted in 2014: Yes	2%	(31)	98%	(1358)	1388
Voted in 2014: No	2%	(13)	98%	(800)	813
2012 Vote: Barack Obama	2%	(17)	98%	(836)	853
2012 Vote: Mitt Romney	2%	(9)	98%	(535)	544
2012 Vote: Other	4%	(4)	96%	(104)	108
2012 Vote: Didn't Vote	2%	(13)	98%	(678)	692
4-Region: Northeast	1%	(5)	99%	(389)	394
4-Region: Midwest	2%	(10)	98%	(452)	462
4-Region: South	2%	(19)	98%	(806)	825
4-Region: West	2%	(9)	98%	(511)	520
Favorable of Trump	2%	(17)	98%	(919)	935
Unfavorable of Trump	2%	(21)	98%	(1085)	1106

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Table BRD10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	2%	(43)	98%	(2158)	2201
Very Favorable of Trump	2%	(8)	98%	(519)	527
Somewhat Favorable of Trump	2%	(8)	98%	(400)	408
Somewhat Unfavorable of Trump	1%	(1)	99%	(224)	226
Very Unfavorable of Trump	2%	(20)	98%	(861)	881
Political correctness	2%	(19)	98%	(1021)	1041
Prejudice	2%	(24)	98%	(1136)	1160

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

Table BRD11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	30% (664)	20% (432)	16% (350)	9% (198)	9% (195)	5% (103)	2% (42)	2% (45)	1% (20)	3% (58)	2% (55)	2% (39)	
Gender: Male	28% (299)	17% (175)	15% (159)	10% (103)	9% (99)	5% (57)	2% (24)	3% (34)	1% (15)	3% (35)	3% (35)	2% (26)	
Gender: Female	32% (365)	23% (257)	17% (190)	8% (95)	8% (96)	4% (46)	2% (18)	1% (11)	— (5)	2% (23)	2% (20)	1% (13)	
Age: 18-29	27% (125)	23% (108)	21% (98)	8% (36)	6% (28)	4% (20)	1% (5)	2% (11)	2% (8)	1% (6)	2% (8)	2% (9)	
Age: 30-44	26% (141)	18% (98)	13% (71)	13% (70)	8% (44)	5% (27)	4% (22)	2% (12)	1% (6)	3% (19)	4% (23)	3% (17)	
Age: 45-54	25% (91)	15% (58)	20% (76)	9% (32)	12% (43)	9% (32)	2% (6)	1% (4)	1% (4)	3% (12)	3% (11)	1% (4)	
Age: 55-64	38% (144)	22% (82)	10% (37)	9% (34)	9% (36)	3% (12)	1% (5)	3% (10)	— (0)	2% (9)	1% (4)	1% (4)	
Age: 65+	37% (163)	20% (87)	15% (66)	6% (25)	10% (44)	3% (13)	1% (3)	2% (8)	— (2)	3% (11)	2% (8)	1% (5)	
Generation Z: 18-21	28% (47)	24% (40)	23% (39)	11% (19)	4% (6)	4% (7)	1% (2)	1% (2)	— (1)	— (1)	2% (3)	— (1)	
Millennial: Age 22-37	26% (163)	21% (134)	15% (96)	11% (67)	8% (51)	4% (25)	2% (16)	2% (15)	1% (8)	3% (17)	3% (20)	3% (18)	
Generation X: Age 38-53	25% (136)	15% (81)	18% (101)	9% (49)	10% (53)	8% (44)	3% (15)	2% (9)	2% (9)	4% (20)	4% (19)	2% (11)	
Boomers: Age 54-72	36% (268)	21% (162)	14% (106)	8% (60)	10% (73)	3% (24)	1% (7)	2% (19)	— (0)	2% (15)	2% (12)	1% (8)	
PID: Dem (no lean)	29% (207)	21% (150)	17% (116)	10% (67)	9% (64)	4% (28)	2% (17)	1% (8)	— (3)	2% (16)	3% (18)	1% (7)	
PID: Ind (no lean)	31% (184)	19% (116)	15% (91)	10% (60)	8% (50)	5% (31)	2% (11)	2% (14)	1% (9)	3% (18)	2% (10)	1% (8)	
PID: Rep (no lean)	30% (273)	18% (166)	16% (143)	8% (71)	9% (82)	5% (45)	2% (14)	3% (23)	1% (8)	3% (24)	3% (27)	3% (25)	
PID/Gender: Dem Men	24% (74)	19% (58)	18% (55)	12% (37)	9% (29)	4% (11)	4% (13)	2% (6)	— (1)	3% (8)	4% (11)	1% (3)	
PID/Gender: Dem Women	34% (133)	23% (92)	15% (61)	8% (31)	9% (35)	4% (17)	1% (4)	— (2)	1% (3)	2% (8)	2% (7)	1% (3)	
PID/Gender: Ind Men	29% (94)	15% (47)	16% (50)	10% (31)	9% (29)	6% (18)	2% (5)	4% (11)	2% (7)	4% (14)	2% (7)	2% (6)	
PID/Gender: Ind Women	32% (90)	25% (69)	15% (41)	10% (29)	8% (21)	4% (13)	2% (5)	1% (3)	— (1)	2% (5)	1% (3)	1% (2)	
PID/Gender: Rep Men	30% (131)	16% (71)	12% (54)	8% (35)	10% (42)	6% (28)	1% (6)	4% (17)	2% (7)	3% (13)	4% (17)	4% (17)	
PID/Gender: Rep Women	31% (142)	21% (96)	19% (88)	8% (36)	9% (40)	4% (17)	2% (9)	1% (6)	— (1)	2% (11)	2% (10)	2% (8)	
Ideo: Liberal (1-3)	28% (181)	23% (150)	15% (101)	10% (62)	8% (53)	5% (32)	2% (14)	2% (11)	1% (7)	2% (13)	2% (16)	2% (12)	
Ideo: Moderate (4)	28% (131)	18% (80)	17% (79)	10% (48)	10% (48)	5% (23)	3% (12)	2% (11)	1% (4)	2% (9)	2% (7)	2% (8)	
Ideo: Conservative (5-7)	31% (240)	19% (150)	15% (115)	8% (64)	9% (74)	5% (39)	1% (7)	3% (21)	— (4)	4% (28)	3% (24)	2% (17)	
Educ: College	32% (480)	20% (302)	16% (246)	9% (134)	8% (125)	4% (65)	2% (24)	2% (29)	1% (17)	2% (34)	2% (30)	2% (26)	
Educ: Bachelors degree	27% (118)	20% (87)	16% (71)	10% (43)	10% (42)	6% (26)	2% (9)	2% (9)	— (1)	4% (16)	3% (14)	2% (9)	
Educ: Post-grad	27% (66)	18% (43)	13% (33)	9% (21)	11% (28)	5% (13)	4% (10)	3% (6)	1% (2)	3% (8)	4% (10)	2% (4)	
Income: Under 50k	35% (439)	22% (282)	16% (201)	8% (105)	7% (82)	3% (43)	1% (19)	1% (19)	1% (9)	2% (23)	1% (17)	1% (16)	
Income: 50k-100k	25% (158)	18% (112)	17% (103)	10% (65)	12% (74)	5% (33)	2% (13)	2% (15)	1% (8)	3% (17)	3% (19)	1% (9)	
Income: 100k+	21% (68)	12% (38)	14% (45)	9% (28)	12% (39)	9% (28)	3% (10)	3% (11)	1% (3)	6% (18)	6% (18)	4% (14)	
Ethnicity: White	31% (531)	20% (344)	16% (275)	9% (153)	9% (150)	5% (79)	2% (33)	2% (36)	1% (14)	2% (39)	2% (39)	2% (29)	
Ethnicity: Hispanic	23% (82)	20% (70)	17% (61)	12% (42)	8% (28)	5% (17)	2% (5)	4% (15)	2% (6)	1% (3)	4% (12)	2% (8)	
Ethnicity: Afr. Am.	27% (74)	19% (53)	15% (40)	11% (29)	11% (30)	5% (15)	2% (5)	1% (2)	2% (5)	4% (11)	2% (5)	1% (3)	
Ethnicity: Other	29% (59)	17% (35)	16% (34)	8% (16)	7% (15)	5% (10)	2% (4)	3% (6)	— (1)	4% (8)	5% (11)	4% (7)	
Relig: Protestant	34% (167)	19% (96)	14% (70)	9% (46)	11% (53)	5% (23)	1% (6)	2% (8)	— (0)	2% (11)	2% (11)	1% (4)	
Relig: Roman Catholic	25% (102)	21% (86)	17% (68)	9% (36)	11% (45)	6% (23)	1% (6)	1% (5)	1% (5)	2% (10)	3% (14)	2% (8)	
Relig: Something Else	32% (79)	16% (38)	14% (34)	9% (22)	7% (16)	4% (9)	2% (5)	3% (8)	3% (7)	6% (15)	3% (7)	2% (4)	
Relig: Evangelical	30% (243)	18% (148)	16% (132)	8% (65)	9% (76)	5% (44)	2% (16)	2% (14)	1% (10)	4% (29)	3% (20)	1% (11)	
Relig: Non-Evang. Catholics	31% (105)	21% (73)	12% (40)	11% (38)	11% (38)	3% (10)	1% (2)	2% (7)	1% (2)	2% (7)	3% (12)	2% (5)	
Relig: All Christian	30% (348)	19% (220)	15% (172)	9% (104)	10% (114)	5% (54)	2% (18)	2% (21)	1% (12)	3% (36)	3% (32)	1% (16)	
Relig: All Non-Christian	23% (65)	25% (70)	18% (51)	10% (29)	10% (29)	3% (9)	— (1)	3% (8)	1% (2)	2% (6)	3% (8)	2% (6)	
Community: Urban	30% (169)	19% (108)	15% (105)	8% (45)	10% (54)	4% (25)	2% (11)	1% (7)	1% (4)	3% (16)	2% (11)	1% (8)	
Community: Suburban	30% (297)	19% (189)	14% (142)	10% (95)	9% (93)	6% (55)	2% (20)	2% (21)	1% (9)	3% (27)	3% (27)	2% (17)	
Community: Rural	31% (198)	21% (134)	16% (102)	9% (58)	7% (48)	4% (24)	2% (11)	3% (17)	1% (7)	2% (15)	2% (16)	2% (14)	

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Table BRD11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	30% (664)	20% (432)	16% (350)	9% (198)	9% (195)	5% (103)	2% (42)	2% (45)	1% (20)	3% (58)	2% (55)	2% (39)	
Employ: Private Sector	25% (159)	16% (105)	15% (93)	12% (76)	10% (63)	6% (40)	3% (19)	4% (26)	1% (4)	3% (22)	3% (21)	2% (14)	
Employ: Government	20% (34)	15% (25)	19% (32)	11% (19)	10% (17)	9% (14)	2% (3)	— (1)	2% (4)	4% (7)	4% (7)	3% (4)	
Employ: Self-Employed	30% (56)	22% (41)	15% (29)	8% (16)	11% (20)	3% (5)	3% (6)	— (0)	2% (4)	1% (3)	2% (3)	2% (4)	
Employ: Homemaker	29% (49)	22% (37)	17% (30)	9% (15)	6% (11)	7% (11)	2% (3)	2% (3)	— (1)	1% (1)	3% (6)	2% (4)	
Employ: Student	21% (18)	23% (19)	28% (23)	13% (10)	8% (7)	3% (3)	1% (1)	— (0)	— (0)	1% (1)	1% (1)	— (0)	
Employ: Retired	40% (188)	20% (92)	13% (61)	6% (30)	10% (47)	3% (14)	1% (5)	1% (7)	— (2)	3% (13)	2% (9)	1% (3)	
Employ: Unemployed	41% (98)	21% (50)	16% (38)	7% (17)	5% (12)	2% (5)	1% (1)	2% (5)	— (0)	3% (8)	1% (3)	2% (4)	
Employ: Other	26% (62)	27% (64)	18% (43)	7% (16)	7% (17)	4% (11)	1% (3)	2% (4)	2% (5)	2% (4)	2% (6)	3% (6)	
Military HH: Yes	26% (101)	14% (55)	19% (74)	10% (38)	10% (39)	6% (24)	2% (6)	2% (9)	3% (11)	3% (13)	1% (5)	2% (9)	
Military HH: No	31% (563)	21% (377)	15% (275)	9% (160)	9% (157)	4% (79)	2% (36)	2% (35)	— (9)	3% (46)	3% (49)	2% (30)	
RD/WT: Right Direction	26% (234)	19% (167)	17% (155)	9% (76)	9% (83)	5% (48)	2% (17)	2% (16)	1% (13)	3% (28)	3% (30)	3% (26)	
RD/WT: Wrong Track	33% (430)	20% (265)	15% (195)	9% (122)	9% (112)	4% (55)	2% (24)	2% (29)	1% (7)	2% (30)	2% (25)	1% (13)	
Trump Job Approve	27% (256)	18% (171)	16% (155)	10% (95)	10% (94)	5% (50)	2% (19)	2% (18)	1% (10)	3% (27)	3% (28)	3% (29)	
Trump Job Disapprove	30% (336)	22% (240)	16% (181)	8% (95)	9% (98)	4% (49)	2% (18)	2% (27)	1% (10)	3% (30)	2% (23)	1% (7)	
Trump Job Strongly Approve	28% (133)	16% (79)	18% (86)	8% (40)	10% (49)	6% (29)	1% (4)	2% (12)	1% (5)	3% (14)	3% (14)	3% (17)	
Trump Job Somewhat Approve	26% (123)	20% (92)	15% (69)	12% (55)	9% (45)	4% (20)	3% (15)	1% (6)	1% (5)	3% (13)	3% (14)	3% (12)	
Trump Job Somewhat Disapprove	29% (80)	25% (70)	14% (38)	9% (24)	7% (20)	6% (16)	1% (3)	2% (7)	2% (5)	3% (9)	1% (2)	1% (3)	
Trump Job Strongly Disapprove	31% (256)	20% (170)	17% (143)	8% (71)	9% (78)	4% (33)	2% (15)	2% (20)	1% (4)	3% (21)	3% (21)	1% (4)	
#1 Issue: Economy	28% (169)	20% (121)	12% (73)	9% (55)	12% (73)	5% (33)	2% (14)	3% (19)	1% (6)	3% (17)	3% (17)	3% (17)	
#1 Issue: Security	26% (101)	17% (64)	22% (83)	9% (33)	9% (34)	4% (16)	3% (12)	2% (7)	1% (2)	4% (15)	2% (10)	2% (6)	
#1 Issue: Health Care	27% (97)	22% (78)	19% (68)	8% (29)	10% (35)	4% (15)	3% (9)	— (2)	1% (3)	2% (8)	3% (11)	1% (4)	
#1 Issue: Medicare / Social Security	40% (126)	17% (56)	16% (51)	7% (21)	8% (26)	3% (11)	1% (3)	2% (8)	1% (3)	2% (5)	2% (7)	1% (2)	
#1 Issue: Women's Issues	32% (41)	19% (24)	17% (22)	11% (14)	7% (9)	5% (7)	2% (3)	1% (1)	1% (1)	1% (1)	2% (2)	3% (4)	
#1 Issue: Education	26% (45)	27% (48)	10% (17)	12% (20)	3% (6)	7% (12)	1% (1)	3% (5)	3% (5)	4% (7)	2% (4)	3% (6)	
#1 Issue: Energy	26% (22)	20% (17)	28% (24)	14% (12)	4% (4)	2% (1)	— (0)	— (0)	— (0)	2% (2)	3% (2)	2% (1)	
#1 Issue: Other	46% (62)	18% (25)	8% (11)	9% (13)	7% (9)	6% (9)	— (0)	3% (3)	— (0)	2% (3)	— (1)	— (0)	
2016 Vote: Hillary Clinton	30% (202)	21% (141)	16% (112)	8% (53)	10% (71)	4% (29)	2% (13)	2% (17)	1% (5)	3% (18)	2% (15)	1% (7)	
2016 Vote: Donald Trump	27% (192)	17% (117)	14% (99)	11% (76)	9% (65)	7% (47)	2% (15)	2% (12)	2% (12)	3% (20)	4% (25)	3% (20)	
2016 Vote: Someone else	33% (69)	20% (42)	18% (38)	7% (16)	7% (15)	4% (8)	1% (2)	3% (7)	1% (1)	4% (8)	1% (2)	2% (4)	
2016 Vote: Didnt Vote	33% (201)	21% (129)	17% (101)	9% (52)	7% (43)	3% (20)	2% (12)	1% (9)	— (1)	2% (12)	2% (12)	1% (7)	
Voted in 2014: Yes	30% (416)	18% (251)	15% (204)	9% (131)	10% (135)	5% (69)	2% (23)	2% (31)	1% (17)	3% (48)	3% (39)	2% (25)	
Voted in 2014: No	31% (249)	22% (181)	18% (146)	8% (67)	7% (61)	4% (35)	2% (18)	2% (14)	— (3)	1% (10)	2% (15)	2% (14)	
2012 Vote: Barack Obama	29% (249)	20% (174)	15% (127)	9% (74)	11% (92)	3% (29)	2% (15)	2% (17)	1% (12)	3% (25)	3% (25)	2% (13)	
2012 Vote: Mitt Romney	30% (165)	17% (93)	13% (73)	10% (55)	9% (49)	8% (41)	2% (9)	2% (12)	1% (4)	3% (18)	2% (13)	2% (11)	
2012 Vote: Other	31% (33)	16% (17)	21% (23)	11% (12)	10% (11)	2% (2)	— (0)	— (0)	— (0)	1% (1)	3% (3)	5% (6)	
2012 Vote: Didn't Vote	31% (217)	21% (145)	18% (125)	8% (57)	6% (44)	5% (31)	3% (18)	2% (15)	— (3)	2% (13)	2% (14)	1% (9)	
4-Region: Northeast	31% (121)	17% (68)	16% (65)	7% (28)	11% (44)	7% (28)	3% (10)	1% (3)	1% (3)	2% (6)	3% (12)	1% (5)	
4-Region: Midwest	32% (148)	20% (94)	18% (84)	10% (44)	9% (40)	2% (11)	1% (4)	1% (6)	1% (4)	4% (17)	2% (9)	1% (2)	
4-Region: South	27% (226)	20% (164)	15% (123)	10% (80)	8% (68)	5% (44)	3% (22)	3% (23)	1% (7)	3% (23)	3% (25)	2% (20)	
4-Region: West	32% (168)	20% (106)	15% (77)	9% (46)	8% (44)	4% (20)	1% (6)	3% (13)	1% (6)	2% (12)	2% (9)	2% (12)	
Favorable of Trump	27% (250)	18% (171)	16% (154)	10% (90)	10% (93)	5% (51)	1% (14)	2% (18)	1% (11)	3% (29)	3% (28)	3% (27)	
Unfavorable of Trump	31% (344)	21% (234)	15% (168)	9% (101)	9% (99)	5% (50)	2% (23)	2% (26)	1% (9)	2% (26)	2% (22)	— (5)	
Very Favorable of Trump	26% (138)	18% (93)	17% (91)	10% (52)	10% (54)	6% (32)	1% (6)	2% (12)	1% (5)	2% (13)	2% (13)	4% (20)	
Somewhat Favorable of Trump	27% (111)	19% (79)	15% (63)	9% (38)	10% (40)	4% (18)	2% (8)	1% (6)	1% (6)	4% (17)	4% (15)	2% (7)	
Somewhat Unfavorable of Trump	30% (67)	18% (41)	13% (30)	10% (23)	9% (19)	8% (18)	4% (8)	2% (4)	1% (3)	2% (5)	2% (6)	1% (1)	
Very Unfavorable of Trump	31% (277)	22% (193)	16% (138)	9% (77)	9% (80)	4% (32)	2% (14)	3% (23)	1% (6)	2% (20)	2% (16)	— (4)	
Political correctness	29% (302)	20% (205)	15% (159)	10% (99)	10% (100)	5% (56)	1% (14)	1% (15)	1% (9)	3% (31)	3% (28)	2% (23)	

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Table BRD11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more
Adults	30% (664)	20% (432)	16% (350)	9% (198)	9% (195)	5% (103)	2% (42)	2% (45)	1% (20)	3% (58)	2% (55)	2% (39)
Prejudice	31% (362)	20% (227)	16% (190)	9% (99)	8% (95)	4% (48)	2% (27)	3% (30)	1% (11)	2% (28)	2% (26)	1% (16)

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

Table BRD12: *And, how much do you plan on spending in person at brick and mortar stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	55% (1215)	20% (432)	10% (218)	6% (122)	4% (83)	2% (50)	1% (12)	1% (21)	— (10)	1% (12)	— (9)	1% (16)	
Gender: Male	50% (532)	19% (202)	11% (116)	6% (66)	6% (59)	3% (28)	1% (9)	2% (16)	1% (8)	1% (11)	1% (6)	1% (9)	
Gender: Female	60% (684)	20% (230)	9% (102)	5% (56)	2% (23)	2% (22)	— (3)	— (6)	— (2)	— (1)	— (3)	1% (7)	
Age: 18-29	61% (282)	17% (78)	8% (36)	4% (19)	4% (19)	1% (5)	1% (5)	2% (9)	— (1)	— (2)	1% (5)	1% (2)	
Age: 30-44	48% (263)	23% (127)	10% (53)	5% (29)	5% (30)	3% (18)	1% (3)	1% (6)	1% (6)	1% (4)	— (3)	1% (7)	
Age: 45-54	48% (180)	19% (72)	13% (50)	11% (39)	2% (8)	3% (11)	1% (3)	— (0)	1% (3)	1% (4)	— (1)	— (1)	
Age: 55-64	60% (225)	20% (77)	9% (33)	4% (16)	4% (15)	1% (5)	— (1)	1% (3)	— (0)	— (1)	— (0)	1% (3)	
Age: 65+	61% (265)	18% (77)	10% (45)	4% (19)	3% (11)	2% (11)	— (0)	1% (3)	— (0)	— (2)	— (1)	1% (2)	
Generation Z: 18-21	59% (98)	19% (32)	11% (18)	5% (9)	3% (5)	1% (1)	1% (2)	— (0)	— (0)	— (0)	— (1)	1% (1)	
Millennial: Age 22-37	54% (340)	21% (131)	8% (50)	5% (31)	5% (30)	2% (12)	1% (6)	2% (14)	1% (4)	1% (4)	1% (5)	1% (4)	
Generation X: Age 38-53	48% (262)	20% (110)	12% (67)	8% (44)	4% (22)	4% (20)	1% (4)	— (1)	1% (5)	1% (5)	1% (3)	1% (5)	
Boomers: Age 54-72	59% (449)	20% (148)	9% (71)	5% (35)	3% (24)	2% (15)	— (1)	1% (5)	— (0)	— (1)	— (1)	1% (6)	
PID: Dem (no lean)	58% (403)	20% (138)	10% (67)	6% (42)	2% (15)	2% (12)	1% (6)	1% (5)	1% (4)	— (3)	1% (5)	— (1)	
PID: Ind (no lean)	54% (322)	21% (127)	9% (51)	6% (34)	6% (36)	2% (13)	— (2)	1% (7)	— (3)	— (2)	— (1)	— (2)	
PID: Rep (no lean)	54% (490)	19% (167)	11% (100)	5% (46)	4% (32)	3% (26)	— (4)	1% (9)	— (3)	1% (7)	— (3)	1% (13)	
PID/Gender: Dem Men	50% (154)	19% (59)	12% (36)	8% (25)	3% (8)	2% (6)	1% (4)	1% (3)	1% (3)	1% (3)	1% (3)	— (1)	
PID/Gender: Dem Women	63% (249)	20% (79)	8% (31)	4% (18)	2% (7)	1% (6)	1% (2)	— (2)	— (0)	— (0)	— (2)	— (0)	
PID/Gender: Ind Men	48% (155)	21% (65)	9% (29)	6% (21)	8% (26)	3% (8)	1% (2)	2% (6)	— (2)	1% (2)	— (1)	1% (2)	
PID/Gender: Ind Women	59% (167)	22% (62)	8% (22)	5% (14)	3% (9)	2% (4)	— (0)	— (1)	— (1)	— (0)	— (0)	— (0)	
PID/Gender: Rep Men	51% (223)	18% (78)	12% (51)	5% (21)	6% (24)	3% (14)	1% (3)	1% (7)	1% (3)	1% (6)	— (2)	1% (5)	
PID/Gender: Rep Women	58% (267)	19% (89)	10% (48)	5% (25)	2% (7)	3% (12)	— (1)	1% (3)	— (0)	— (1)	— (1)	2% (7)	
Ideo: Liberal (1-3)	55% (358)	21% (135)	8% (54)	6% (39)	3% (20)	3% (16)	1% (8)	2% (11)	1% (4)	— (2)	— (0)	1% (4)	
Ideo: Moderate (4)	51% (236)	21% (95)	11% (51)	8% (35)	5% (22)	2% (7)	— (1)	1% (4)	— (1)	— (1)	— (0)	1% (5)	
Ideo: Conservative (5-7)	54% (425)	20% (152)	12% (90)	4% (34)	4% (28)	3% (23)	— (3)	— (1)	1% (5)	1% (6)	1% (8)	1% (5)	
Educ: College	57% (865)	20% (296)	9% (137)	6% (84)	3% (51)	2% (28)	— (7)	1% (17)	— (8)	— (5)	— (6)	1% (10)	
Educ: Bachelors degree	51% (227)	22% (96)	12% (51)	6% (25)	4% (19)	3% (14)	— (2)	— (1)	— (1)	1% (3)	— (2)	1% (4)	
Educ: Post-grad	50% (123)	17% (41)	12% (30)	5% (13)	5% (13)	3% (8)	1% (3)	2% (4)	— (1)	2% (5)	1% (2)	1% (3)	
Income: Under 50k	61% (765)	19% (236)	8% (104)	5% (64)	3% (38)	2% (20)	— (3)	— (5)	— (6)	— (4)	— (2)	1% (6)	
Income: 50k-100k	49% (307)	22% (135)	11% (71)	7% (43)	5% (29)	2% (13)	— (3)	2% (11)	— (3)	1% (3)	1% (4)	— (3)	
Income: 100k+	44% (143)	19% (60)	13% (43)	5% (16)	5% (15)	5% (17)	2% (6)	2% (5)	— (1)	1% (5)	1% (3)	2% (7)	
Ethnicity: White	56% (963)	20% (341)	10% (176)	5% (89)	4% (63)	2% (36)	— (7)	1% (17)	— (5)	1% (9)	— (6)	1% (10)	
Ethnicity: Hispanic	49% (173)	18% (62)	10% (34)	9% (31)	6% (19)	1% (3)	1% (4)	3% (10)	1% (2)	1% (2)	1% (2)	2% (6)	
Ethnicity: Afr. Am.	53% (147)	20% (56)	10% (28)	6% (17)	2% (6)	3% (9)	1% (2)	1% (4)	1% (4)	1% (3)	— (1)	— (0)	
Ethnicity: Other	52% (106)	17% (35)	6% (13)	8% (17)	7% (14)	2% (5)	2% (3)	— (1)	— (1)	— (1)	1% (3)	3% (6)	
Relig: Protestant	55% (274)	20% (97)	10% (51)	7% (35)	2% (12)	2% (12)	1% (3)	— (2)	— (1)	1% (3)	— (2)	1% (3)	
Relig: Roman Catholic	52% (211)	19% (79)	12% (48)	8% (31)	4% (16)	2% (9)	— (0)	1% (3)	1% (2)	1% (2)	1% (3)	— (2)	
Relig: Something Else	58% (141)	19% (46)	9% (22)	3% (8)	4% (9)	2% (4)	1% (2)	2% (4)	1% (3)	1% (3)	— (1)	1% (2)	
Relig: Evangelical	55% (446)	20% (161)	10% (84)	5% (39)	4% (31)	2% (16)	1% (4)	1% (10)	— (4)	1% (6)	— (3)	1% (4)	
Relig: Non-Evang. Catholics	53% (181)	18% (61)	11% (37)	10% (34)	2% (6)	3% (9)	— (1)	— (0)	1% (2)	1% (2)	1% (3)	1% (3)	
Relig: All Christian	55% (627)	19% (222)	11% (121)	6% (73)	3% (37)	2% (25)	— (5)	1% (10)	1% (6)	1% (8)	1% (6)	1% (7)	
Relig: All Non-Christian	51% (143)	22% (61)	10% (28)	7% (18)	2% (5)	3% (8)	1% (2)	3% (8)	1% (3)	— (1)	1% (2)	1% (3)	

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Table BRD12: *And, how much do you plan on spending in person at brick and mortar stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	55% (1215)	20% (432)	10% (218)	6% (122)	4% (83)	2% (50)	1% (12)	1% (21)	— (10)	1% (12)	— (9)	1% (16)	
Community: Urban	55% (312)	21% (118)	8% (46)	6% (37)	4% (21)	2% (9)	— (1)	1% (5)	— (1)	1% (7)	— (2)	1% (7)	
Community: Suburban	54% (540)	20% (195)	11% (106)	4% (42)	5% (46)	3% (26)	1% (7)	1% (10)	1% (6)	— (2)	1% (6)	1% (8)	
Community: Rural	57% (364)	18% (119)	10% (66)	7% (43)	3% (16)	2% (16)	1% (4)	1% (7)	— (3)	1% (3)	— (2)	— (2)	
Employ: Private Sector	48% (311)	21% (138)	10% (66)	7% (45)	4% (29)	4% (24)	1% (7)	1% (5)	1% (7)	1% (3)	— (3)	1% (4)	
Employ: Government	45% (76)	21% (34)	13% (21)	7% (12)	6% (9)	3% (5)	1% (2)	1% (1)	— (0)	2% (3)	1% (1)	1% (2)	
Employ: Self-Employed	49% (92)	24% (46)	10% (18)	5% (9)	5% (9)	3% (6)	1% (2)	— (0)	1% (1)	— (1)	— (0)	1% (2)	
Employ: Homemaker	61% (103)	13% (22)	9% (15)	7% (12)	5% (9)	1% (2)	— (0)	1% (2)	— (1)	— (0)	1% (1)	1% (2)	
Employ: Student	60% (49)	21% (17)	14% (12)	— (0)	3% (2)	1% (1)	— (0)	— (0)	— (0)	— (0)	1% (1)	— (0)	
Employ: Retired	62% (290)	18% (87)	10% (45)	5% (22)	3% (13)	1% (6)	— (1)	1% (4)	— (0)	— (1)	— (1)	— (1)	
Employ: Unemployed	64% (155)	19% (46)	6% (15)	5% (11)	3% (6)	1% (3)	— (0)	— (1)	— (0)	2% (4)	— (0)	— (0)	
Employ: Other	57% (138)	17% (42)	11% (26)	5% (11)	2% (5)	1% (3)	— (0)	4% (9)	— (0)	— (0)	1% (2)	2% (4)	
Military HH: Yes	53% (205)	15% (58)	13% (52)	7% (26)	3% (12)	3% (11)	1% (3)	2% (7)	1% (3)	1% (2)	— (1)	1% (5)	
Military HH: No	56% (1010)	21% (375)	9% (166)	5% (96)	4% (71)	2% (39)	— (9)	1% (14)	— (6)	1% (10)	— (8)	1% (11)	
RD/WT: Right Direction	51% (453)	19% (171)	12% (104)	6% (49)	5% (42)	3% (30)	1% (5)	1% (10)	1% (7)	1% (9)	1% (5)	1% (9)	
RD/WT: Wrong Track	58% (762)	20% (261)	9% (114)	6% (73)	3% (41)	2% (20)	1% (7)	1% (11)	— (3)	— (3)	— (4)	1% (7)	
Trump Job Approve	53% (500)	18% (168)	11% (109)	6% (54)	5% (44)	3% (26)	1% (6)	1% (11)	1% (7)	1% (10)	— (5)	1% (12)	
Trump Job Disapprove	55% (614)	22% (242)	9% (103)	6% (66)	3% (37)	2% (23)	1% (6)	1% (10)	— (2)	— (3)	— (5)	— (1)	
Trump Job Strongly Approve	50% (240)	21% (100)	12% (60)	3% (17)	5% (22)	3% (15)	1% (3)	1% (4)	1% (5)	2% (8)	1% (3)	1% (5)	
Trump Job Somewhat Approve	55% (260)	15% (68)	11% (49)	8% (37)	5% (22)	2% (11)	1% (3)	1% (7)	— (2)	— (2)	— (2)	2% (7)	
Trump Job Somewhat Disapprove	48% (133)	25% (69)	8% (23)	8% (23)	5% (12)	4% (10)	1% (3)	— (0)	— (0)	— (0)	— (0)	1% (1)	
Trump Job Strongly Disapprove	57% (481)	21% (173)	10% (81)	5% (43)	3% (24)	1% (12)	— (3)	1% (10)	— (2)	— (3)	1% (4)	— (0)	
#1 Issue: Economy	50% (305)	21% (130)	10% (62)	5% (33)	6% (39)	3% (21)	— (2)	1% (3)	— (2)	1% (9)	1% (4)	1% (4)	
#1 Issue: Security	53% (202)	19% (72)	12% (48)	5% (19)	4% (17)	2% (9)	1% (3)	1% (4)	1% (3)	1% (3)	— (0)	1% (4)	
#1 Issue: Health Care	58% (209)	20% (71)	12% (42)	6% (20)	1% (5)	2% (7)	1% (2)	— (0)	1% (3)	— (0)	— (1)	— (0)	
#1 Issue: Medicare / Social Security	64% (204)	18% (56)	8% (24)	5% (16)	2% (7)	2% (6)	— (1)	1% (2)	— (0)	— (0)	— (1)	1% (2)	
#1 Issue: Women's Issues	60% (77)	19% (24)	8% (10)	7% (9)	3% (4)	1% (1)	2% (2)	— (0)	— (0)	— (0)	— (1)	1% (1)	
#1 Issue: Education	50% (87)	23% (40)	6% (11)	8% (14)	1% (2)	1% (2)	1% (1)	6% (10)	— (1)	— (0)	1% (2)	3% (6)	
#1 Issue: Energy	49% (42)	22% (19)	13% (11)	7% (6)	7% (6)	— (0)	— (0)	— (0)	1% (1)	— (0)	— (0)	— (0)	
#1 Issue: Other	66% (90)	15% (20)	7% (9)	4% (6)	2% (3)	4% (5)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	
2016 Vote: Hillary Clinton	56% (384)	21% (142)	10% (68)	5% (37)	2% (13)	2% (13)	1% (6)	2% (10)	— (1)	— (3)	1% (4)	— (1)	
2016 Vote: Donald Trump	50% (350)	18% (128)	13% (91)	6% (39)	4% (30)	4% (27)	— (1)	1% (8)	1% (7)	1% (7)	1% (4)	2% (11)	
2016 Vote: Someone else	52% (109)	24% (50)	10% (21)	3% (5)	7% (14)	2% (4)	1% (1)	1% (2)	— (1)	— (0)	— (0)	1% (2)	
2016 Vote: Didnt Vote	62% (371)	19% (112)	6% (37)	6% (37)	4% (26)	1% (6)	1% (4)	— (1)	— (1)	— (2)	— (2)	— (1)	
Voted in 2014: Yes	52% (717)	20% (273)	11% (154)	6% (83)	4% (57)	3% (38)	1% (9)	1% (20)	1% (8)	1% (8)	— (6)	1% (15)	
Voted in 2014: No	61% (499)	20% (159)	8% (64)	5% (39)	3% (26)	1% (12)	— (3)	— (2)	— (1)	— (4)	— (3)	— (1)	
2012 Vote: Barack Obama	54% (464)	21% (175)	10% (82)	6% (52)	4% (33)	2% (13)	1% (6)	1% (11)	1% (6)	— (3)	1% (5)	— (4)	
2012 Vote: Mitt Romney	51% (280)	19% (104)	12% (65)	5% (28)	4% (21)	5% (26)	— (2)	— (2)	1% (3)	1% (4)	— (1)	1% (7)	
2012 Vote: Other	50% (54)	22% (24)	9% (10)	8% (8)	3% (3)	2% (2)	— (0)	2% (2)	— (0)	1% (1)	— (0)	2% (2)	
2012 Vote: Didn't Vote	60% (418)	19% (129)	9% (61)	4% (31)	3% (24)	1% (9)	1% (4)	1% (6)	— (1)	1% (4)	— (3)	— (2)	
4-Region: Northeast	55% (217)	21% (81)	10% (41)	5% (19)	3% (12)	4% (14)	1% (3)	— (2)	— (0)	— (2)	— (1)	— (2)	
4-Region: Midwest	57% (264)	19% (90)	12% (56)	5% (21)	3% (16)	2% (10)	— (2)	— (1)	— (1)	— (2)	— (0)	— (0)	
4-Region: South	53% (439)	19% (161)	10% (80)	6% (50)	4% (30)	2% (19)	— (4)	2% (15)	1% (5)	1% (7)	1% (8)	1% (6)	
4-Region: West	57% (295)	19% (100)	8% (41)	6% (32)	5% (24)	1% (7)	1% (3)	1% (5)	1% (3)	— (2)	— (0)	2% (8)	
Favorable of Trump	52% (486)	18% (172)	11% (107)	6% (55)	4% (39)	3% (28)	1% (6)	1% (10)	1% (7)	1% (10)	— (5)	1% (10)	
Unfavorable of Trump	57% (626)	21% (234)	9% (99)	6% (62)	4% (39)	2% (19)	1% (6)	1% (10)	— (2)	— (3)	— (4)	— (2)	

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Table BRD12: *And, how much do you plan on spending in person at brick and mortar stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	55% (1215)	20% (432)	10% (218)	6% (122)	4% (83)	2% (50)	1% (12)	1% (21)	— (10)	1% (12)	— (9)	1% (16)	
Very Favorable of Trump	49% (260)	20% (104)	13% (69)	5% (26)	5% (24)	3% (16)	— (2)	— (2)	1% (5)	1% (7)	1% (3)	1% (8)	
Somewhat Favorable of Trump	55% (226)	17% (68)	9% (38)	7% (29)	4% (15)	3% (12)	1% (4)	2% (8)	1% (2)	1% (2)	— (2)	1% (3)	
Somewhat Unfavorable of Trump	54% (123)	20% (45)	7% (17)	7% (16)	5% (12)	4% (9)	1% (2)	— (0)	— (0)	— (0)	1% (1)	— (0)	
Very Unfavorable of Trump	57% (503)	21% (188)	9% (83)	5% (46)	3% (27)	1% (10)	— (3)	1% (10)	— (2)	— (3)	— (3)	— (2)	
Political correctness	53% (553)	19% (197)	12% (129)	6% (59)	3% (33)	3% (34)	1% (6)	— (5)	1% (8)	1% (6)	— (4)	1% (9)	
Prejudice	57% (663)	20% (235)	8% (89)	6% (64)	4% (49)	1% (16)	1% (6)	1% (16)	— (2)	1% (7)	— (5)	1% (7)	

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

Table BRD13: And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	50% (1102)	21% (455)	11% (241)	6% (139)	5% (109)	2% (48)	1% (20)	1% (18)	— (9)	1% (18)	1% (20)	1% (21)	
Gender: Male	46% (488)	19% (199)	12% (133)	7% (71)	6% (68)	2% (26)	1% (15)	1% (11)	1% (5)	1% (14)	2% (17)	1% (14)	
Gender: Female	54% (613)	22% (256)	10% (108)	6% (68)	4% (41)	2% (23)	— (5)	1% (6)	— (4)	— (4)	— (3)	1% (8)	
Age: 18-29	48% (223)	23% (108)	10% (49)	6% (30)	6% (27)	2% (7)	1% (3)	1% (4)	1% (4)	— (1)	1% (5)	1% (3)	
Age: 30-44	44% (241)	20% (110)	12% (65)	8% (47)	5% (28)	3% (17)	2% (9)	1% (6)	— (2)	1% (7)	2% (9)	2% (11)	
Age: 45-54	46% (171)	21% (79)	15% (57)	6% (21)	6% (22)	2% (8)	1% (4)	— (1)	— (2)	1% (5)	— (2)	1% (2)	
Age: 55-64	57% (216)	21% (80)	8% (32)	4% (15)	4% (16)	2% (8)	— (1)	— (2)	— (0)	1% (3)	1% (3)	1% (3)	
Age: 65+	58% (252)	18% (79)	9% (39)	6% (27)	4% (17)	2% (8)	1% (2)	1% (5)	1% (2)	1% (2)	— (2)	1% (2)	
Generation Z: 18-21	48% (79)	25% (42)	14% (23)	7% (12)	3% (5)	1% (2)	— (0)	— (0)	— (0)	— (1)	1% (1)	— (0)	
Millennial: Age 22-37	46% (292)	22% (139)	9% (59)	7% (44)	6% (37)	2% (16)	1% (9)	1% (9)	1% (5)	1% (4)	1% (9)	1% (9)	
Generation X: Age 38-53	44% (241)	19% (106)	15% (84)	7% (41)	6% (31)	2% (13)	1% (7)	— (2)	— (2)	2% (9)	1% (5)	1% (7)	
Boomers: Age 54-72	56% (423)	21% (155)	9% (68)	5% (40)	4% (28)	2% (14)	— (4)	1% (7)	— (2)	1% (4)	1% (5)	1% (5)	
PID: Dem (no lean)	51% (358)	21% (146)	12% (84)	6% (40)	5% (33)	1% (6)	1% (9)	1% (7)	— (2)	— (3)	1% (4)	1% (8)	
PID: Ind (no lean)	50% (300)	20% (123)	11% (68)	7% (41)	4% (23)	3% (19)	1% (4)	1% (5)	1% (5)	1% (5)	1% (4)	1% (4)	
PID: Rep (no lean)	49% (443)	21% (185)	10% (89)	6% (58)	6% (53)	3% (24)	1% (7)	1% (5)	— (2)	1% (11)	1% (13)	1% (9)	
PID/Gender: Dem Men	45% (139)	20% (61)	15% (45)	6% (19)	6% (18)	1% (2)	2% (7)	2% (5)	— (1)	— (1)	1% (4)	2% (5)	
PID/Gender: Dem Women	56% (220)	22% (85)	10% (39)	5% (21)	4% (15)	1% (4)	1% (2)	1% (3)	— (2)	— (2)	— (0)	1% (3)	
PID/Gender: Ind Men	45% (145)	18% (58)	13% (42)	8% (27)	6% (18)	3% (10)	1% (2)	1% (3)	1% (3)	1% (4)	1% (3)	1% (4)	
PID/Gender: Ind Women	55% (155)	23% (65)	9% (26)	5% (14)	2% (5)	3% (9)	1% (2)	1% (3)	1% (2)	— (1)	— (1)	— (0)	
PID/Gender: Rep Men	47% (204)	18% (80)	11% (46)	6% (26)	7% (32)	3% (13)	1% (6)	1% (4)	— (2)	2% (9)	2% (11)	1% (4)	
PID/Gender: Rep Women	52% (238)	23% (106)	9% (43)	7% (33)	5% (21)	2% (11)	— (1)	— (1)	— (1)	— (2)	— (2)	1% (5)	
Ideo: Liberal (1-3)	47% (307)	21% (136)	13% (82)	7% (46)	4% (29)	2% (11)	2% (12)	1% (9)	— (3)	— (2)	1% (7)	2% (10)	
Ideo: Moderate (4)	49% (226)	20% (92)	14% (62)	6% (28)	5% (23)	2% (9)	1% (4)	— (2)	1% (2)	1% (5)	1% (4)	— (2)	
Ideo: Conservative (5-7)	48% (379)	23% (180)	9% (73)	6% (44)	6% (44)	3% (26)	— (3)	1% (5)	— (3)	1% (9)	1% (9)	1% (8)	
Educ: College	54% (819)	19% (290)	10% (158)	6% (92)	4% (65)	2% (30)	1% (10)	1% (12)	— (4)	1% (11)	1% (9)	1% (13)	
Educ: Bachelors degree	40% (178)	27% (119)	12% (52)	5% (24)	7% (30)	2% (9)	1% (6)	1% (3)	1% (4)	1% (5)	2% (9)	2% (7)	
Educ: Post-grad	43% (104)	19% (46)	13% (31)	10% (24)	6% (14)	4% (9)	2% (4)	1% (4)	— (1)	1% (2)	1% (3)	1% (1)	
Income: Under 50k	59% (743)	19% (236)	10% (127)	5% (64)	3% (35)	1% (18)	— (4)	1% (8)	— (2)	— (3)	— (6)	1% (9)	
Income: 50k-100k	39% (245)	26% (161)	12% (77)	8% (47)	7% (46)	2% (15)	1% (9)	1% (6)	— (1)	1% (7)	1% (6)	1% (6)	
Income: 100k+	36% (114)	18% (58)	11% (36)	9% (29)	9% (29)	5% (16)	2% (6)	1% (4)	2% (6)	2% (8)	3% (8)	2% (7)	
Ethnicity: White	51% (873)	21% (360)	10% (175)	6% (104)	5% (87)	2% (42)	1% (14)	1% (13)	— (8)	1% (14)	1% (19)	1% (13)	
Ethnicity: Hispanic	51% (177)	20% (69)	11% (37)	6% (22)	6% (21)	2% (7)	1% (2)	1% (4)	— (2)	— (1)	1% (2)	1% (5)	
Ethnicity: Afr. Am.	46% (125)	22% (60)	15% (41)	7% (20)	5% (13)	— (1)	2% (5)	1% (3)	— (0)	1% (2)	— (1)	2% (5)	
Ethnicity: Other	50% (103)	17% (35)	13% (26)	7% (15)	4% (9)	3% (5)	1% (1)	1% (2)	1% (1)	1% (2)	— (1)	2% (3)	
Relig: Protestant	53% (260)	19% (95)	12% (59)	7% (33)	5% (26)	1% (7)	1% (3)	— (2)	1% (3)	1% (3)	— (1)	— (2)	
Relig: Roman Catholic	46% (188)	22% (91)	12% (50)	6% (26)	4% (18)	3% (11)	1% (5)	1% (4)	— (0)	1% (4)	2% (7)	1% (2)	
Relig: Something Else	47% (114)	23% (56)	6% (15)	7% (18)	7% (17)	2% (5)	3% (6)	2% (5)	— (1)	1% (2)	1% (2)	2% (5)	
Relig: Evangelical	47% (383)	21% (168)	12% (96)	7% (55)	5% (39)	2% (20)	1% (12)	1% (11)	— (2)	1% (6)	1% (8)	1% (7)	
Relig: Non-Evang. Catholics	53% (179)	22% (74)	8% (29)	6% (22)	6% (21)	1% (4)	1% (3)	— (0)	— (2)	1% (3)	1% (2)	1% (2)	
Relig: All Christian	49% (562)	21% (242)	11% (124)	7% (77)	5% (60)	2% (24)	1% (14)	1% (11)	— (4)	1% (9)	1% (10)	1% (9)	
Relig: All Non-Christian	50% (140)	24% (67)	9% (25)	5% (15)	5% (15)	2% (6)	1% (2)	1% (3)	— (1)	2% (4)	— (1)	1% (4)	
Community: Urban	49% (274)	22% (125)	13% (74)	6% (32)	4% (22)	2% (10)	1% (5)	1% (6)	— (2)	1% (5)	1% (4)	1% (5)	
Community: Suburban	49% (487)	20% (198)	10% (103)	7% (69)	6% (60)	2% (23)	1% (13)	1% (7)	— (4)	1% (9)	1% (10)	1% (10)	
Community: Rural	53% (341)	21% (132)	10% (64)	6% (38)	4% (26)	2% (15)	— (3)	1% (5)	1% (4)	1% (4)	1% (7)	1% (6)	

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Table BRD13: And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	50% (1102)	21% (455)	11% (241)	6% (139)	5% (109)	2% (48)	1% (20)	1% (18)	— (9)	1% (18)	1% (20)	1% (21)	
Employ: Private Sector	42% (272)	21% (132)	14% (88)	8% (49)	6% (37)	2% (16)	2% (10)	1% (4)	1% (5)	1% (9)	2% (11)	1% (9)	
Employ: Government	32% (53)	26% (43)	12% (20)	11% (19)	8% (13)	2% (4)	2% (3)	2% (4)	— (1)	1% (2)	1% (2)	2% (4)	
Employ: Self-Employed	50% (93)	16% (30)	13% (25)	9% (17)	6% (12)	2% (3)	— (1)	1% (1)	— (0)	1% (2)	1% (2)	— (1)	
Employ: Homemaker	50% (85)	25% (42)	8% (14)	5% (9)	3% (6)	3% (5)	1% (2)	— (0)	1% (2)	— (0)	— (1)	2% (3)	
Employ: Student	45% (37)	26% (22)	16% (13)	4% (3)	6% (5)	3% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	
Employ: Retired	58% (274)	18% (85)	10% (46)	5% (23)	3% (14)	2% (12)	1% (3)	1% (3)	— (2)	1% (5)	— (1)	— (1)	
Employ: Unemployed	66% (160)	21% (51)	4% (10)	2% (5)	3% (6)	1% (2)	1% (1)	1% (3)	— (0)	— (0)	— (0)	1% (2)	
Employ: Other	53% (128)	20% (49)	10% (24)	6% (15)	6% (16)	2% (5)	— (0)	1% (2)	— (0)	— (0)	1% (3)	1% (1)	
Military HH: Yes	48% (183)	19% (74)	9% (36)	7% (29)	7% (27)	3% (12)	1% (5)	1% (6)	— (1)	1% (4)	1% (3)	1% (5)	
Military HH: No	51% (918)	21% (381)	11% (205)	6% (110)	5% (82)	2% (36)	1% (15)	1% (12)	— (8)	1% (15)	1% (17)	1% (16)	
RD/WT: Right Direction	46% (414)	19% (173)	12% (104)	7% (62)	6% (55)	3% (27)	1% (10)	1% (8)	1% (5)	1% (10)	1% (12)	2% (14)	
RD/WT: Wrong Track	53% (688)	22% (282)	10% (137)	6% (77)	4% (55)	2% (21)	1% (10)	1% (10)	— (5)	1% (8)	1% (8)	1% (7)	
Trump Job Approve	48% (460)	19% (182)	12% (111)	6% (61)	5% (52)	3% (29)	1% (11)	1% (9)	— (5)	1% (10)	1% (12)	1% (12)	
Trump Job Disapprove	50% (556)	22% (249)	11% (123)	6% (70)	5% (55)	2% (19)	1% (8)	1% (7)	— (5)	1% (7)	1% (7)	1% (6)	
Trump Job Strongly Approve	49% (235)	19% (91)	11% (51)	7% (32)	6% (27)	2% (11)	2% (7)	2% (7)	1% (2)	1% (5)	2% (7)	1% (5)	
Trump Job Somewhat Approve	48% (225)	19% (90)	13% (61)	6% (29)	5% (25)	4% (18)	1% (3)	— (1)	— (2)	1% (5)	1% (5)	1% (7)	
Trump Job Somewhat Disapprove	47% (128)	24% (65)	11% (30)	6% (16)	6% (15)	4% (12)	— (1)	— (0)	— (0)	2% (4)	1% (2)	1% (1)	
Trump Job Strongly Disapprove	51% (428)	22% (184)	11% (93)	7% (54)	5% (40)	1% (7)	1% (7)	1% (7)	1% (5)	— (3)	1% (5)	1% (5)	
#1 Issue: Economy	46% (284)	21% (128)	11% (66)	8% (49)	6% (36)	2% (14)	1% (4)	1% (6)	1% (3)	1% (4)	2% (12)	1% (9)	
#1 Issue: Security	48% (183)	20% (77)	11% (42)	7% (26)	6% (24)	3% (11)	2% (6)	1% (4)	— (1)	1% (5)	1% (3)	— (1)	
#1 Issue: Health Care	48% (172)	25% (91)	12% (42)	5% (18)	3% (11)	3% (9)	1% (5)	— (1)	— (1)	1% (5)	1% (2)	1% (3)	
#1 Issue: Medicare / Social Security	63% (201)	14% (45)	8% (25)	6% (20)	3% (9)	3% (9)	1% (3)	— (1)	— (1)	— (1)	— (1)	1% (4)	
#1 Issue: Women's Issues	48% (62)	27% (35)	10% (13)	8% (10)	2% (2)	1% (1)	1% (2)	1% (2)	— (0)	1% (2)	— (0)	— (0)	
#1 Issue: Education	48% (83)	19% (33)	16% (27)	4% (6)	8% (14)	1% (2)	— (0)	1% (1)	1% (2)	1% (2)	— (0)	2% (3)	
#1 Issue: Energy	45% (38)	24% (21)	15% (13)	6% (5)	6% (5)	1% (1)	— (0)	1% (1)	— (0)	— (0)	1% (1)	2% (1)	
#1 Issue: Other	58% (79)	18% (25)	10% (13)	4% (5)	7% (9)	— (0)	— (0)	1% (1)	1% (2)	— (0)	1% (1)	— (0)	
2016 Vote: Hillary Clinton	50% (340)	22% (150)	11% (76)	6% (39)	5% (36)	2% (13)	1% (8)	1% (5)	1% (4)	1% (4)	— (3)	1% (7)	
2016 Vote: Donald Trump	46% (325)	20% (141)	11% (78)	6% (45)	7% (47)	3% (20)	1% (8)	1% (7)	1% (4)	1% (8)	2% (11)	1% (8)	
2016 Vote: Someone else	46% (97)	23% (49)	12% (25)	7% (14)	4% (9)	1% (3)	— (1)	1% (3)	— (0)	2% (4)	2% (4)	1% (2)	
2016 Vote: Didnt Vote	56% (338)	19% (115)	10% (58)	7% (41)	3% (18)	2% (13)	1% (3)	— (3)	— (2)	1% (3)	— (3)	1% (4)	
Voted in 2014: Yes	47% (656)	21% (294)	12% (165)	6% (88)	6% (81)	2% (32)	1% (13)	1% (10)	— (6)	1% (15)	1% (15)	1% (14)	
Voted in 2014: No	55% (446)	20% (161)	9% (76)	6% (51)	3% (28)	2% (16)	1% (7)	1% (8)	— (4)	— (3)	1% (5)	1% (7)	
2012 Vote: Barack Obama	48% (412)	22% (189)	12% (102)	6% (51)	6% (48)	1% (10)	1% (8)	1% (10)	— (4)	1% (5)	1% (9)	1% (5)	
2012 Vote: Mitt Romney	46% (252)	22% (117)	11% (59)	6% (35)	6% (35)	4% (22)	1% (4)	— (0)	— (2)	1% (7)	1% (4)	1% (7)	
2012 Vote: Other	52% (56)	15% (16)	12% (13)	8% (8)	4% (4)	1% (1)	1% (1)	3% (3)	— (0)	— (1)	2% (2)	2% (2)	
2012 Vote: Didn't Vote	55% (381)	19% (131)	9% (63)	6% (44)	3% (22)	2% (16)	1% (7)	1% (5)	1% (4)	1% (6)	1% (6)	1% (6)	
4-Region: Northeast	51% (200)	21% (81)	11% (42)	6% (23)	4% (16)	3% (12)	1% (3)	1% (4)	1% (2)	1% (3)	2% (7)	— (0)	
4-Region: Midwest	52% (241)	24% (109)	11% (52)	6% (26)	3% (14)	1% (6)	— (1)	1% (5)	1% (3)	— (2)	1% (3)	— (2)	
4-Region: South	48% (394)	20% (166)	12% (95)	6% (48)	6% (48)	3% (24)	2% (13)	1% (6)	— (2)	1% (8)	1% (8)	1% (12)	
4-Region: West	51% (267)	19% (99)	10% (52)	8% (43)	6% (32)	1% (6)	1% (4)	1% (3)	— (2)	1% (5)	— (1)	1% (8)	
Favorable of Trump	47% (441)	20% (188)	11% (105)	6% (59)	6% (57)	3% (25)	1% (11)	1% (9)	1% (5)	1% (10)	1% (12)	1% (12)	
Unfavorable of Trump	50% (558)	22% (241)	12% (129)	7% (76)	4% (49)	2% (18)	1% (8)	1% (7)	— (5)	1% (7)	1% (7)	— (1)	
Very Favorable of Trump	48% (252)	20% (106)	11% (56)	7% (35)	6% (31)	3% (13)	1% (7)	1% (6)	1% (3)	1% (3)	1% (7)	1% (7)	
Somewhat Favorable of Trump	46% (190)	20% (82)	12% (50)	6% (23)	6% (26)	3% (12)	1% (4)	1% (2)	— (1)	2% (7)	1% (5)	1% (6)	
Somewhat Unfavorable of Trump	42% (94)	24% (53)	12% (28)	11% (24)	6% (14)	3% (7)	— (1)	— (0)	— (0)	— (1)	2% (4)	— (0)	
Very Unfavorable of Trump	53% (464)	21% (188)	12% (101)	6% (52)	4% (35)	1% (11)	1% (7)	1% (7)	1% (5)	1% (6)	— (3)	— (1)	
Political correctness	47% (491)	21% (219)	12% (128)	5% (57)	6% (61)	3% (29)	1% (9)	1% (6)	— (4)	1% (11)	1% (13)	1% (13)	

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Table BRD13: *And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	50% (1102)	21% (455)	11% (241)	6% (139)	5% (109)	2% (48)	1% (20)	1% (18)	— (9)	1% (18)	1% (20)	1% (21)	
Prejudice	53% (611)	20% (236)	10% (113)	7% (82)	4% (48)	2% (20)	1% (11)	1% (12)	— (5)	1% (7)	1% (7)	1% (8)	

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

Table BRD14: Who do you plan to spend the most on during holiday spending?

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know/No opinion	Total N
Adults	8% (168)	1% (18)	8% (177)	46% (1009)	4% (88)	— (6)	7% (153)	5% (100)	— (8)	14% (304)	8% (171)	2201
Gender: Male	8% (81)	1% (9)	7% (71)	38% (401)	6% (61)	— (4)	11% (112)	5% (51)	1% (7)	19% (203)	6% (63)	1062
Gender: Female	8% (87)	1% (10)	9% (106)	53% (608)	2% (27)	— (1)	4% (42)	4% (48)	— (1)	9% (100)	9% (107)	1139
Age: 18-29	17% (80)	2% (11)	4% (17)	28% (129)	7% (35)	1% (5)	12% (55)	6% (29)	— (2)	13% (62)	8% (38)	463
Age: 30-44	8% (45)	— (1)	5% (28)	54% (298)	3% (18)	— (0)	6% (33)	5% (26)	— (1)	13% (73)	5% (27)	550
Age: 45-54	5% (19)	1% (2)	9% (32)	54% (202)	4% (16)	— (0)	5% (20)	3% (10)	1% (3)	11% (40)	7% (28)	373
Age: 55-64	6% (22)	— (1)	8% (32)	45% (170)	2% (9)	— (1)	6% (24)	5% (20)	— (0)	17% (65)	9% (34)	378
Age: 65+	— (1)	1% (2)	16% (68)	48% (209)	2% (10)	— (0)	5% (22)	3% (14)	— (1)	15% (65)	10% (43)	436
Generation Z: 18-21	20% (33)	6% (10)	6% (10)	11% (18)	9% (16)	3% (4)	13% (22)	10% (17)	— (0)	12% (20)	10% (17)	166
Millennial: Age 22-37	12% (77)	— (1)	4% (25)	44% (280)	5% (29)	— (0)	9% (56)	5% (34)	1% (4)	14% (89)	6% (36)	631
Generation X: Age 38-53	6% (32)	1% (4)	7% (39)	57% (311)	4% (23)	— (0)	5% (26)	2% (12)	1% (3)	11% (62)	7% (36)	549
Boomers: Age 54-72	3% (26)	— (2)	12% (89)	46% (348)	2% (15)	— (1)	6% (47)	4% (33)	— (1)	16% (123)	9% (69)	754
PID: Dem (no lean)	7% (50)	1% (8)	9% (66)	42% (294)	4% (30)	— (0)	7% (50)	6% (44)	1% (4)	12% (85)	10% (68)	701
PID: Ind (no lean)	7% (40)	— (2)	9% (57)	44% (264)	5% (32)	1% (3)	8% (48)	3% (17)	— (0)	16% (94)	7% (44)	601
PID: Rep (no lean)	9% (77)	1% (9)	6% (54)	50% (451)	3% (26)	— (2)	6% (55)	4% (38)	— (4)	14% (124)	7% (59)	900
PID/Gender: Dem Men	6% (19)	— (1)	7% (22)	35% (108)	6% (17)	— (0)	11% (34)	5% (16)	1% (3)	18% (56)	10% (29)	306
PID/Gender: Dem Women	8% (32)	2% (6)	11% (44)	47% (187)	3% (13)	— (0)	4% (16)	7% (28)	— (1)	7% (29)	10% (38)	395
PID/Gender: Ind Men	6% (20)	— (0)	8% (27)	34% (110)	8% (24)	1% (3)	12% (38)	3% (11)	— (0)	22% (69)	5% (16)	319
PID/Gender: Ind Women	7% (20)	1% (2)	11% (30)	55% (155)	3% (7)	— (0)	4% (10)	2% (6)	— (0)	9% (25)	10% (28)	282
PID/Gender: Rep Men	10% (42)	2% (8)	5% (21)	42% (184)	4% (19)	— (1)	9% (39)	5% (24)	1% (4)	18% (78)	4% (18)	437
PID/Gender: Rep Women	8% (35)	— (1)	7% (33)	58% (267)	1% (7)	— (1)	3% (16)	3% (15)	— (0)	10% (46)	9% (41)	462
Ideo: Liberal (1-3)	9% (62)	1% (8)	8% (50)	42% (272)	5% (31)	1% (5)	8% (49)	4% (27)	— (3)	15% (96)	8% (49)	653
Ideo: Moderate (4)	7% (32)	1% (3)	8% (36)	44% (204)	6% (27)	— (0)	6% (29)	5% (24)	— (0)	14% (66)	8% (39)	460
Ideo: Conservative (5-7)	7% (58)	— (3)	9% (74)	47% (370)	3% (24)	— (0)	6% (47)	4% (31)	1% (4)	15% (119)	6% (51)	781
Educ: College	7% (107)	1% (14)	7% (105)	46% (702)	4% (65)	— (4)	7% (106)	5% (74)	— (6)	13% (201)	9% (130)	1513
Educ: Bachelors degree	9% (39)	1% (2)	10% (45)	45% (199)	3% (13)	— (0)	8% (35)	5% (22)	— (2)	13% (56)	7% (31)	444
Educ: Post-grad	9% (21)	1% (2)	11% (28)	44% (108)	4% (10)	1% (2)	5% (13)	2% (4)	— (0)	19% (47)	4% (10)	244
Income: Under 50k	8% (98)	1% (13)	8% (101)	46% (571)	4% (52)	— (4)	7% (89)	5% (66)	— (4)	11% (139)	9% (119)	1255
Income: 50k-100k	7% (45)	1% (3)	8% (50)	45% (284)	3% (22)	— (1)	7% (44)	4% (26)	1% (3)	18% (110)	6% (36)	625
Income: 100k+	8% (24)	1% (2)	8% (26)	48% (155)	5% (15)	— (1)	6% (20)	2% (7)	— (1)	17% (54)	5% (16)	321
Ethnicity: White	8% (136)	1% (9)	8% (146)	47% (817)	4% (65)	— (2)	5% (95)	5% (82)	— (4)	14% (250)	7% (117)	1723
Ethnicity: Hispanic	12% (42)	2% (6)	6% (21)	38% (132)	5% (19)	2% (5)	9% (33)	7% (26)	— (0)	11% (38)	8% (28)	350
Ethnicity: Afr. Am.	5% (13)	1% (4)	9% (23)	43% (118)	5% (13)	1% (3)	14% (38)	4% (12)	1% (3)	7% (18)	11% (30)	274
Ethnicity: Other	9% (19)	3% (5)	4% (8)	37% (75)	5% (9)	— (1)	10% (21)	3% (5)	— (0)	18% (36)	12% (24)	204
Relig: Protestant	6% (27)	1% (5)	8% (39)	49% (240)	2% (9)	— (1)	3% (15)	6% (29)	— (0)	17% (82)	9% (46)	494
Relig: Roman Catholic	10% (40)	— (0)	9% (38)	44% (178)	6% (24)	1% (3)	8% (33)	5% (19)	— (2)	12% (48)	5% (21)	406
Relig: Something Else	6% (16)	— (1)	9% (22)	41% (102)	3% (7)	— (0)	12% (29)	4% (9)	2% (5)	14% (34)	8% (20)	246
Relig: Evangelical	7% (59)	— (3)	9% (73)	44% (354)	4% (30)	— (4)	8% (66)	5% (40)	1% (6)	13% (109)	8% (63)	807
Relig: Non-Evang. Catholics	7% (25)	1% (3)	8% (26)	49% (166)	3% (10)	— (1)	3% (11)	5% (17)	— (0)	16% (55)	7% (25)	339
Relig: All Christian	7% (84)	1% (6)	9% (99)	45% (520)	4% (40)	— (4)	7% (77)	5% (57)	1% (6)	14% (164)	8% (88)	1147
Relig: All Non-Christian	6% (17)	— (0)	8% (22)	54% (153)	2% (4)	— (0)	5% (14)	8% (21)	— (1)	11% (30)	7% (19)	282

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Table BRD14: Who do you plan to spend the most on during holiday spending?

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know/No opinion	Total N
Adults	8% (168)	1% (18)	8% (177)	46% (1009)	4% (88)	— (6)	7% (153)	5% (100)	— (8)	14% (304)	8% (171)	2201
Community: Urban	11% (64)	1% (5)	8% (44)	38% (213)	5% (27)	1% (3)	8% (46)	6% (33)	— (1)	13% (73)	10% (54)	564
Community: Suburban	7% (68)	1% (6)	10% (96)	44% (436)	4% (43)	— (3)	7% (73)	5% (48)	— (4)	14% (136)	8% (80)	993
Community: Rural	6% (36)	1% (8)	6% (37)	56% (360)	3% (18)	— (0)	5% (34)	3% (18)	— (3)	15% (95)	6% (36)	644
Employ: Private Sector	8% (52)	1% (5)	9% (55)	46% (297)	5% (30)	— (0)	7% (43)	3% (22)	— (2)	16% (101)	6% (36)	642
Employ: Government	10% (16)	1% (1)	6% (11)	45% (75)	1% (2)	1% (1)	6% (11)	7% (12)	1% (2)	15% (25)	7% (11)	167
Employ: Self-Employed	13% (24)	1% (3)	7% (13)	40% (75)	5% (9)	2% (3)	7% (13)	2% (5)	— (0)	13% (25)	10% (18)	186
Employ: Homemaker	1% (2)	1% (2)	6% (9)	66% (112)	2% (3)	— (0)	1% (2)	3% (6)	— (0)	11% (18)	9% (16)	169
Employ: Student	23% (19)	3% (3)	9% (7)	11% (9)	15% (12)	— (0)	13% (11)	12% (10)	— (0)	11% (9)	4% (3)	82
Employ: Retired	1% (7)	— (0)	12% (56)	47% (223)	2% (11)	— (0)	7% (33)	5% (25)	— (1)	15% (73)	9% (42)	471
Employ: Unemployed	10% (24)	2% (5)	7% (17)	41% (99)	4% (9)	— (0)	10% (24)	4% (9)	1% (2)	11% (26)	11% (26)	241
Employ: Other	10% (24)	— (1)	4% (9)	49% (119)	5% (11)	1% (2)	7% (18)	5% (13)	— (1)	11% (27)	7% (17)	242
Military HH: Yes	5% (18)	2% (9)	7% (25)	43% (166)	4% (17)	— (1)	8% (32)	3% (12)	— (0)	18% (70)	9% (34)	384
Military HH: No	8% (150)	1% (10)	8% (152)	46% (843)	4% (70)	— (5)	7% (122)	5% (87)	— (8)	13% (234)	8% (137)	1817
RD/WT: Right Direction	8% (75)	1% (7)	8% (69)	48% (430)	3% (31)	— (4)	6% (56)	3% (31)	— (4)	15% (130)	6% (56)	894
RD/WT: Wrong Track	7% (93)	1% (11)	8% (108)	44% (580)	4% (57)	— (1)	7% (98)	5% (69)	— (4)	13% (174)	9% (114)	1307
Trump Job Approve	7% (69)	1% (7)	8% (75)	51% (484)	4% (35)	— (0)	6% (61)	3% (28)	— (4)	14% (134)	6% (56)	953
Trump Job Disapprove	8% (85)	1% (11)	9% (100)	42% (463)	5% (50)	— (4)	8% (87)	6% (69)	— (4)	13% (148)	8% (91)	1113
Trump Job Strongly Approve	9% (43)	1% (6)	6% (29)	49% (235)	3% (17)	— (0)	5% (26)	4% (20)	1% (3)	16% (76)	5% (26)	482
Trump Job Somewhat Approve	5% (26)	— (1)	10% (46)	53% (248)	4% (18)	— (0)	7% (34)	2% (8)	— (1)	12% (58)	6% (30)	471
Trump Job Somewhat Disapprove	9% (24)	1% (3)	8% (22)	39% (107)	5% (13)	1% (3)	7% (19)	7% (20)	1% (2)	16% (43)	8% (22)	275
Trump Job Strongly Disapprove	7% (61)	1% (8)	9% (78)	43% (356)	5% (38)	— (1)	8% (68)	6% (50)	— (2)	13% (106)	8% (70)	838
#1 Issue: Economy	7% (45)	— (3)	8% (50)	48% (296)	2% (14)	— (2)	7% (45)	4% (27)	— (2)	14% (85)	7% (46)	615
#1 Issue: Security	9% (35)	2% (6)	9% (36)	46% (175)	4% (14)	— (0)	6% (24)	3% (10)	— (0)	16% (62)	6% (21)	383
#1 Issue: Health Care	8% (28)	— (2)	5% (18)	49% (176)	6% (20)	— (0)	6% (22)	5% (17)	— (1)	14% (51)	7% (27)	360
#1 Issue: Medicare / Social Security	2% (5)	— (0)	13% (40)	49% (155)	3% (10)	— (1)	7% (21)	5% (17)	— (0)	14% (44)	8% (25)	318
#1 Issue: Women's Issues	16% (21)	3% (3)	5% (6)	38% (49)	4% (5)	— (0)	5% (6)	6% (8)	1% (2)	11% (14)	10% (13)	128
#1 Issue: Education	10% (17)	1% (1)	6% (11)	45% (78)	7% (12)	2% (3)	10% (17)	6% (11)	1% (1)	9% (16)	5% (8)	175
#1 Issue: Energy	11% (9)	— (0)	8% (6)	30% (26)	9% (8)	— (0)	8% (7)	8% (6)	— (0)	17% (14)	10% (8)	85
#1 Issue: Other	6% (8)	2% (3)	7% (9)	41% (55)	3% (4)	— (0)	8% (11)	3% (4)	1% (2)	13% (17)	16% (21)	136
2016 Vote: Hillary Clinton	5% (37)	1% (5)	11% (77)	44% (303)	4% (27)	— (1)	7% (51)	5% (33)	— (3)	14% (94)	8% (53)	683
2016 Vote: Donald Trump	7% (48)	1% (5)	8% (59)	51% (355)	3% (22)	— (0)	4% (31)	3% (24)	1% (4)	16% (110)	6% (43)	702
2016 Vote: Someone else	11% (24)	— (0)	6% (13)	41% (87)	3% (7)	— (0)	6% (12)	4% (9)	— (0)	18% (38)	10% (21)	211
2016 Vote: Didn't Vote	10% (58)	1% (8)	5% (28)	44% (264)	5% (31)	— (2)	10% (59)	6% (34)	— (1)	10% (62)	9% (52)	600
Voted in 2014: Yes	5% (75)	1% (7)	9% (129)	48% (668)	3% (46)	— (4)	6% (83)	4% (55)	— (3)	15% (205)	8% (112)	1388
Voted in 2014: No	11% (92)	1% (11)	6% (48)	42% (341)	5% (41)	— (2)	9% (70)	5% (44)	1% (6)	12% (99)	7% (59)	813
2012 Vote: Barack Obama	5% (47)	1% (6)	10% (85)	46% (390)	4% (32)	— (1)	7% (62)	5% (39)	— (2)	14% (117)	9% (73)	853
2012 Vote: Mitt Romney	6% (34)	1% (4)	9% (48)	50% (270)	3% (18)	— (0)	3% (19)	3% (18)	— (2)	17% (92)	7% (38)	544
2012 Vote: Other	3% (4)	— (0)	7% (8)	59% (63)	3% (3)	— (0)	7% (7)	3% (3)	1% (1)	11% (12)	6% (6)	108
2012 Vote: Didn't Vote	12% (83)	1% (8)	5% (35)	41% (287)	5% (34)	— (2)	9% (64)	6% (39)	1% (4)	12% (82)	8% (53)	692
4-Region: Northeast	9% (34)	1% (4)	8% (30)	48% (189)	4% (14)	— (0)	5% (19)	6% (22)	— (0)	14% (57)	6% (25)	394
4-Region: Midwest	6% (27)	1% (3)	10% (45)	46% (212)	4% (19)	— (1)	8% (36)	4% (20)	— (0)	14% (67)	7% (33)	462
4-Region: South	7% (55)	1% (7)	7% (54)	48% (398)	4% (36)	— (1)	8% (65)	3% (26)	1% (7)	13% (106)	9% (71)	825
4-Region: West	10% (51)	1% (5)	9% (48)	40% (211)	4% (19)	1% (3)	6% (34)	6% (32)	— (2)	14% (75)	8% (42)	520
Favorable of Trump	7% (69)	1% (6)	8% (77)	50% (470)	4% (36)	— (1)	6% (56)	3% (30)	1% (6)	14% (129)	6% (56)	935
Unfavorable of Trump	8% (91)	1% (6)	9% (95)	42% (464)	5% (50)	— (1)	8% (88)	6% (64)	— (2)	13% (148)	9% (95)	1106

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Table BRD14: Who do you plan to spend the most on during holiday spending?

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know/No opinion	Total N
Adults	8% (168)	1% (18)	8% (177)	46% (1009)	4% (88)	— (0)	7% (153)	5% (100)	— (0)	14% (304)	8% (171)	2201
Very Favorable of Trump	8% (44)	1% (5)	6% (32)	50% (264)	3% (17)	— (0)	4% (23)	4% (20)	1% (5)	15% (77)	8% (40)	527
Somewhat Favorable of Trump	6% (25)	— (0)	11% (45)	50% (206)	5% (19)	— (0)	8% (34)	2% (10)	— (0)	13% (52)	4% (16)	408
Somewhat Unfavorable of Trump	11% (25)	1% (3)	4% (9)	40% (90)	6% (13)	— (0)	11% (24)	6% (12)	— (0)	14% (32)	7% (17)	226
Very Unfavorable of Trump	8% (66)	— (0)	10% (86)	43% (375)	4% (37)	— (0)	7% (65)	6% (52)	— (0)	13% (116)	9% (79)	881
Political correctness	10% (100)	1% (9)	7% (74)	48% (496)	4% (41)	— (0)	6% (61)	3% (29)	— (0)	15% (156)	7% (69)	1041
Prejudice	6% (68)	1% (9)	9% (103)	44% (513)	4% (47)	— (0)	8% (92)	6% (71)	— (0)	13% (147)	9% (102)	1160

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

Table BRD15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know/No opinion	Total N
Adults	14% (303)	10% (231)	4% (78)	21% (454)	18% (387)	6% (133)	6% (128)	22% (487)	2201
Gender: Male	19% (204)	11% (120)	6% (63)	20% (209)	15% (155)	6% (62)	5% (49)	19% (200)	1062
Gender: Female	9% (100)	10% (110)	1% (16)	21% (244)	20% (231)	6% (71)	7% (79)	25% (287)	1139
Age: 18-29	15% (70)	11% (52)	4% (18)	27% (126)	16% (76)	6% (26)	1% (6)	19% (88)	463
Age: 30-44	17% (92)	12% (66)	3% (18)	17% (91)	26% (142)	6% (35)	4% (22)	15% (84)	550
Age: 45-54	17% (63)	11% (40)	2% (9)	21% (79)	14% (53)	6% (22)	6% (21)	23% (87)	373
Age: 55-64	12% (44)	9% (34)	5% (18)	19% (71)	13% (48)	6% (24)	11% (40)	26% (100)	378
Age: 65+	8% (34)	9% (39)	4% (16)	20% (86)	16% (68)	6% (26)	9% (39)	29% (128)	436
Generation Z: 18-21	14% (22)	11% (18)	3% (6)	38% (63)	2% (4)	6% (10)	1% (2)	24% (40)	166
Millennial: Age 22-37	17% (108)	12% (76)	4% (26)	17% (106)	27% (169)	6% (35)	3% (17)	15% (96)	631
Generation X: Age 38-53	16% (87)	11% (63)	3% (14)	22% (121)	17% (92)	6% (34)	5% (26)	20% (112)	549
Boomers: Age 54-72	11% (82)	8% (63)	4% (29)	19% (144)	14% (107)	7% (51)	9% (71)	27% (207)	754
PID: Dem (no lean)	15% (104)	10% (73)	4% (25)	21% (148)	16% (115)	6% (44)	7% (52)	20% (139)	701
PID: Ind (no lean)	12% (71)	10% (58)	5% (30)	22% (133)	18% (110)	6% (36)	5% (30)	22% (133)	601
PID: Rep (no lean)	14% (128)	11% (100)	3% (23)	19% (173)	18% (162)	6% (53)	5% (47)	24% (215)	900
PID/Gender: Dem Men	20% (62)	10% (31)	7% (20)	19% (59)	14% (44)	7% (21)	6% (19)	17% (51)	306
PID/Gender: Dem Women	11% (42)	11% (43)	1% (5)	23% (90)	18% (71)	6% (23)	8% (32)	22% (88)	395
PID/Gender: Ind Men	17% (54)	11% (36)	7% (22)	22% (71)	12% (37)	5% (16)	4% (12)	22% (71)	319
PID/Gender: Ind Women	6% (17)	8% (22)	3% (7)	22% (62)	26% (73)	7% (20)	6% (18)	22% (63)	282
PID/Gender: Rep Men	20% (87)	12% (54)	5% (20)	18% (80)	17% (75)	6% (25)	4% (18)	18% (78)	437
PID/Gender: Rep Women	9% (41)	10% (46)	1% (3)	20% (93)	19% (87)	6% (28)	6% (29)	29% (136)	462
Ideo: Liberal (1-3)	14% (90)	15% (97)	4% (27)	21% (135)	18% (116)	7% (48)	4% (27)	17% (113)	653
Ideo: Moderate (4)	11% (50)	9% (43)	4% (18)	22% (102)	15% (68)	7% (34)	7% (34)	24% (110)	460
Ideo: Conservative (5-7)	15% (119)	10% (78)	3% (25)	17% (136)	17% (136)	5% (37)	7% (55)	25% (195)	781

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Table BRD15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know/No opinion	Total N
Adults	14% (303)	10% (231)	4% (78)	21% (454)	18% (387)	6% (133)	6% (128)	22% (487)	2201
Educ: College	13% (203)	9% (135)	3% (53)	21% (314)	20% (297)	6% (85)	6% (91)	22% (335)	1513
Educ: Bachelors degree	14% (60)	13% (56)	3% (11)	22% (98)	13% (57)	7% (30)	5% (21)	25% (109)	444
Educ: Post-grad	16% (40)	16% (40)	6% (14)	17% (42)	13% (32)	7% (17)	7% (16)	18% (43)	244
Income: Under 50k	12% (150)	9% (117)	3% (40)	20% (252)	20% (252)	6% (74)	6% (74)	24% (296)	1255
Income: 50k-100k	14% (90)	9% (58)	4% (26)	22% (137)	14% (88)	6% (40)	6% (38)	24% (149)	625
Income: 100k+	20% (64)	17% (56)	4% (13)	20% (65)	15% (47)	6% (19)	5% (16)	13% (42)	321
Ethnicity: White	12% (213)	11% (185)	4% (64)	19% (329)	18% (317)	6% (110)	7% (112)	23% (392)	1723
Ethnicity: Hispanic	13% (45)	12% (42)	5% (18)	31% (109)	20% (69)	2% (8)	2% (9)	14% (50)	350
Ethnicity: Afr. Am.	21% (57)	6% (18)	4% (10)	28% (76)	14% (37)	5% (14)	4% (11)	19% (51)	274
Ethnicity: Other	17% (34)	14% (28)	2% (4)	24% (48)	16% (32)	5% (9)	3% (5)	22% (44)	204
Relig: Protestant	13% (65)	11% (57)	3% (15)	16% (81)	15% (74)	7% (36)	7% (34)	27% (133)	494
Relig: Roman Catholic	16% (66)	12% (49)	4% (17)	22% (91)	16% (67)	5% (20)	5% (21)	19% (75)	406
Relig: Something Else	14% (33)	8% (20)	5% (13)	17% (42)	20% (49)	2% (6)	8% (20)	25% (62)	246
Relig: Evangelical	15% (122)	10% (84)	4% (31)	19% (155)	16% (133)	5% (43)	7% (54)	23% (185)	807
Relig: Non-Evang. Catholics	12% (42)	12% (42)	4% (14)	18% (60)	17% (57)	6% (19)	6% (20)	25% (86)	339
Relig: All Christian	14% (164)	11% (126)	4% (45)	19% (215)	17% (190)	5% (62)	6% (74)	24% (271)	1147
Relig: All Non-Christian	13% (37)	8% (22)	2% (5)	21% (58)	23% (64)	7% (19)	5% (15)	22% (62)	282
Community: Urban	14% (77)	13% (75)	4% (22)	23% (128)	17% (96)	4% (25)	4% (23)	21% (117)	564
Community: Suburban	15% (144)	11% (106)	4% (35)	19% (191)	16% (161)	7% (70)	6% (62)	23% (224)	993
Community: Rural	13% (82)	8% (50)	3% (21)	21% (135)	20% (129)	6% (39)	7% (43)	23% (146)	644

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Table BRD15: *And, what type of items do you plan to spend the most on during holiday spending?*

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know/No opinion	Total N
Adults	14% (303)	10% (231)	4% (78)	21% (454)	18% (387)	6% (133)	6% (128)	22% (487)	2201
Employ: Private Sector	16% (104)	13% (86)	5% (29)	18% (116)	19% (122)	6% (41)	5% (29)	18% (115)	642
Employ: Government	14% (23)	11% (18)	3% (5)	24% (40)	18% (31)	6% (11)	8% (14)	16% (27)	167
Employ: Self-Employed	23% (42)	14% (27)	3% (6)	18% (34)	11% (21)	8% (15)	4% (7)	18% (34)	186
Employ: Homemaker	10% (17)	7% (13)	1% (1)	18% (31)	31% (52)	4% (6)	4% (6)	26% (43)	169
Employ: Student	15% (13)	16% (13)	4% (3)	34% (28)	7% (6)	6% (5)	3% (2)	15% (12)	82
Employ: Retired	10% (46)	9% (42)	4% (18)	20% (96)	15% (70)	8% (35)	8% (38)	27% (125)	471
Employ: Unemployed	13% (30)	8% (19)	1% (3)	22% (52)	15% (37)	3% (7)	7% (18)	30% (73)	241
Employ: Other	12% (28)	6% (14)	5% (13)	23% (57)	20% (48)	5% (12)	6% (14)	23% (56)	242
Military HH: Yes	15% (58)	12% (45)	6% (23)	21% (81)	12% (48)	6% (22)	6% (24)	22% (84)	384
Military HH: No	14% (246)	10% (186)	3% (55)	21% (373)	19% (339)	6% (111)	6% (104)	22% (403)	1817
RD/WT: Right Direction	15% (133)	11% (101)	4% (36)	20% (175)	17% (148)	5% (49)	5% (45)	23% (207)	894
RD/WT: Wrong Track	13% (170)	10% (130)	3% (42)	21% (279)	18% (239)	6% (84)	6% (83)	21% (280)	1307
Trump Job Approve	14% (134)	11% (108)	4% (34)	19% (177)	18% (170)	5% (52)	5% (51)	24% (226)	953
Trump Job Disapprove	14% (157)	10% (114)	4% (43)	21% (238)	18% (199)	6% (71)	7% (73)	20% (218)	1113
Trump Job Strongly Approve	15% (74)	12% (58)	4% (21)	16% (79)	18% (87)	5% (25)	6% (30)	22% (107)	482
Trump Job Somewhat Approve	13% (60)	11% (50)	3% (13)	21% (98)	18% (83)	6% (27)	5% (22)	25% (119)	471
Trump Job Somewhat Disapprove	15% (42)	11% (29)	4% (12)	25% (69)	13% (36)	6% (17)	7% (18)	19% (52)	275
Trump Job Strongly Disapprove	14% (115)	10% (85)	4% (30)	20% (169)	19% (163)	7% (55)	7% (55)	20% (167)	838
#1 Issue: Economy	15% (94)	11% (67)	4% (27)	19% (119)	18% (113)	6% (36)	5% (32)	21% (126)	615
#1 Issue: Security	17% (66)	12% (44)	3% (11)	19% (74)	17% (64)	6% (23)	6% (23)	21% (79)	383
#1 Issue: Health Care	14% (50)	10% (35)	4% (13)	20% (73)	20% (71)	8% (28)	6% (20)	19% (69)	360
#1 Issue: Medicare / Social Security	7% (22)	9% (30)	4% (13)	22% (69)	16% (51)	5% (16)	8% (24)	29% (92)	318
#1 Issue: Women's Issues	12% (15)	15% (20)	3% (4)	19% (25)	16% (21)	5% (7)	5% (6)	24% (31)	128
#1 Issue: Education	19% (33)	8% (14)	1% (2)	33% (58)	18% (32)	3% (6)	4% (7)	13% (23)	175
#1 Issue: Energy	17% (15)	10% (8)	4% (4)	17% (15)	17% (15)	10% (8)	3% (3)	21% (18)	85
#1 Issue: Other	6% (8)	9% (12)	2% (3)	16% (22)	15% (20)	6% (9)	10% (13)	36% (49)	136

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Table BRD15: *And, what type of items do you plan to spend the most on during holiday spending?*

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know/No opinion	Total N
Adults	14% (303)	10% (231)	4% (78)	21% (454)	18% (387)	6% (133)	6% (128)	22% (487)	2201
2016 Vote: Hillary Clinton	13% (87)	12% (80)	3% (20)	22% (148)	17% (114)	7% (47)	8% (53)	20% (134)	683
2016 Vote: Donald Trump	14% (96)	11% (78)	4% (28)	19% (132)	18% (128)	6% (41)	6% (40)	23% (160)	702
2016 Vote: Someone else	11% (24)	14% (28)	6% (13)	21% (44)	14% (30)	7% (15)	6% (12)	21% (45)	211
2016 Vote: Didn't Vote	16% (97)	7% (45)	3% (17)	21% (127)	19% (116)	5% (30)	4% (24)	24% (145)	600
Voted in 2014: Yes	13% (183)	11% (158)	3% (48)	20% (276)	17% (238)	6% (85)	7% (98)	22% (302)	1388
Voted in 2014: No	15% (120)	9% (73)	4% (30)	22% (178)	18% (149)	6% (48)	4% (30)	23% (185)	813
2012 Vote: Barack Obama	13% (114)	11% (96)	4% (31)	21% (179)	16% (139)	6% (50)	8% (64)	21% (180)	853
2012 Vote: Mitt Romney	12% (67)	11% (61)	3% (19)	18% (97)	15% (83)	7% (38)	7% (37)	26% (141)	544
2012 Vote: Other	11% (12)	13% (14)	3% (4)	24% (25)	17% (19)	4% (4)	8% (9)	20% (22)	108
2012 Vote: Didn't Vote	16% (109)	9% (59)	4% (25)	22% (150)	21% (145)	6% (40)	3% (18)	21% (145)	692
4-Region: Northeast	15% (60)	11% (42)	3% (11)	21% (82)	20% (77)	6% (23)	7% (28)	19% (73)	394
4-Region: Midwest	12% (55)	10% (47)	3% (15)	21% (98)	17% (77)	7% (31)	7% (32)	23% (106)	462
4-Region: South	14% (113)	9% (71)	4% (30)	21% (175)	18% (150)	5% (44)	5% (38)	25% (203)	825
4-Region: West	15% (76)	14% (70)	4% (22)	19% (98)	16% (83)	7% (35)	6% (31)	20% (105)	520
Favorable of Trump	15% (136)	10% (97)	4% (37)	19% (176)	18% (173)	5% (49)	5% (49)	23% (219)	935
Unfavorable of Trump	14% (158)	11% (117)	4% (39)	21% (233)	17% (188)	7% (79)	7% (73)	20% (219)	1106
Very Favorable of Trump	14% (76)	11% (56)	5% (25)	16% (87)	20% (106)	5% (29)	6% (29)	23% (120)	527
Somewhat Favorable of Trump	15% (60)	10% (42)	3% (12)	22% (89)	17% (67)	5% (20)	5% (19)	24% (99)	408
Somewhat Unfavorable of Trump	20% (44)	12% (28)	3% (7)	20% (45)	12% (27)	9% (21)	9% (19)	15% (34)	226
Very Unfavorable of Trump	13% (114)	10% (89)	4% (32)	21% (188)	18% (162)	7% (57)	6% (54)	21% (186)	881
Political correctness	15% (156)	11% (116)	3% (35)	21% (216)	16% (169)	7% (71)	6% (64)	20% (213)	1041
Prejudice	13% (148)	10% (114)	4% (43)	20% (237)	19% (217)	5% (62)	6% (65)	24% (274)	1160

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

Table BRD16: *Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?*

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	17%	(381)	38%	(845)	29%	(639)	15%	(337)	2201
Gender: Male	15%	(154)	34%	(358)	34%	(361)	18%	(189)	1062
Gender: Female	20%	(227)	43%	(487)	24%	(278)	13%	(147)	1139
Age: 18-29	25%	(118)	42%	(193)	21%	(95)	12%	(57)	463
Age: 30-44	23%	(126)	38%	(207)	25%	(139)	14%	(78)	550
Age: 45-54	14%	(53)	41%	(153)	31%	(117)	13%	(50)	373
Age: 55-64	12%	(47)	38%	(142)	34%	(127)	16%	(62)	378
Age: 65+	8%	(37)	34%	(149)	37%	(161)	21%	(90)	436
Generation Z: 18-21	18%	(29)	52%	(85)	14%	(23)	17%	(28)	166
Millennial: Age 22-37	26%	(165)	38%	(238)	25%	(155)	12%	(73)	631
Generation X: Age 38-53	18%	(100)	39%	(213)	29%	(161)	14%	(75)	549
Boomers: Age 54-72	11%	(81)	37%	(277)	35%	(262)	18%	(134)	754
PID: Dem (no lean)	14%	(101)	39%	(270)	28%	(194)	19%	(136)	701
PID: Ind (no lean)	19%	(112)	40%	(239)	28%	(166)	14%	(84)	601
PID: Rep (no lean)	19%	(168)	37%	(335)	31%	(279)	13%	(117)	900
PID/Gender: Dem Men	10%	(32)	36%	(111)	30%	(93)	23%	(70)	306
PID/Gender: Dem Women	18%	(70)	40%	(159)	26%	(101)	17%	(65)	395
PID/Gender: Ind Men	15%	(48)	35%	(113)	33%	(105)	17%	(53)	319
PID/Gender: Ind Women	23%	(64)	45%	(126)	21%	(60)	11%	(31)	282
PID/Gender: Rep Men	17%	(75)	31%	(134)	37%	(162)	15%	(66)	437
PID/Gender: Rep Women	20%	(93)	44%	(201)	25%	(117)	11%	(51)	462
Ideo: Liberal (1-3)	18%	(115)	41%	(271)	27%	(177)	14%	(90)	653
Ideo: Moderate (4)	19%	(89)	40%	(185)	27%	(125)	13%	(60)	460
Ideo: Conservative (5-7)	12%	(94)	36%	(284)	35%	(276)	16%	(127)	781
Educ: College	19%	(289)	38%	(570)	27%	(416)	16%	(238)	1513
Educ: Bachelors degree	16%	(70)	40%	(179)	31%	(139)	13%	(56)	444
Educ: Post-grad	9%	(22)	39%	(95)	34%	(84)	18%	(43)	244

Continued on next page

Table BRD16: Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	17%	(381)	38%	(845)	29%	(639)	15%	(337)	2201
Income: Under 50k	20%	(257)	38%	(480)	27%	(338)	14%	(180)	1255
Income: 50k-100k	15%	(96)	40%	(248)	29%	(183)	16%	(98)	625
Income: 100k+	9%	(28)	36%	(116)	37%	(118)	18%	(59)	321
Ethnicity: White	17%	(301)	40%	(693)	29%	(506)	13%	(223)	1723
Ethnicity: Hispanic	28%	(96)	41%	(143)	23%	(79)	9%	(31)	350
Ethnicity: Afr. Am.	10%	(29)	27%	(74)	32%	(87)	31%	(84)	274
Ethnicity: Other	25%	(51)	38%	(77)	22%	(46)	14%	(30)	204
Relig: Protestant	11%	(55)	42%	(209)	32%	(158)	15%	(73)	494
Relig: Roman Catholic	16%	(66)	43%	(175)	31%	(125)	10%	(41)	406
Relig: Something Else	24%	(59)	30%	(73)	26%	(65)	20%	(49)	246
Relig: Evangelical	17%	(136)	39%	(315)	30%	(239)	15%	(117)	807
Relig: Non-Evang. Catholics	13%	(44)	42%	(142)	32%	(109)	13%	(45)	339
Relig: All Christian	16%	(179)	40%	(457)	30%	(348)	14%	(162)	1147
Relig: All Non-Christian	20%	(56)	38%	(107)	24%	(68)	18%	(51)	282
Community: Urban	17%	(97)	37%	(207)	30%	(170)	16%	(90)	564
Community: Suburban	15%	(146)	38%	(376)	29%	(289)	18%	(182)	993
Community: Rural	21%	(137)	41%	(262)	28%	(180)	10%	(65)	644
Employ: Private Sector	14%	(89)	40%	(258)	34%	(216)	12%	(79)	642
Employ: Government	13%	(21)	50%	(83)	20%	(33)	18%	(30)	167
Employ: Self-Employed	18%	(34)	36%	(67)	34%	(64)	11%	(21)	186
Employ: Homemaker	18%	(30)	41%	(70)	22%	(38)	18%	(31)	169
Employ: Student	26%	(21)	42%	(34)	25%	(20)	8%	(7)	82
Employ: Retired	9%	(42)	35%	(165)	36%	(171)	20%	(93)	471
Employ: Unemployed	31%	(74)	31%	(75)	20%	(49)	18%	(43)	241
Employ: Other	28%	(69)	38%	(92)	20%	(48)	14%	(33)	242
Military HH: Yes	15%	(59)	37%	(141)	32%	(124)	16%	(60)	384
Military HH: No	18%	(322)	39%	(704)	28%	(515)	15%	(276)	1817
RD/WT: Right Direction	16%	(140)	38%	(342)	32%	(284)	14%	(128)	894
RD/WT: Wrong Track	18%	(241)	38%	(503)	27%	(355)	16%	(209)	1307
Trump Job Approve	15%	(144)	38%	(362)	33%	(318)	13%	(128)	953
Trump Job Disapprove	18%	(200)	39%	(439)	27%	(300)	16%	(174)	1113

Continued on next page

Table BRD16: Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	17%	(381)	38%	(845)	29%	(639)	15%	(337)	2201
Trump Job Strongly Approve	16%	(78)	31%	(151)	36%	(176)	16%	(77)	482
Trump Job Somewhat Approve	14%	(66)	45%	(211)	30%	(143)	11%	(51)	471
Trump Job Somewhat Disapprove	17%	(46)	45%	(123)	28%	(76)	11%	(31)	275
Trump Job Strongly Disapprove	18%	(154)	38%	(316)	27%	(225)	17%	(143)	838
#1 Issue: Economy	16%	(96)	37%	(227)	32%	(197)	16%	(95)	615
#1 Issue: Security	16%	(61)	37%	(140)	32%	(124)	15%	(58)	383
#1 Issue: Health Care	18%	(65)	40%	(145)	27%	(96)	15%	(54)	360
#1 Issue: Medicare / Social Security	12%	(37)	37%	(118)	34%	(108)	17%	(55)	318
#1 Issue: Women's Issues	23%	(30)	41%	(53)	24%	(31)	11%	(15)	128
#1 Issue: Education	23%	(41)	41%	(71)	22%	(39)	14%	(24)	175
#1 Issue: Energy	22%	(19)	50%	(42)	20%	(17)	8%	(7)	85
#1 Issue: Other	24%	(33)	35%	(47)	20%	(27)	21%	(29)	136
2016 Vote: Hillary Clinton	14%	(92)	36%	(246)	32%	(220)	18%	(125)	683
2016 Vote: Donald Trump	16%	(111)	38%	(265)	33%	(232)	13%	(94)	702
2016 Vote: Someone else	17%	(35)	38%	(79)	26%	(55)	19%	(41)	211
2016 Vote: Didnt Vote	24%	(141)	42%	(250)	22%	(131)	13%	(77)	600
Voted in 2014: Yes	14%	(199)	37%	(510)	32%	(438)	17%	(241)	1388
Voted in 2014: No	22%	(182)	41%	(335)	25%	(201)	12%	(95)	813
2012 Vote: Barack Obama	13%	(111)	37%	(316)	32%	(276)	18%	(150)	853
2012 Vote: Mitt Romney	12%	(65)	36%	(197)	36%	(194)	16%	(88)	544
2012 Vote: Other	20%	(21)	43%	(47)	21%	(23)	16%	(17)	108
2012 Vote: Didn't Vote	26%	(182)	41%	(282)	21%	(146)	12%	(81)	692
4-Region: Northeast	14%	(56)	39%	(153)	32%	(124)	15%	(61)	394
4-Region: Midwest	16%	(76)	40%	(185)	30%	(140)	13%	(61)	462
4-Region: South	19%	(154)	35%	(292)	28%	(235)	18%	(144)	825
4-Region: West	18%	(96)	41%	(214)	27%	(140)	14%	(71)	520
Favorable of Trump	15%	(139)	39%	(363)	32%	(304)	14%	(129)	935
Unfavorable of Trump	19%	(211)	38%	(419)	27%	(302)	16%	(174)	1106

Continued on next page

Table BRD16: *Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?*

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	17%	(381)	38%	(845)	29%	(639)	15%	(337)	2201
Very Favorable of Trump	17%	(91)	33%	(172)	35%	(182)	16%	(82)	527
Somewhat Favorable of Trump	12%	(48)	47%	(191)	30%	(121)	12%	(47)	408
Somewhat Unfavorable of Trump	21%	(47)	37%	(84)	30%	(67)	12%	(27)	226
Very Unfavorable of Trump	19%	(164)	38%	(335)	27%	(235)	17%	(147)	881
Political correctness	16%	(163)	38%	(395)	32%	(330)	15%	(153)	1041
Prejudice	19%	(218)	39%	(450)	27%	(309)	16%	(184)	1160

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

Table BRD17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	25% (543)	75% (1658)	2201
Gender: Male	25% (261)	75% (802)	1062
Gender: Female	25% (282)	75% (856)	1139
Age: 18-29	20% (95)	80% (368)	463
Age: 30-44	26% (141)	74% (410)	550
Age: 45-54	28% (105)	72% (268)	373
Age: 55-64	24% (90)	76% (288)	378
Age: 65+	26% (113)	74% (324)	436
Generation Z: 18-21	15% (25)	85% (141)	166
Millennial: Age 22-37	23% (145)	77% (486)	631
Generation X: Age 38-53	28% (154)	72% (395)	549
Boomers: Age 54-72	26% (195)	74% (559)	754
PID: Dem (no lean)	29% (206)	71% (494)	701
PID: Ind (no lean)	21% (124)	79% (477)	601
PID: Rep (no lean)	24% (213)	76% (687)	900
PID/Gender: Dem Men	30% (93)	70% (213)	306
PID/Gender: Dem Women	29% (113)	71% (282)	395
PID/Gender: Ind Men	19% (59)	81% (260)	319
PID/Gender: Ind Women	23% (65)	77% (217)	282
PID/Gender: Rep Men	25% (108)	75% (329)	437
PID/Gender: Rep Women	23% (105)	77% (358)	462
Ideo: Liberal (1-3)	27% (175)	73% (478)	653
Ideo: Moderate (4)	27% (124)	73% (336)	460
Ideo: Conservative (5-7)	25% (198)	75% (584)	781
Educ: College	25% (371)	75% (1142)	1513
Educ: Bachelors degree	24% (109)	76% (335)	444
Educ: Post-grad	26% (63)	74% (181)	244
Income: Under 50k	25% (309)	75% (945)	1255
Income: 50k-100k	28% (172)	72% (453)	625
Income: 100k+	19% (62)	81% (260)	321
Ethnicity: White	25% (437)	75% (1285)	1723

Continued on next page

Table BRD17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	25% (543)	75% (1658)	2201
Ethnicity: Hispanic	32% (113)	68% (237)	350
Ethnicity: Afr. Am.	18% (49)	82% (225)	274
Ethnicity: Other	28% (57)	72% (147)	204
Relig: Protestant	24% (120)	76% (374)	494
Relig: Roman Catholic	30% (123)	70% (283)	406
Relig: Something Else	18% (44)	82% (202)	246
Relig: Evangelical	25% (201)	75% (606)	807
Relig: Non-Evang. Catholics	25% (86)	75% (254)	339
Relig: All Christian	25% (287)	75% (860)	1147
Relig: All Non-Christian	30% (84)	70% (199)	282
Community: Urban	24% (137)	76% (427)	564
Community: Suburban	24% (237)	76% (756)	993
Community: Rural	26% (170)	74% (474)	644
Employ: Private Sector	26% (169)	74% (473)	642
Employ: Government	31% (52)	69% (116)	167
Employ: Self-Employed	24% (44)	76% (143)	186
Employ: Homemaker	23% (38)	77% (131)	169
Employ: Student	17% (14)	83% (68)	82
Employ: Retired	26% (123)	74% (348)	471
Employ: Unemployed	20% (49)	80% (192)	241
Employ: Other	23% (54)	77% (187)	242
Military HH: Yes	24% (93)	76% (291)	384
Military HH: No	25% (450)	75% (1366)	1817
RD/WT: Right Direction	26% (236)	74% (658)	894
RD/WT: Wrong Track	23% (307)	77% (1000)	1307
Trump Job Approve	26% (245)	74% (707)	953
Trump Job Disapprove	24% (272)	76% (841)	1113
Trump Job Strongly Approve	26% (126)	74% (356)	482
Trump Job Somewhat Approve	25% (119)	75% (352)	471
Trump Job Somewhat Disapprove	25% (68)	75% (207)	275
Trump Job Strongly Disapprove	24% (204)	76% (634)	838

Continued on next page

Table BRD17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	25% (543)	75% (1658)	2201
#1 Issue: Economy	21% (127)	79% (488)	615
#1 Issue: Security	32% (122)	68% (262)	383
#1 Issue: Health Care	22% (79)	78% (281)	360
#1 Issue: Medicare / Social Security	29% (94)	71% (225)	318
#1 Issue: Women's Issues	26% (33)	74% (95)	128
#1 Issue: Education	22% (38)	78% (137)	175
#1 Issue: Energy	32% (27)	68% (58)	85
#1 Issue: Other	17% (23)	83% (113)	136
2016 Vote: Hillary Clinton	26% (181)	74% (502)	683
2016 Vote: Donald Trump	27% (192)	73% (510)	702
2016 Vote: Someone else	22% (47)	78% (164)	211
2016 Vote: Didnt Vote	20% (119)	80% (480)	600
Voted in 2014: Yes	27% (380)	73% (1008)	1388
Voted in 2014: No	20% (163)	80% (650)	813
2012 Vote: Barack Obama	27% (227)	73% (625)	853
2012 Vote: Mitt Romney	27% (149)	73% (395)	544
2012 Vote: Other	22% (23)	78% (85)	108
2012 Vote: Didn't Vote	20% (140)	80% (551)	692
4-Region: Northeast	30% (119)	70% (275)	394
4-Region: Midwest	26% (119)	74% (343)	462
4-Region: South	21% (176)	79% (648)	825
4-Region: West	25% (129)	75% (391)	520
Favorable of Trump	26% (240)	74% (696)	935
Unfavorable of Trump	25% (275)	75% (832)	1106
Very Favorable of Trump	26% (137)	74% (390)	527
Somewhat Favorable of Trump	25% (102)	75% (306)	408
Somewhat Unfavorable of Trump	25% (55)	75% (170)	226
Very Unfavorable of Trump	25% (219)	75% (662)	881
Political correctness	25% (258)	75% (783)	1041
Prejudice	25% (285)	75% (875)	1160

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

Table BRD18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	20% (431)	67% (1475)	13% (296)	2201
Gender: Male	20% (215)	68% (726)	11% (121)	1062
Gender: Female	19% (215)	66% (748)	15% (175)	1139
Age: 18-29	22% (102)	62% (287)	16% (75)	463
Age: 30-44	20% (110)	67% (367)	13% (73)	550
Age: 45-54	18% (66)	69% (256)	14% (51)	373
Age: 55-64	19% (72)	71% (270)	10% (37)	378
Age: 65+	19% (81)	68% (296)	14% (60)	436
Generation Z: 18-21	18% (30)	65% (107)	17% (28)	166
Millennial: Age 22-37	23% (143)	63% (396)	14% (91)	631
Generation X: Age 38-53	17% (95)	69% (381)	13% (73)	549
Boomers: Age 54-72	20% (149)	68% (511)	13% (94)	754
PID: Dem (no lean)	26% (179)	60% (419)	15% (102)	701
PID: Ind (no lean)	18% (111)	68% (409)	13% (81)	601
PID: Rep (no lean)	16% (140)	72% (646)	13% (113)	900
PID/Gender: Dem Men	25% (76)	61% (185)	14% (44)	306
PID/Gender: Dem Women	26% (103)	59% (234)	15% (58)	395
PID/Gender: Ind Men	20% (63)	71% (227)	9% (29)	319
PID/Gender: Ind Women	17% (48)	65% (182)	18% (52)	282
PID/Gender: Rep Men	17% (76)	72% (314)	11% (47)	437
PID/Gender: Rep Women	14% (65)	72% (332)	14% (65)	462
Ideo: Liberal (1-3)	25% (161)	63% (413)	12% (79)	653
Ideo: Moderate (4)	22% (99)	65% (298)	14% (62)	460
Ideo: Conservative (5-7)	17% (132)	73% (571)	10% (78)	781
Educ: College	20% (302)	66% (994)	14% (217)	1513
Educ: Bachelors degree	20% (89)	67% (298)	13% (57)	444
Educ: Post-grad	16% (39)	75% (183)	9% (22)	244
Income: Under 50k	22% (273)	63% (789)	15% (192)	1255
Income: 50k-100k	17% (109)	69% (433)	13% (83)	625
Income: 100k+	15% (48)	79% (253)	6% (20)	321
Ethnicity: White	19% (326)	68% (1179)	13% (217)	1723

Continued on next page

Table BRD18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	20% (431)	67% (1475)	13% (296)	2201
Ethnicity: Hispanic	27% (96)	57% (200)	15% (54)	350
Ethnicity: Afr. Am.	21% (58)	64% (176)	15% (41)	274
Ethnicity: Other	23% (47)	58% (119)	19% (38)	204
Relig: Protestant	16% (80)	72% (357)	11% (57)	494
Relig: Roman Catholic	26% (106)	60% (244)	14% (56)	406
Relig: Something Else	16% (40)	65% (160)	19% (46)	246
Relig: Evangelical	21% (168)	65% (521)	15% (119)	807
Relig: Non-Evang. Catholics	17% (58)	71% (241)	12% (40)	339
Relig: All Christian	20% (226)	66% (762)	14% (159)	1147
Relig: All Non-Christian	21% (59)	66% (186)	13% (37)	282
Community: Urban	23% (128)	62% (348)	16% (88)	564
Community: Suburban	19% (187)	70% (693)	11% (113)	993
Community: Rural	18% (116)	67% (433)	15% (95)	644
Employ: Private Sector	22% (144)	69% (441)	9% (58)	642
Employ: Government	24% (40)	64% (108)	12% (19)	167
Employ: Self-Employed	18% (34)	68% (127)	13% (25)	186
Employ: Homemaker	15% (25)	64% (109)	21% (35)	169
Employ: Student	21% (17)	65% (54)	13% (11)	82
Employ: Retired	17% (81)	70% (328)	13% (62)	471
Employ: Unemployed	18% (42)	67% (162)	15% (37)	241
Employ: Other	20% (47)	60% (146)	20% (49)	242
Military HH: Yes	20% (78)	70% (269)	10% (37)	384
Military HH: No	19% (353)	66% (1205)	14% (259)	1817
RD/WT: Right Direction	18% (160)	71% (632)	11% (102)	894
RD/WT: Wrong Track	21% (270)	64% (843)	15% (194)	1307
Trump Job Approve	17% (159)	72% (685)	11% (108)	953
Trump Job Disapprove	22% (249)	64% (717)	13% (147)	1113
Trump Job Strongly Approve	16% (75)	74% (359)	10% (48)	482
Trump Job Somewhat Approve	18% (84)	69% (326)	13% (60)	471
Trump Job Somewhat Disapprove	22% (61)	65% (180)	12% (34)	275
Trump Job Strongly Disapprove	22% (188)	64% (537)	14% (113)	838

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Table BRD18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	20% (431)	67% (1475)	13% (296)	2201
#1 Issue: Economy	15% (94)	73% (451)	11% (70)	615
#1 Issue: Security	21% (80)	65% (248)	14% (55)	383
#1 Issue: Health Care	20% (70)	69% (249)	11% (41)	360
#1 Issue: Medicare / Social Security	23% (72)	62% (199)	15% (48)	318
#1 Issue: Women's Issues	23% (29)	60% (77)	17% (21)	128
#1 Issue: Education	21% (37)	68% (119)	11% (19)	175
#1 Issue: Energy	30% (25)	58% (50)	12% (10)	85
#1 Issue: Other	17% (23)	60% (82)	23% (31)	136
2016 Vote: Hillary Clinton	24% (163)	65% (440)	12% (79)	683
2016 Vote: Donald Trump	16% (115)	74% (518)	10% (69)	702
2016 Vote: Someone else	19% (41)	66% (140)	14% (30)	211
2016 Vote: Didn't Vote	18% (109)	62% (374)	19% (116)	600
Voted in 2014: Yes	20% (272)	69% (962)	11% (154)	1388
Voted in 2014: No	19% (158)	63% (513)	17% (142)	813
2012 Vote: Barack Obama	23% (197)	67% (569)	10% (87)	853
2012 Vote: Mitt Romney	14% (78)	74% (405)	11% (61)	544
2012 Vote: Other	23% (25)	65% (70)	12% (13)	108
2012 Vote: Didn't Vote	18% (127)	62% (429)	20% (136)	692
4-Region: Northeast	24% (95)	63% (250)	12% (49)	394
4-Region: Midwest	18% (81)	70% (323)	13% (58)	462
4-Region: South	18% (150)	67% (556)	14% (119)	825
4-Region: West	20% (104)	67% (346)	13% (70)	520
Favorable of Trump	17% (163)	72% (670)	11% (103)	935
Unfavorable of Trump	22% (244)	64% (713)	14% (149)	1106
Very Favorable of Trump	15% (81)	74% (389)	11% (57)	527
Somewhat Favorable of Trump	20% (81)	69% (281)	11% (46)	408
Somewhat Unfavorable of Trump	19% (43)	68% (154)	13% (29)	226
Very Unfavorable of Trump	23% (200)	64% (560)	14% (121)	881
Political correctness	19% (195)	69% (722)	12% (124)	1041
Prejudice	20% (236)	65% (752)	15% (172)	1160

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

Table BRD19: *And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	32% (712)	53% (1167)	15% (322)	2201
Gender: Male	32% (341)	56% (591)	12% (130)	1062
Gender: Female	33% (371)	51% (576)	17% (192)	1139
Age: 18-29	34% (159)	45% (210)	20% (94)	463
Age: 30-44	33% (181)	52% (284)	16% (86)	550
Age: 45-54	29% (109)	57% (212)	14% (52)	373
Age: 55-64	37% (141)	51% (191)	12% (46)	378
Age: 65+	28% (122)	62% (270)	10% (45)	436
Generation Z: 18-21	34% (56)	43% (71)	24% (39)	166
Millennial: Age 22-37	34% (216)	48% (303)	18% (111)	631
Generation X: Age 38-53	30% (165)	56% (308)	14% (76)	549
Boomers: Age 54-72	33% (250)	55% (414)	12% (90)	754
PID: Dem (no lean)	37% (257)	50% (352)	13% (91)	701
PID: Ind (no lean)	29% (175)	54% (323)	17% (103)	601
PID: Rep (no lean)	31% (279)	55% (492)	14% (128)	900
PID/Gender: Dem Men	34% (104)	53% (162)	13% (40)	306
PID/Gender: Dem Women	39% (153)	48% (190)	13% (51)	395
PID/Gender: Ind Men	29% (92)	59% (187)	13% (40)	319
PID/Gender: Ind Women	30% (83)	48% (136)	22% (62)	282
PID/Gender: Rep Men	33% (145)	55% (242)	11% (50)	437
PID/Gender: Rep Women	29% (134)	54% (250)	17% (78)	462
Ideo: Liberal (1-3)	38% (249)	50% (324)	12% (79)	653
Ideo: Moderate (4)	30% (138)	54% (246)	16% (75)	460
Ideo: Conservative (5-7)	33% (256)	55% (428)	12% (97)	781
Educ: College	31% (472)	52% (794)	16% (247)	1513
Educ: Bachelors degree	37% (165)	52% (232)	11% (47)	444
Educ: Post-grad	30% (74)	58% (141)	12% (29)	244
Income: Under 50k	33% (408)	51% (635)	17% (212)	1255
Income: 50k-100k	34% (210)	54% (337)	13% (78)	625
Income: 100k+	29% (94)	61% (196)	10% (32)	321
Ethnicity: White	33% (572)	53% (919)	13% (231)	1723

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Table BRD19: *And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	32% (712)	53% (1167)	15% (322)	2201
Ethnicity: Hispanic	40% (140)	43% (151)	17% (59)	350
Ethnicity: Afr. Am.	29% (78)	56% (153)	16% (43)	274
Ethnicity: Other	30% (61)	47% (96)	23% (48)	204
Relig: Protestant	29% (146)	60% (295)	11% (54)	494
Relig: Roman Catholic	35% (144)	52% (211)	13% (52)	406
Relig: Something Else	30% (73)	46% (113)	24% (59)	246
Relig: Evangelical	32% (255)	52% (418)	17% (134)	807
Relig: Non-Evang. Catholics	32% (108)	59% (201)	9% (30)	339
Relig: All Christian	32% (363)	54% (620)	14% (165)	1147
Relig: All Non-Christian	33% (94)	51% (143)	16% (45)	282
Community: Urban	32% (178)	51% (288)	17% (98)	564
Community: Suburban	33% (323)	54% (538)	13% (132)	993
Community: Rural	33% (211)	53% (342)	14% (92)	644
Employ: Private Sector	35% (224)	55% (353)	10% (65)	642
Employ: Government	30% (50)	58% (98)	12% (20)	167
Employ: Self-Employed	28% (52)	54% (100)	18% (34)	186
Employ: Homemaker	27% (46)	52% (87)	21% (36)	169
Employ: Student	42% (35)	47% (39)	11% (9)	82
Employ: Retired	32% (150)	57% (271)	11% (50)	471
Employ: Unemployed	31% (74)	46% (110)	23% (57)	241
Employ: Other	33% (80)	45% (109)	22% (52)	242
Military HH: Yes	33% (125)	57% (217)	11% (42)	384
Military HH: No	32% (586)	52% (950)	15% (280)	1817
RD/WT: Right Direction	32% (283)	55% (491)	13% (119)	894
RD/WT: Wrong Track	33% (428)	52% (676)	16% (203)	1307
Trump Job Approve	32% (304)	56% (535)	12% (114)	953
Trump Job Disapprove	35% (388)	52% (575)	14% (151)	1113
Trump Job Strongly Approve	32% (154)	57% (275)	11% (53)	482
Trump Job Somewhat Approve	32% (150)	55% (259)	13% (61)	471
Trump Job Somewhat Disapprove	36% (99)	48% (132)	16% (45)	275
Trump Job Strongly Disapprove	34% (289)	53% (443)	13% (106)	838

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Table BRD19: And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	32% (712)	53% (1167)	15% (322)	2201
#1 Issue: Economy	31% (188)	56% (341)	14% (85)	615
#1 Issue: Security	34% (129)	52% (200)	14% (54)	383
#1 Issue: Health Care	32% (116)	56% (201)	12% (43)	360
#1 Issue: Medicare / Social Security	31% (98)	55% (176)	14% (44)	318
#1 Issue: Women's Issues	30% (39)	42% (54)	28% (35)	128
#1 Issue: Education	41% (72)	46% (81)	13% (23)	175
#1 Issue: Energy	40% (34)	47% (40)	13% (11)	85
#1 Issue: Other	27% (36)	54% (73)	20% (27)	136
2016 Vote: Hillary Clinton	36% (244)	52% (357)	12% (81)	683
2016 Vote: Donald Trump	32% (222)	56% (394)	12% (86)	702
2016 Vote: Someone else	35% (74)	52% (109)	13% (28)	211
2016 Vote: Didnt Vote	28% (167)	51% (306)	21% (126)	600
Voted in 2014: Yes	34% (469)	55% (763)	11% (156)	1388
Voted in 2014: No	30% (243)	50% (404)	20% (166)	813
2012 Vote: Barack Obama	36% (306)	53% (454)	11% (92)	853
2012 Vote: Mitt Romney	30% (164)	58% (314)	12% (66)	544
2012 Vote: Other	32% (35)	57% (62)	10% (11)	108
2012 Vote: Didn't Vote	29% (202)	49% (338)	22% (153)	692
4-Region: Northeast	34% (134)	53% (209)	13% (50)	394
4-Region: Midwest	30% (137)	55% (254)	16% (72)	462
4-Region: South	31% (260)	52% (432)	16% (133)	825
4-Region: West	35% (180)	52% (273)	13% (67)	520
Favorable of Trump	31% (289)	57% (536)	12% (111)	935
Unfavorable of Trump	35% (392)	51% (562)	14% (152)	1106
Very Favorable of Trump	31% (164)	57% (303)	11% (60)	527
Somewhat Favorable of Trump	30% (124)	57% (233)	12% (51)	408
Somewhat Unfavorable of Trump	37% (84)	51% (116)	11% (26)	226
Very Unfavorable of Trump	35% (308)	51% (447)	14% (126)	881
Political correctness	33% (340)	56% (579)	12% (123)	1041
Prejudice	32% (372)	51% (589)	17% (199)	1160

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

Table BRD20: Do you think you will receive a holiday bonus this year?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	8%	(186)	10%	(214)	20%	(448)	49%	(1088)	12%	(266)	2201
Gender: Male	11%	(115)	10%	(108)	23%	(242)	47%	(495)	10%	(102)	1062
Gender: Female	6%	(71)	9%	(105)	18%	(206)	52%	(592)	14%	(165)	1139
Age: 18-29	13%	(60)	12%	(56)	29%	(134)	29%	(136)	17%	(77)	463
Age: 30-44	11%	(60)	15%	(80)	28%	(156)	37%	(206)	9%	(48)	550
Age: 45-54	8%	(29)	10%	(38)	22%	(82)	46%	(173)	14%	(52)	373
Age: 55-64	6%	(22)	7%	(26)	13%	(50)	62%	(235)	12%	(46)	378
Age: 65+	3%	(14)	3%	(14)	6%	(26)	78%	(339)	10%	(44)	436
Generation Z: 18-21	10%	(16)	13%	(21)	36%	(60)	22%	(36)	20%	(33)	166
Millennial: Age 22-37	12%	(79)	13%	(85)	27%	(172)	35%	(221)	12%	(75)	631
Generation X: Age 38-53	9%	(51)	12%	(64)	25%	(137)	43%	(233)	12%	(64)	549
Boomers: Age 54-72	5%	(37)	6%	(43)	10%	(77)	69%	(518)	11%	(80)	754
PID: Dem (no lean)	9%	(66)	9%	(63)	19%	(132)	54%	(377)	9%	(62)	701
PID: Ind (no lean)	7%	(41)	10%	(60)	23%	(136)	49%	(293)	12%	(71)	601
PID: Rep (no lean)	9%	(78)	10%	(91)	20%	(179)	46%	(418)	15%	(134)	900
PID/Gender: Dem Men	13%	(41)	9%	(28)	20%	(62)	51%	(157)	6%	(18)	306
PID/Gender: Dem Women	6%	(25)	9%	(35)	18%	(70)	56%	(220)	11%	(44)	395
PID/Gender: Ind Men	9%	(30)	8%	(24)	25%	(79)	48%	(152)	10%	(33)	319
PID/Gender: Ind Women	4%	(12)	13%	(35)	20%	(57)	50%	(141)	13%	(37)	282
PID/Gender: Rep Men	10%	(45)	13%	(56)	23%	(100)	43%	(186)	12%	(50)	437
PID/Gender: Rep Women	7%	(34)	7%	(35)	17%	(79)	50%	(231)	18%	(83)	462
Ideo: Liberal (1-3)	10%	(65)	11%	(71)	23%	(151)	48%	(312)	8%	(53)	653
Ideo: Moderate (4)	7%	(33)	12%	(57)	18%	(81)	53%	(245)	10%	(44)	460
Ideo: Conservative (5-7)	8%	(64)	8%	(64)	19%	(149)	51%	(397)	14%	(108)	781
Educ: College	8%	(124)	9%	(135)	22%	(338)	48%	(720)	13%	(196)	1513
Educ: Bachelors degree	9%	(38)	12%	(53)	16%	(71)	52%	(232)	11%	(50)	444
Educ: Post-grad	9%	(23)	10%	(25)	16%	(39)	56%	(136)	8%	(21)	244
Income: Under 50k	7%	(85)	8%	(102)	23%	(289)	48%	(607)	14%	(170)	1255
Income: 50k-100k	9%	(54)	12%	(73)	18%	(115)	50%	(314)	11%	(70)	625
Income: 100k+	14%	(47)	12%	(38)	14%	(44)	52%	(167)	8%	(26)	321

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Table BRD20: Do you think you will receive a holiday bonus this year?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	8%	(186)	10%	(214)	20%	(448)	49%	(1088)	12%	(266)	2201
Ethnicity: White	8%	(138)	10%	(167)	18%	(317)	52%	(894)	12%	(207)	1723
Ethnicity: Hispanic	16%	(54)	13%	(44)	32%	(113)	27%	(94)	12%	(44)	350
Ethnicity: Afr. Am.	10%	(27)	8%	(22)	24%	(66)	48%	(131)	10%	(28)	274
Ethnicity: Other	10%	(20)	12%	(25)	31%	(64)	31%	(63)	15%	(32)	204
Relig: Protestant	7%	(32)	9%	(42)	14%	(68)	60%	(298)	11%	(54)	494
Relig: Roman Catholic	10%	(40)	10%	(42)	19%	(77)	50%	(203)	11%	(45)	406
Relig: Something Else	7%	(18)	9%	(21)	25%	(61)	42%	(103)	18%	(43)	246
Relig: Evangelical	8%	(61)	9%	(69)	18%	(146)	52%	(420)	14%	(111)	807
Relig: Non-Evang. Catholics	9%	(29)	11%	(36)	17%	(59)	54%	(184)	9%	(31)	339
Relig: All Christian	8%	(90)	9%	(105)	18%	(206)	53%	(603)	12%	(142)	1147
Relig: All Non-Christian	12%	(34)	11%	(32)	21%	(60)	44%	(124)	11%	(32)	282
Community: Urban	12%	(67)	9%	(53)	21%	(118)	44%	(247)	14%	(79)	564
Community: Suburban	7%	(67)	10%	(101)	20%	(203)	52%	(517)	11%	(105)	993
Community: Rural	8%	(52)	9%	(59)	20%	(126)	50%	(324)	13%	(83)	644
Employ: Private Sector	16%	(100)	18%	(118)	27%	(173)	32%	(204)	7%	(47)	642
Employ: Government	13%	(22)	12%	(21)	20%	(33)	51%	(86)	3%	(6)	167
Employ: Self-Employed	7%	(12)	9%	(17)	31%	(58)	42%	(79)	11%	(20)	186
Employ: Homemaker	4%	(6)	6%	(10)	15%	(26)	45%	(75)	31%	(52)	169
Employ: Student	6%	(5)	11%	(9)	38%	(31)	31%	(25)	14%	(12)	82
Employ: Retired	2%	(9)	1%	(5)	5%	(22)	80%	(378)	12%	(57)	471
Employ: Unemployed	2%	(4)	3%	(6)	17%	(40)	63%	(151)	16%	(39)	241
Employ: Other	11%	(27)	11%	(27)	26%	(64)	37%	(90)	14%	(34)	242
Military HH: Yes	6%	(24)	8%	(30)	19%	(74)	59%	(227)	8%	(30)	384
Military HH: No	9%	(162)	10%	(183)	21%	(374)	47%	(861)	13%	(236)	1817
RD/WT: Right Direction	10%	(85)	10%	(94)	20%	(182)	45%	(403)	15%	(130)	894
RD/WT: Wrong Track	8%	(101)	9%	(120)	20%	(266)	52%	(685)	10%	(136)	1307
Trump Job Approve	9%	(82)	10%	(95)	21%	(202)	47%	(449)	13%	(126)	953
Trump Job Disapprove	9%	(95)	10%	(109)	19%	(211)	53%	(586)	10%	(112)	1113

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Table BRD20: Do you think you will receive a holiday bonus this year?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	8%	(186)	10%	(214)	20%	(448)	49%	(1088)	12%	(266)	2201
Trump Job Strongly Approve	11%	(52)	9%	(41)	20%	(94)	45%	(216)	16%	(78)	482
Trump Job Somewhat Approve	6%	(29)	11%	(53)	23%	(108)	49%	(232)	10%	(48)	471
Trump Job Somewhat Disapprove	9%	(24)	15%	(41)	20%	(56)	47%	(129)	9%	(25)	275
Trump Job Strongly Disapprove	8%	(71)	8%	(68)	18%	(155)	55%	(457)	10%	(87)	838
#1 Issue: Economy	9%	(55)	11%	(66)	23%	(142)	45%	(275)	12%	(77)	615
#1 Issue: Security	8%	(29)	9%	(35)	22%	(82)	47%	(180)	15%	(57)	383
#1 Issue: Health Care	9%	(31)	11%	(38)	19%	(70)	51%	(182)	11%	(38)	360
#1 Issue: Medicare / Social Security	5%	(17)	5%	(15)	11%	(34)	71%	(225)	9%	(29)	318
#1 Issue: Women's Issues	7%	(9)	9%	(12)	28%	(36)	37%	(48)	18%	(23)	128
#1 Issue: Education	17%	(30)	13%	(24)	22%	(38)	40%	(70)	8%	(13)	175
#1 Issue: Energy	11%	(9)	17%	(14)	28%	(24)	39%	(33)	6%	(5)	85
#1 Issue: Other	4%	(5)	7%	(10)	16%	(22)	55%	(75)	18%	(24)	136
2016 Vote: Hillary Clinton	9%	(62)	10%	(67)	16%	(107)	57%	(389)	8%	(58)	683
2016 Vote: Donald Trump	9%	(60)	10%	(68)	19%	(131)	50%	(348)	14%	(95)	702
2016 Vote: Someone else	8%	(17)	12%	(25)	16%	(34)	56%	(118)	8%	(17)	211
2016 Vote: Didn't Vote	7%	(44)	9%	(54)	29%	(175)	39%	(232)	16%	(95)	600
Voted in 2014: Yes	9%	(123)	10%	(135)	17%	(230)	55%	(764)	10%	(136)	1388
Voted in 2014: No	8%	(62)	10%	(79)	27%	(218)	40%	(324)	16%	(130)	813
2012 Vote: Barack Obama	9%	(79)	11%	(92)	18%	(155)	54%	(460)	8%	(67)	853
2012 Vote: Mitt Romney	9%	(50)	8%	(41)	14%	(79)	56%	(306)	13%	(68)	544
2012 Vote: Other	5%	(5)	10%	(11)	19%	(20)	58%	(63)	7%	(8)	108
2012 Vote: Didn't Vote	7%	(48)	10%	(69)	28%	(194)	37%	(257)	18%	(123)	692
4-Region: Northeast	10%	(38)	9%	(34)	20%	(78)	49%	(194)	13%	(50)	394
4-Region: Midwest	8%	(38)	10%	(45)	19%	(87)	52%	(238)	12%	(55)	462
4-Region: South	7%	(61)	11%	(91)	18%	(151)	51%	(423)	12%	(99)	825
4-Region: West	9%	(48)	8%	(44)	25%	(132)	45%	(233)	12%	(63)	520
Favorable of Trump	9%	(83)	10%	(97)	20%	(191)	47%	(439)	13%	(125)	935
Unfavorable of Trump	8%	(89)	10%	(106)	19%	(211)	54%	(594)	10%	(107)	1106

Continued on next page

Table BRD20: *Do you think you will receive a holiday bonus this year?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	8%	(186)	10%	(214)	20%	(448)	49%	(1088)	12%	(266)	2201
Very Favorable of Trump	10%	(53)	9%	(48)	19%	(99)	46%	(240)	17%	(88)	527
Somewhat Favorable of Trump	7%	(30)	12%	(50)	23%	(92)	49%	(199)	9%	(37)	408
Somewhat Unfavorable of Trump	10%	(23)	15%	(34)	17%	(39)	48%	(107)	10%	(23)	226
Very Unfavorable of Trump	7%	(66)	8%	(72)	20%	(172)	55%	(487)	10%	(84)	881
Political correctness	9%	(93)	10%	(107)	21%	(214)	48%	(496)	13%	(130)	1041
Prejudice	8%	(93)	9%	(106)	20%	(234)	51%	(591)	12%	(136)	1160

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

Table BRD21_1NET: How will you use or spend your holiday bonus? Please select all that apply. - Pay down debt, including a mortgage

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2103)	2201
Gender: Male	6%	(60)	94%	(1003)	1062
Gender: Female	3%	(38)	97%	(1100)	1139
Age: 18-29	7%	(33)	93%	(430)	463
Age: 30-44	7%	(36)	93%	(514)	550
Age: 45-54	3%	(12)	97%	(361)	373
Age: 55-64	3%	(11)	97%	(367)	378
Age: 65+	1%	(6)	99%	(430)	436
Generation Z: 18-21	5%	(9)	95%	(157)	166
Millennial: Age 22-37	7%	(45)	93%	(586)	631
Generation X: Age 38-53	5%	(25)	95%	(524)	549
Boomers: Age 54-72	3%	(19)	97%	(735)	754
PID: Dem (no lean)	4%	(28)	96%	(672)	701
PID: Ind (no lean)	5%	(30)	95%	(571)	601
PID: Rep (no lean)	4%	(40)	96%	(860)	900
PID/Gender: Dem Men	5%	(15)	95%	(291)	306
PID/Gender: Dem Women	3%	(13)	97%	(382)	395
PID/Gender: Ind Men	6%	(20)	94%	(300)	319
PID/Gender: Ind Women	4%	(11)	96%	(271)	282
PID/Gender: Rep Men	6%	(25)	94%	(412)	437
PID/Gender: Rep Women	3%	(15)	97%	(447)	462
Ideo: Liberal (1-3)	6%	(40)	94%	(612)	653
Ideo: Moderate (4)	4%	(16)	96%	(443)	460
Ideo: Conservative (5-7)	4%	(31)	96%	(750)	781
Educ: College	3%	(50)	97%	(1463)	1513
Educ: Bachelors degree	7%	(31)	93%	(413)	444
Educ: Post-grad	7%	(18)	93%	(226)	244
Income: Under 50k	3%	(38)	97%	(1217)	1255
Income: 50k-100k	6%	(34)	94%	(591)	625
Income: 100k+	8%	(26)	92%	(295)	321
Ethnicity: White	5%	(79)	95%	(1643)	1723

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Table BRD21_INET: How will you use or spend your holiday bonus? Please select all that apply. - Pay down debt, including a mortgage

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2103)	2201
Ethnicity: Hispanic	6%	(21)	94%	(329)	350
Ethnicity: Afr. Am.	3%	(8)	97%	(267)	274
Ethnicity: Other	5%	(11)	95%	(193)	204
Relig: Protestant	3%	(16)	97%	(478)	494
Relig: Roman Catholic	3%	(14)	97%	(392)	406
Relig: Something Else	4%	(9)	96%	(237)	246
Relig: Evangelical	4%	(29)	96%	(779)	807
Relig: Non-Evang. Catholics	3%	(11)	97%	(328)	339
Relig: All Christian	3%	(40)	97%	(1107)	1147
Relig: All Non-Christian	5%	(14)	95%	(268)	282
Community: Urban	4%	(24)	96%	(540)	564
Community: Suburban	4%	(40)	96%	(953)	993
Community: Rural	5%	(34)	95%	(610)	644
Employ: Private Sector	9%	(60)	91%	(582)	642
Employ: Government	7%	(11)	93%	(156)	167
Employ: Self-Employed	4%	(8)	96%	(179)	186
Employ: Homemaker	—	(1)	100%	(169)	169
Employ: Student	1%	(1)	99%	(81)	82
Employ: Retired	1%	(3)	99%	(468)	471
Employ: Unemployed	1%	(1)	99%	(239)	241
Employ: Other	5%	(13)	95%	(229)	242
Military HH: Yes	3%	(12)	97%	(373)	384
Military HH: No	5%	(87)	95%	(1730)	1817
RD/WT: Right Direction	4%	(39)	96%	(855)	894
RD/WT: Wrong Track	5%	(59)	95%	(1248)	1307
Trump Job Approve	4%	(42)	96%	(910)	953
Trump Job Disapprove	5%	(52)	95%	(1062)	1113
Trump Job Strongly Approve	5%	(23)	95%	(459)	482
Trump Job Somewhat Approve	4%	(19)	96%	(451)	471
Trump Job Somewhat Disapprove	6%	(15)	94%	(260)	275
Trump Job Strongly Disapprove	4%	(36)	96%	(802)	838

Continued on next page

Table BRD21_1NET: How will you use or spend your holiday bonus? Please select all that apply. - Pay down debt, including a mortgage

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2103)	2201
#1 Issue: Economy	4%	(27)	96%	(588)	615
#1 Issue: Security	5%	(20)	95%	(363)	383
#1 Issue: Health Care	4%	(15)	96%	(345)	360
#1 Issue: Medicare / Social Security	3%	(10)	97%	(308)	318
#1 Issue: Women's Issues	4%	(5)	96%	(124)	128
#1 Issue: Education	7%	(12)	93%	(164)	175
#1 Issue: Energy	7%	(6)	93%	(79)	85
#1 Issue: Other	2%	(3)	98%	(133)	136
2016 Vote: Hillary Clinton	4%	(28)	96%	(654)	683
2016 Vote: Donald Trump	4%	(26)	96%	(676)	702
2016 Vote: Someone else	7%	(14)	93%	(197)	211
2016 Vote: Didnt Vote	5%	(29)	95%	(570)	600
Voted in 2014: Yes	4%	(61)	96%	(1327)	1388
Voted in 2014: No	5%	(37)	95%	(776)	813
2012 Vote: Barack Obama	5%	(42)	95%	(811)	853
2012 Vote: Mitt Romney	4%	(23)	96%	(521)	544
2012 Vote: Other	2%	(3)	98%	(105)	108
2012 Vote: Didn't Vote	4%	(31)	96%	(661)	692
4-Region: Northeast	6%	(24)	94%	(370)	394
4-Region: Midwest	6%	(27)	94%	(436)	462
4-Region: South	4%	(34)	96%	(790)	825
4-Region: West	3%	(14)	97%	(507)	520
Favorable of Trump	5%	(43)	95%	(892)	935
Unfavorable of Trump	5%	(53)	95%	(1053)	1106
Very Favorable of Trump	5%	(25)	95%	(503)	527
Somewhat Favorable of Trump	5%	(19)	95%	(389)	408
Somewhat Unfavorable of Trump	7%	(16)	93%	(210)	226
Very Unfavorable of Trump	4%	(37)	96%	(844)	881
Political correctness	5%	(50)	95%	(990)	1041
Prejudice	4%	(48)	96%	(1112)	1160

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

Table BRD21_2NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy presents for the holidays

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2028)	2201
Gender: Male	9%	(95)	91%	(967)	1062
Gender: Female	7%	(78)	93%	(1061)	1139
Age: 18-29	10%	(46)	90%	(417)	463
Age: 30-44	13%	(73)	87%	(477)	550
Age: 45-54	8%	(32)	92%	(341)	373
Age: 55-64	4%	(14)	96%	(364)	378
Age: 65+	2%	(7)	98%	(429)	436
Generation Z: 18-21	7%	(12)	93%	(154)	166
Millennial: Age 22-37	13%	(80)	87%	(551)	631
Generation X: Age 38-53	10%	(57)	90%	(492)	549
Boomers: Age 54-72	3%	(21)	97%	(733)	754
PID: Dem (no lean)	7%	(51)	93%	(650)	701
PID: Ind (no lean)	7%	(41)	93%	(559)	601
PID: Rep (no lean)	9%	(80)	91%	(819)	900
PID/Gender: Dem Men	9%	(29)	91%	(277)	306
PID/Gender: Dem Women	6%	(22)	94%	(373)	395
PID/Gender: Ind Men	5%	(17)	95%	(302)	319
PID/Gender: Ind Women	9%	(24)	91%	(258)	282
PID/Gender: Rep Men	11%	(49)	89%	(389)	437
PID/Gender: Rep Women	7%	(32)	93%	(430)	462
Ideo: Liberal (1-3)	8%	(54)	92%	(599)	653
Ideo: Moderate (4)	9%	(43)	91%	(416)	460
Ideo: Conservative (5-7)	7%	(56)	93%	(726)	781
Educ: College	8%	(115)	92%	(1398)	1513
Educ: Bachelors degree	9%	(41)	91%	(403)	444
Educ: Post-grad	7%	(17)	93%	(228)	244
Income: Under 50k	7%	(84)	93%	(1171)	1255
Income: 50k-100k	8%	(52)	92%	(573)	625
Income: 100k+	12%	(37)	88%	(284)	321
Ethnicity: White	8%	(143)	92%	(1579)	1723

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Table BRD21_2NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy presents for the holidays

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2028)	2201
Ethnicity: Hispanic	10%	(35)	90%	(315)	350
Ethnicity: Afr. Am.	4%	(11)	96%	(264)	274
Ethnicity: Other	9%	(19)	91%	(185)	204
Relig: Protestant	7%	(32)	93%	(462)	494
Relig: Roman Catholic	9%	(36)	91%	(370)	406
Relig: Something Else	7%	(18)	93%	(228)	246
Relig: Evangelical	7%	(59)	93%	(749)	807
Relig: Non-Evang. Catholics	8%	(28)	92%	(312)	339
Relig: All Christian	8%	(87)	92%	(1060)	1147
Relig: All Non-Christian	10%	(29)	90%	(254)	282
Community: Urban	9%	(49)	91%	(516)	564
Community: Suburban	7%	(72)	93%	(921)	993
Community: Rural	8%	(52)	92%	(592)	644
Employ: Private Sector	16%	(102)	84%	(540)	642
Employ: Government	9%	(14)	91%	(153)	167
Employ: Self-Employed	6%	(12)	94%	(175)	186
Employ: Homemaker	7%	(11)	93%	(158)	169
Employ: Student	6%	(5)	94%	(78)	82
Employ: Retired	1%	(4)	99%	(467)	471
Employ: Unemployed	1%	(2)	99%	(239)	241
Employ: Other	10%	(23)	90%	(218)	242
Military HH: Yes	7%	(28)	93%	(356)	384
Military HH: No	8%	(144)	92%	(1672)	1817
RD/WT: Right Direction	9%	(84)	91%	(810)	894
RD/WT: Wrong Track	7%	(89)	93%	(1219)	1307
Trump Job Approve	9%	(81)	91%	(871)	953
Trump Job Disapprove	7%	(81)	93%	(1032)	1113
Trump Job Strongly Approve	9%	(43)	91%	(439)	482
Trump Job Somewhat Approve	8%	(38)	92%	(432)	471
Trump Job Somewhat Disapprove	11%	(30)	89%	(245)	275
Trump Job Strongly Disapprove	6%	(52)	94%	(786)	838

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Table BRD21_2NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy presents for the holidays

Demographic	Selected		Not Selected		Total N
Adults	8%	(173)	92%	(2028)	2201
#1 Issue: Economy	9%	(58)	91%	(557)	615
#1 Issue: Security	7%	(26)	93%	(358)	383
#1 Issue: Health Care	9%	(33)	91%	(327)	360
#1 Issue: Medicare / Social Security	3%	(9)	97%	(309)	318
#1 Issue: Women's Issues	8%	(11)	92%	(118)	128
#1 Issue: Education	15%	(27)	85%	(149)	175
#1 Issue: Energy	4%	(4)	96%	(82)	85
#1 Issue: Other	5%	(6)	95%	(129)	136
2016 Vote: Hillary Clinton	8%	(52)	92%	(630)	683
2016 Vote: Donald Trump	9%	(64)	91%	(638)	702
2016 Vote: Someone else	8%	(17)	92%	(194)	211
2016 Vote: Didnt Vote	7%	(40)	93%	(560)	600
Voted in 2014: Yes	8%	(114)	92%	(1274)	1388
Voted in 2014: No	7%	(58)	93%	(754)	813
2012 Vote: Barack Obama	8%	(72)	92%	(780)	853
2012 Vote: Mitt Romney	7%	(40)	93%	(504)	544
2012 Vote: Other	9%	(9)	91%	(99)	108
2012 Vote: Didn't Vote	7%	(51)	93%	(641)	692
4-Region: Northeast	8%	(30)	92%	(364)	394
4-Region: Midwest	8%	(38)	92%	(424)	462
4-Region: South	9%	(75)	91%	(750)	825
4-Region: West	6%	(30)	94%	(490)	520
Favorable of Trump	9%	(82)	91%	(853)	935
Unfavorable of Trump	8%	(83)	92%	(1023)	1106
Very Favorable of Trump	8%	(44)	92%	(483)	527
Somewhat Favorable of Trump	9%	(38)	91%	(370)	408
Somewhat Unfavorable of Trump	12%	(26)	88%	(199)	226
Very Unfavorable of Trump	6%	(57)	94%	(824)	881
Political correctness	8%	(85)	92%	(956)	1041
Prejudice	8%	(88)	92%	(1073)	1160

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

Table BRD21_3NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy things for yourself

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2094)	2201
Gender: Male	6%	(67)	94%	(995)	1062
Gender: Female	4%	(40)	96%	(1098)	1139
Age: 18-29	7%	(33)	93%	(430)	463
Age: 30-44	7%	(38)	93%	(513)	550
Age: 45-54	5%	(19)	95%	(354)	373
Age: 55-64	4%	(15)	96%	(364)	378
Age: 65+	1%	(3)	99%	(433)	436
Generation Z: 18-21	6%	(9)	94%	(157)	166
Millennial: Age 22-37	8%	(51)	92%	(580)	631
Generation X: Age 38-53	5%	(27)	95%	(522)	549
Boomers: Age 54-72	3%	(20)	97%	(734)	754
PID: Dem (no lean)	7%	(47)	93%	(654)	701
PID: Ind (no lean)	4%	(23)	96%	(578)	601
PID: Rep (no lean)	4%	(38)	96%	(862)	900
PID/Gender: Dem Men	10%	(30)	90%	(276)	306
PID/Gender: Dem Women	4%	(17)	96%	(378)	395
PID/Gender: Ind Men	3%	(10)	97%	(310)	319
PID/Gender: Ind Women	5%	(13)	95%	(268)	282
PID/Gender: Rep Men	6%	(28)	94%	(410)	437
PID/Gender: Rep Women	2%	(10)	98%	(452)	462
Ideo: Liberal (1-3)	7%	(43)	93%	(609)	653
Ideo: Moderate (4)	7%	(34)	93%	(425)	460
Ideo: Conservative (5-7)	3%	(20)	97%	(761)	781
Educ: College	5%	(74)	95%	(1439)	1513
Educ: Bachelors degree	4%	(19)	96%	(425)	444
Educ: Post-grad	6%	(14)	94%	(230)	244
Income: Under 50k	5%	(57)	95%	(1197)	1255
Income: 50k-100k	4%	(25)	96%	(600)	625
Income: 100k+	8%	(25)	92%	(296)	321
Ethnicity: White	4%	(77)	96%	(1645)	1723

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Table BRD21_3NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy things for yourself

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2094)	2201
Ethnicity: Hispanic	11%	(38)	89%	(312)	350
Ethnicity: Afr. Am.	6%	(15)	94%	(259)	274
Ethnicity: Other	7%	(14)	93%	(190)	204
Relig: Protestant	3%	(14)	97%	(480)	494
Relig: Roman Catholic	7%	(30)	93%	(377)	406
Relig: Something Else	4%	(9)	96%	(237)	246
Relig: Evangelical	4%	(34)	96%	(774)	807
Relig: Non-Evang. Catholics	6%	(19)	94%	(320)	339
Relig: All Christian	5%	(53)	95%	(1094)	1147
Relig: All Non-Christian	8%	(23)	92%	(260)	282
Community: Urban	8%	(44)	92%	(520)	564
Community: Suburban	5%	(46)	95%	(947)	993
Community: Rural	3%	(17)	97%	(627)	644
Employ: Private Sector	9%	(55)	91%	(587)	642
Employ: Government	6%	(11)	94%	(156)	167
Employ: Self-Employed	4%	(8)	96%	(178)	186
Employ: Homemaker	4%	(8)	96%	(162)	169
Employ: Student	1%	(1)	99%	(81)	82
Employ: Retired	1%	(5)	99%	(465)	471
Employ: Unemployed	1%	(2)	99%	(239)	241
Employ: Other	7%	(17)	93%	(225)	242
Military HH: Yes	4%	(17)	96%	(368)	384
Military HH: No	5%	(91)	95%	(1726)	1817
RD/WT: Right Direction	5%	(44)	95%	(850)	894
RD/WT: Wrong Track	5%	(63)	95%	(1244)	1307
Trump Job Approve	4%	(39)	96%	(914)	953
Trump Job Disapprove	6%	(65)	94%	(1048)	1113
Trump Job Strongly Approve	4%	(20)	96%	(462)	482
Trump Job Somewhat Approve	4%	(19)	96%	(452)	471
Trump Job Somewhat Disapprove	8%	(21)	92%	(254)	275
Trump Job Strongly Disapprove	5%	(44)	95%	(794)	838

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Table BRD21_3NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy things for yourself

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2094)	2201
#1 Issue: Economy	6%	(35)	94%	(580)	615
#1 Issue: Security	4%	(15)	96%	(369)	383
#1 Issue: Health Care	4%	(16)	96%	(345)	360
#1 Issue: Medicare / Social Security	3%	(10)	97%	(309)	318
#1 Issue: Women's Issues	5%	(7)	95%	(122)	128
#1 Issue: Education	11%	(19)	89%	(156)	175
#1 Issue: Energy	4%	(3)	96%	(82)	85
#1 Issue: Other	3%	(3)	97%	(132)	136
2016 Vote: Hillary Clinton	7%	(50)	93%	(633)	683
2016 Vote: Donald Trump	3%	(24)	97%	(679)	702
2016 Vote: Someone else	5%	(10)	95%	(201)	211
2016 Vote: Didnt Vote	4%	(24)	96%	(576)	600
Voted in 2014: Yes	6%	(82)	94%	(1307)	1388
Voted in 2014: No	3%	(26)	97%	(787)	813
2012 Vote: Barack Obama	7%	(61)	93%	(791)	853
2012 Vote: Mitt Romney	4%	(20)	96%	(524)	544
2012 Vote: Other	2%	(3)	98%	(105)	108
2012 Vote: Didn't Vote	3%	(23)	97%	(669)	692
4-Region: Northeast	3%	(14)	97%	(380)	394
4-Region: Midwest	5%	(25)	95%	(438)	462
4-Region: South	5%	(42)	95%	(783)	825
4-Region: West	5%	(27)	95%	(493)	520
Favorable of Trump	4%	(40)	96%	(896)	935
Unfavorable of Trump	6%	(64)	94%	(1043)	1106
Very Favorable of Trump	3%	(18)	97%	(509)	527
Somewhat Favorable of Trump	5%	(22)	95%	(386)	408
Somewhat Unfavorable of Trump	10%	(22)	90%	(204)	226
Very Unfavorable of Trump	5%	(42)	95%	(839)	881
Political correctness	5%	(50)	95%	(991)	1041
Prejudice	5%	(57)	95%	(1103)	1160

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

Table BRD21_4NET: How will you use or spend your holiday bonus? Please select all that apply. - Pay for activities, including restaurants or trips

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2128)	2201
Gender: Male	4%	(44)	96%	(1018)	1062
Gender: Female	3%	(29)	97%	(1110)	1139
Age: 18-29	5%	(22)	95%	(441)	463
Age: 30-44	6%	(33)	94%	(517)	550
Age: 45-54	4%	(14)	96%	(359)	373
Age: 55-64	1%	(4)	99%	(374)	378
Age: 65+	—	(0)	100%	(436)	436
Generation Z: 18-21	4%	(7)	96%	(159)	166
Millennial: Age 22-37	5%	(34)	95%	(597)	631
Generation X: Age 38-53	5%	(26)	95%	(522)	549
Boomers: Age 54-72	1%	(6)	99%	(748)	754
PID: Dem (no lean)	5%	(33)	95%	(668)	701
PID: Ind (no lean)	3%	(17)	97%	(583)	601
PID: Rep (no lean)	3%	(23)	97%	(876)	900
PID/Gender: Dem Men	7%	(22)	93%	(284)	306
PID/Gender: Dem Women	3%	(11)	97%	(384)	395
PID/Gender: Ind Men	2%	(7)	98%	(312)	319
PID/Gender: Ind Women	4%	(10)	96%	(272)	282
PID/Gender: Rep Men	3%	(15)	97%	(422)	437
PID/Gender: Rep Women	2%	(8)	98%	(454)	462
Ideo: Liberal (1-3)	6%	(37)	94%	(616)	653
Ideo: Moderate (4)	3%	(15)	97%	(444)	460
Ideo: Conservative (5-7)	2%	(19)	98%	(762)	781
Educ: College	3%	(46)	97%	(1467)	1513
Educ: Bachelors degree	4%	(16)	96%	(428)	444
Educ: Post-grad	5%	(12)	95%	(232)	244
Income: Under 50k	3%	(32)	97%	(1222)	1255
Income: 50k-100k	3%	(19)	97%	(606)	625
Income: 100k+	7%	(22)	93%	(299)	321
Ethnicity: White	3%	(55)	97%	(1668)	1723

Continued on next page

Table BRD21_4NET: How will you use or spend your holiday bonus? Please select all that apply. - Pay for activities, including restaurants or trips

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2128)	2201
Ethnicity: Hispanic	7%	(26)	93%	(323)	350
Ethnicity: Afr. Am.	2%	(5)	98%	(269)	274
Ethnicity: Other	7%	(14)	93%	(190)	204
Relig: Protestant	3%	(14)	97%	(480)	494
Relig: Roman Catholic	5%	(21)	95%	(385)	406
Relig: Something Else	3%	(7)	97%	(239)	246
Relig: Evangelical	4%	(28)	96%	(779)	807
Relig: Non-Evang. Catholics	4%	(14)	96%	(326)	339
Relig: All Christian	4%	(42)	96%	(1105)	1147
Relig: All Non-Christian	3%	(8)	97%	(275)	282
Community: Urban	6%	(32)	94%	(532)	564
Community: Suburban	3%	(29)	97%	(964)	993
Community: Rural	2%	(12)	98%	(632)	644
Employ: Private Sector	6%	(38)	94%	(604)	642
Employ: Government	6%	(11)	94%	(157)	167
Employ: Self-Employed	2%	(5)	98%	(182)	186
Employ: Homemaker	4%	(6)	96%	(163)	169
Employ: Student	8%	(6)	92%	(76)	82
Employ: Retired	—	(2)	100%	(469)	471
Employ: Unemployed	1%	(3)	99%	(238)	241
Employ: Other	1%	(3)	99%	(239)	242
Military HH: Yes	2%	(8)	98%	(377)	384
Military HH: No	4%	(66)	96%	(1751)	1817
RD/WT: Right Direction	4%	(35)	96%	(859)	894
RD/WT: Wrong Track	3%	(39)	97%	(1268)	1307
Trump Job Approve	3%	(29)	97%	(924)	953
Trump Job Disapprove	4%	(40)	96%	(1074)	1113
Trump Job Strongly Approve	4%	(18)	96%	(464)	482
Trump Job Somewhat Approve	2%	(11)	98%	(460)	471
Trump Job Somewhat Disapprove	5%	(15)	95%	(260)	275
Trump Job Strongly Disapprove	3%	(25)	97%	(813)	838

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Table BRD21_4NET: How will you use or spend your holiday bonus? Please select all that apply. - Pay for activities, including restaurants or trips

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2128)	2201
#1 Issue: Economy	5%	(34)	95%	(581)	615
#1 Issue: Security	2%	(7)	98%	(376)	383
#1 Issue: Health Care	2%	(8)	98%	(352)	360
#1 Issue: Medicare / Social Security	1%	(4)	99%	(314)	318
#1 Issue: Women's Issues	3%	(4)	97%	(124)	128
#1 Issue: Education	5%	(8)	95%	(167)	175
#1 Issue: Energy	7%	(6)	93%	(79)	85
#1 Issue: Other	1%	(1)	99%	(134)	136
2016 Vote: Hillary Clinton	4%	(29)	96%	(654)	683
2016 Vote: Donald Trump	3%	(21)	97%	(681)	702
2016 Vote: Someone else	4%	(8)	96%	(203)	211
2016 Vote: Didnt Vote	3%	(16)	97%	(584)	600
Voted in 2014: Yes	4%	(53)	96%	(1335)	1388
Voted in 2014: No	2%	(20)	98%	(793)	813
2012 Vote: Barack Obama	4%	(37)	96%	(816)	853
2012 Vote: Mitt Romney	2%	(13)	98%	(531)	544
2012 Vote: Other	4%	(5)	96%	(103)	108
2012 Vote: Didn't Vote	3%	(19)	97%	(673)	692
4-Region: Northeast	5%	(20)	95%	(373)	394
4-Region: Midwest	3%	(14)	97%	(449)	462
4-Region: South	3%	(25)	97%	(800)	825
4-Region: West	3%	(14)	97%	(506)	520
Favorable of Trump	3%	(27)	97%	(908)	935
Unfavorable of Trump	4%	(43)	96%	(1064)	1106
Very Favorable of Trump	3%	(16)	97%	(511)	527
Somewhat Favorable of Trump	3%	(11)	97%	(397)	408
Somewhat Unfavorable of Trump	6%	(14)	94%	(212)	226
Very Unfavorable of Trump	3%	(29)	97%	(852)	881
Political correctness	3%	(34)	97%	(1007)	1041
Prejudice	3%	(39)	97%	(1121)	1160

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

Table BRD21_5NET: How will you use or spend your holiday bonus? Please select all that apply. - Save the money

Demographic	Selected		Not Selected		Total N
Adults	7%	(155)	93%	(2046)	2201
Gender: Male	8%	(87)	92%	(975)	1062
Gender: Female	6%	(67)	94%	(1071)	1139
Age: 18-29	14%	(67)	86%	(396)	463
Age: 30-44	9%	(52)	91%	(499)	550
Age: 45-54	4%	(14)	96%	(359)	373
Age: 55-64	3%	(12)	97%	(367)	378
Age: 65+	2%	(11)	98%	(426)	436
Generation Z: 18-21	15%	(26)	85%	(140)	166
Millennial: Age 22-37	12%	(75)	88%	(556)	631
Generation X: Age 38-53	6%	(32)	94%	(517)	549
Boomers: Age 54-72	3%	(21)	97%	(733)	754
PID: Dem (no lean)	6%	(39)	94%	(662)	701
PID: Ind (no lean)	8%	(48)	92%	(553)	601
PID: Rep (no lean)	8%	(68)	92%	(831)	900
PID/Gender: Dem Men	7%	(22)	93%	(283)	306
PID/Gender: Dem Women	4%	(17)	96%	(378)	395
PID/Gender: Ind Men	8%	(24)	92%	(295)	319
PID/Gender: Ind Women	8%	(24)	92%	(258)	282
PID/Gender: Rep Men	9%	(41)	91%	(396)	437
PID/Gender: Rep Women	6%	(27)	94%	(435)	462
Ideo: Liberal (1-3)	7%	(47)	93%	(606)	653
Ideo: Moderate (4)	7%	(33)	93%	(427)	460
Ideo: Conservative (5-7)	6%	(50)	94%	(731)	781
Educ: College	6%	(94)	94%	(1419)	1513
Educ: Bachelors degree	9%	(42)	91%	(402)	444
Educ: Post-grad	8%	(19)	92%	(225)	244
Income: Under 50k	5%	(67)	95%	(1187)	1255
Income: 50k-100k	9%	(54)	91%	(571)	625
Income: 100k+	11%	(34)	89%	(288)	321
Ethnicity: White	6%	(111)	94%	(1612)	1723

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Table BRD21_5NET: How will you use or spend your holiday bonus? Please select all that apply. - Save the money

Demographic	Selected		Not Selected		Total N
Adults	7%	(155)	93%	(2046)	2201
Ethnicity: Hispanic	11%	(37)	89%	(312)	350
Ethnicity: Afr. Am.	10%	(26)	90%	(248)	274
Ethnicity: Other	9%	(18)	91%	(186)	204
Relig: Protestant	6%	(28)	94%	(466)	494
Relig: Roman Catholic	8%	(33)	92%	(374)	406
Relig: Something Else	7%	(16)	93%	(229)	246
Relig: Evangelical	7%	(56)	93%	(752)	807
Relig: Non-Evang. Catholics	6%	(22)	94%	(318)	339
Relig: All Christian	7%	(77)	93%	(1070)	1147
Relig: All Non-Christian	8%	(23)	92%	(260)	282
Community: Urban	9%	(51)	91%	(513)	564
Community: Suburban	6%	(60)	94%	(932)	993
Community: Rural	7%	(43)	93%	(601)	644
Employ: Private Sector	12%	(80)	88%	(563)	642
Employ: Government	12%	(20)	88%	(148)	167
Employ: Self-Employed	7%	(13)	93%	(174)	186
Employ: Homemaker	5%	(9)	95%	(160)	169
Employ: Student	10%	(8)	90%	(74)	82
Employ: Retired	—	(2)	100%	(469)	471
Employ: Unemployed	2%	(5)	98%	(236)	241
Employ: Other	8%	(20)	92%	(222)	242
Military HH: Yes	3%	(13)	97%	(371)	384
Military HH: No	8%	(141)	92%	(1675)	1817
RD/WT: Right Direction	7%	(61)	93%	(833)	894
RD/WT: Wrong Track	7%	(94)	93%	(1214)	1307
Trump Job Approve	6%	(62)	94%	(891)	953
Trump Job Disapprove	8%	(86)	92%	(1027)	1113
Trump Job Strongly Approve	7%	(32)	93%	(450)	482
Trump Job Somewhat Approve	6%	(30)	94%	(441)	471
Trump Job Somewhat Disapprove	12%	(32)	88%	(243)	275
Trump Job Strongly Disapprove	6%	(54)	94%	(784)	838

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Table BRD21_5NET: How will you use or spend your holiday bonus? Please select all that apply. - Save the money

Demographic	Selected		Not Selected		Total N
Adults	7%	(155)	93%	(2046)	2201
#1 Issue: Economy	8%	(46)	92%	(568)	615
#1 Issue: Security	7%	(27)	93%	(357)	383
#1 Issue: Health Care	6%	(21)	94%	(339)	360
#1 Issue: Medicare / Social Security	2%	(7)	98%	(311)	318
#1 Issue: Women's Issues	5%	(7)	95%	(121)	128
#1 Issue: Education	17%	(29)	83%	(146)	175
#1 Issue: Energy	10%	(8)	90%	(77)	85
#1 Issue: Other	7%	(9)	93%	(127)	136
2016 Vote: Hillary Clinton	7%	(46)	93%	(637)	683
2016 Vote: Donald Trump	5%	(36)	95%	(666)	702
2016 Vote: Someone else	7%	(16)	93%	(195)	211
2016 Vote: Didnt Vote	9%	(54)	91%	(545)	600
Voted in 2014: Yes	7%	(92)	93%	(1296)	1388
Voted in 2014: No	8%	(63)	92%	(750)	813
2012 Vote: Barack Obama	7%	(57)	93%	(795)	853
2012 Vote: Mitt Romney	6%	(31)	94%	(513)	544
2012 Vote: Other	7%	(8)	93%	(100)	108
2012 Vote: Didn't Vote	8%	(55)	92%	(637)	692
4-Region: Northeast	6%	(25)	94%	(369)	394
4-Region: Midwest	7%	(31)	93%	(431)	462
4-Region: South	7%	(54)	93%	(771)	825
4-Region: West	9%	(44)	91%	(476)	520
Favorable of Trump	6%	(60)	94%	(875)	935
Unfavorable of Trump	7%	(82)	93%	(1024)	1106
Very Favorable of Trump	6%	(33)	94%	(494)	527
Somewhat Favorable of Trump	7%	(27)	93%	(381)	408
Somewhat Unfavorable of Trump	12%	(27)	88%	(198)	226
Very Unfavorable of Trump	6%	(54)	94%	(826)	881
Political correctness	7%	(75)	93%	(966)	1041
Prejudice	7%	(80)	93%	(1080)	1160

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

Table BRD21_6NET: How will you use or spend your holiday bonus? Please select all that apply. - Donate the money to charity

Demographic	Selected		Not Selected		Total N
Adults	2%	(34)	98%	(2167)	2201
Gender: Male	2%	(26)	98%	(1036)	1062
Gender: Female	1%	(8)	99%	(1131)	1139
Age: 18-29	3%	(12)	97%	(451)	463
Age: 30-44	2%	(12)	98%	(538)	550
Age: 45-54	2%	(8)	98%	(365)	373
Age: 55-64	1%	(2)	99%	(376)	378
Age: 65+	—	(0)	100%	(436)	436
Generation Z: 18-21	3%	(4)	97%	(161)	166
Millennial: Age 22-37	3%	(16)	97%	(615)	631
Generation X: Age 38-53	2%	(10)	98%	(539)	549
Boomers: Age 54-72	1%	(4)	99%	(750)	754
PID: Dem (no lean)	2%	(12)	98%	(689)	701
PID: Ind (no lean)	1%	(7)	99%	(594)	601
PID: Rep (no lean)	2%	(15)	98%	(884)	900
PID/Gender: Dem Men	3%	(10)	97%	(296)	306
PID/Gender: Dem Women	1%	(2)	99%	(393)	395
PID/Gender: Ind Men	1%	(3)	99%	(316)	319
PID/Gender: Ind Women	1%	(4)	99%	(277)	282
PID/Gender: Rep Men	3%	(14)	97%	(424)	437
PID/Gender: Rep Women	—	(1)	100%	(461)	462
Ideo: Liberal (1-3)	2%	(12)	98%	(641)	653
Ideo: Moderate (4)	3%	(12)	97%	(448)	460
Ideo: Conservative (5-7)	1%	(8)	99%	(773)	781
Educ: College	1%	(16)	99%	(1497)	1513
Educ: Bachelors degree	2%	(8)	98%	(436)	444
Educ: Post-grad	4%	(10)	96%	(234)	244
Income: Under 50k	1%	(17)	99%	(1237)	1255
Income: 50k-100k	1%	(8)	99%	(617)	625
Income: 100k+	3%	(9)	97%	(312)	321
Ethnicity: White	1%	(20)	99%	(1703)	1723

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Table BRD21_6NET: How will you use or spend your holiday bonus? Please select all that apply. - Donate the money to charity

Demographic	Selected		Not Selected		Total N
Adults	2%	(34)	98%	(2167)	2201
Ethnicity: Hispanic	3%	(9)	97%	(340)	350
Ethnicity: Afr. Am.	2%	(5)	98%	(269)	274
Ethnicity: Other	5%	(9)	95%	(195)	204
Relig: Protestant	1%	(3)	99%	(492)	494
Relig: Roman Catholic	4%	(15)	96%	(392)	406
Relig: Something Else	—	(1)	100%	(245)	246
Relig: Evangelical	1%	(10)	99%	(797)	807
Relig: Non-Evang. Catholics	2%	(8)	98%	(331)	339
Relig: All Christian	2%	(18)	98%	(1129)	1147
Relig: All Non-Christian	3%	(8)	97%	(275)	282
Community: Urban	2%	(12)	98%	(552)	564
Community: Suburban	1%	(11)	99%	(982)	993
Community: Rural	2%	(11)	98%	(633)	644
Employ: Private Sector	3%	(19)	97%	(623)	642
Employ: Government	3%	(6)	97%	(161)	167
Employ: Self-Employed	1%	(3)	99%	(184)	186
Employ: Homemaker	—	(0)	100%	(169)	169
Employ: Student	4%	(3)	96%	(79)	82
Employ: Retired	—	(2)	100%	(469)	471
Employ: Unemployed	1%	(2)	99%	(239)	241
Employ: Other	—	(0)	100%	(242)	242
Military HH: Yes	2%	(9)	98%	(375)	384
Military HH: No	1%	(25)	99%	(1792)	1817
RD/WT: Right Direction	2%	(21)	98%	(873)	894
RD/WT: Wrong Track	1%	(13)	99%	(1294)	1307
Trump Job Approve	2%	(19)	98%	(933)	953
Trump Job Disapprove	1%	(15)	99%	(1099)	1113
Trump Job Strongly Approve	3%	(13)	97%	(469)	482
Trump Job Somewhat Approve	1%	(7)	99%	(464)	471
Trump Job Somewhat Disapprove	2%	(7)	98%	(268)	275
Trump Job Strongly Disapprove	1%	(8)	99%	(830)	838

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Table BRD21_6NET: How will you use or spend your holiday bonus? Please select all that apply. - Donate the money to charity

Demographic	Selected		Not Selected		Total N
Adults	2%	(34)	98%	(2167)	2201
#1 Issue: Economy	2%	(15)	98%	(600)	615
#1 Issue: Security	1%	(5)	99%	(379)	383
#1 Issue: Health Care	1%	(3)	99%	(358)	360
#1 Issue: Medicare / Social Security	1%	(3)	99%	(316)	318
#1 Issue: Women's Issues	2%	(3)	98%	(126)	128
#1 Issue: Education	1%	(2)	99%	(173)	175
#1 Issue: Energy	4%	(4)	96%	(82)	85
#1 Issue: Other	—	(1)	100%	(135)	136
2016 Vote: Hillary Clinton	2%	(13)	98%	(670)	683
2016 Vote: Donald Trump	2%	(13)	98%	(689)	702
2016 Vote: Someone else	1%	(1)	99%	(210)	211
2016 Vote: Didnt Vote	1%	(7)	99%	(593)	600
Voted in 2014: Yes	2%	(23)	98%	(1365)	1388
Voted in 2014: No	1%	(11)	99%	(802)	813
2012 Vote: Barack Obama	2%	(18)	98%	(834)	853
2012 Vote: Mitt Romney	1%	(7)	99%	(537)	544
2012 Vote: Other	—	(0)	100%	(108)	108
2012 Vote: Didn't Vote	1%	(9)	99%	(682)	692
4-Region: Northeast	2%	(10)	98%	(384)	394
4-Region: Midwest	1%	(4)	99%	(458)	462
4-Region: South	2%	(15)	98%	(809)	825
4-Region: West	1%	(5)	99%	(515)	520
Favorable of Trump	2%	(17)	98%	(918)	935
Unfavorable of Trump	1%	(14)	99%	(1092)	1106
Very Favorable of Trump	2%	(11)	98%	(516)	527
Somewhat Favorable of Trump	2%	(6)	98%	(402)	408
Somewhat Unfavorable of Trump	4%	(8)	96%	(217)	226
Very Unfavorable of Trump	1%	(6)	99%	(875)	881
Political correctness	2%	(22)	98%	(1019)	1041
Prejudice	1%	(13)	99%	(1147)	1160

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

Table BRD21_7NET: How will you use or spend your holiday bonus? Please select all that apply. - Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	— (6)	100% (2195)	2201
Gender: Male	— (2)	100% (1061)	1062
Gender: Female	— (5)	100% (1134)	1139
Age: 18-29	— (1)	100% (462)	463
Age: 30-44	— (2)	100% (548)	550
Age: 45-54	— (1)	100% (372)	373
Age: 55-64	— (1)	100% (377)	378
Age: 65+	— (1)	100% (436)	436
Generation Z: 18-21	— (1)	100% (165)	166
Millennial: Age 22-37	— (1)	100% (630)	631
Generation X: Age 38-53	— (2)	100% (546)	549
Boomers: Age 54-72	— (2)	100% (752)	754
PID: Dem (no lean)	— (2)	100% (699)	701
PID: Ind (no lean)	— (2)	100% (599)	601
PID: Rep (no lean)	— (2)	100% (897)	900
PID/Gender: Dem Men	— (0)	100% (306)	306
PID/Gender: Dem Women	— (2)	100% (393)	395
PID/Gender: Ind Men	— (0)	100% (319)	319
PID/Gender: Ind Women	1% (2)	99% (280)	282
PID/Gender: Rep Men	— (1)	100% (436)	437
PID/Gender: Rep Women	— (1)	100% (461)	462
Ideo: Liberal (1-3)	— (2)	100% (651)	653
Ideo: Moderate (4)	— (0)	100% (460)	460
Ideo: Conservative (5-7)	1% (4)	99% (777)	781
Educ: College	— (5)	100% (1508)	1513
Educ: Bachelors degree	— (1)	100% (443)	444
Educ: Post-grad	— (1)	100% (243)	244
Income: Under 50k	— (1)	100% (1254)	1255
Income: 50k-100k	1% (4)	99% (621)	625
Income: 100k+	— (2)	100% (320)	321
Ethnicity: White	— (5)	100% (1717)	1723

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Table BRD21_7NET: How will you use or spend your holiday bonus? Please select all that apply. - Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	— (6)	100% (2195)	2201
Ethnicity: Hispanic	— (0)	100% (350)	350
Ethnicity: Afr. Am.	— (1)	100% (274)	274
Ethnicity: Other	— (0)	100% (204)	204
Relig: Protestant	— (1)	100% (493)	494
Relig: Roman Catholic	— (0)	100% (406)	406
Relig: Something Else	— (0)	100% (245)	246
Relig: Evangelical	— (1)	100% (806)	807
Relig: Non-Evang. Catholics	— (0)	100% (339)	339
Relig: All Christian	— (1)	100% (1145)	1147
Relig: All Non-Christian	— (1)	100% (281)	282
Community: Urban	— (0)	100% (564)	564
Community: Suburban	— (2)	100% (991)	993
Community: Rural	1% (4)	99% (640)	644
Employ: Private Sector	— (2)	100% (640)	642
Employ: Government	— (0)	100% (167)	167
Employ: Self-Employed	— (1)	100% (186)	186
Employ: Homemaker	— (1)	100% (169)	169
Employ: Student	1% (1)	99% (82)	82
Employ: Retired	— (0)	100% (471)	471
Employ: Unemployed	— (0)	100% (241)	241
Employ: Other	1% (2)	99% (240)	242
Military HH: Yes	— (1)	100% (383)	384
Military HH: No	— (5)	100% (1812)	1817
RD/WT: Right Direction	— (3)	100% (891)	894
RD/WT: Wrong Track	— (4)	100% (1304)	1307
Trump Job Approve	— (3)	100% (950)	953
Trump Job Disapprove	— (3)	100% (1110)	1113
Trump Job Strongly Approve	— (2)	100% (480)	482
Trump Job Somewhat Approve	— (1)	100% (469)	471
Trump Job Somewhat Disapprove	— (1)	100% (275)	275
Trump Job Strongly Disapprove	— (3)	100% (836)	838

Continued on next page

Table BRD21_7NET: How will you use or spend your holiday bonus? Please select all that apply. - Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	— (6)	100% (2195)	2201
#1 Issue: Economy	— (2)	100% (612)	615
#1 Issue: Security	— (0)	100% (383)	383
#1 Issue: Health Care	— (1)	100% (359)	360
#1 Issue: Medicare / Social Security	— (0)	100% (318)	318
#1 Issue: Women's Issues	— (0)	100% (128)	128
#1 Issue: Education	— (1)	100% (175)	175
#1 Issue: Energy	— (0)	100% (85)	85
#1 Issue: Other	1% (2)	99% (134)	136
2016 Vote: Hillary Clinton	— (1)	100% (681)	683
2016 Vote: Donald Trump	— (2)	100% (700)	702
2016 Vote: Someone else	— (0)	100% (211)	211
2016 Vote: Didn't Vote	1% (3)	99% (596)	600
Voted in 2014: Yes	— (2)	100% (1387)	1388
Voted in 2014: No	1% (5)	99% (808)	813
2012 Vote: Barack Obama	— (3)	100% (849)	853
2012 Vote: Mitt Romney	— (0)	100% (544)	544
2012 Vote: Other	1% (1)	99% (107)	108
2012 Vote: Didn't Vote	— (2)	100% (690)	692
4-Region: Northeast	— (1)	100% (393)	394
4-Region: Midwest	— (2)	100% (461)	462
4-Region: South	— (2)	100% (822)	825
4-Region: West	— (1)	100% (519)	520
Favorable of Trump	— (2)	100% (933)	935
Unfavorable of Trump	— (3)	100% (1103)	1106
Very Favorable of Trump	— (2)	100% (525)	527
Somewhat Favorable of Trump	— (0)	100% (408)	408
Somewhat Unfavorable of Trump	— (1)	100% (225)	226
Very Unfavorable of Trump	— (3)	100% (878)	881
Political correctness	— (4)	100% (1037)	1041
Prejudice	— (3)	100% (1157)	1160

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

Table BRD21_8NET: How will you use or spend your holiday bonus? Please select all that apply. - Don't know/No opinion

Demographic	Selected	Not Selected	Total N
Adults	— (2)	100% (2199)	2201
Gender: Male	— (1)	100% (1062)	1062
Gender: Female	— (1)	100% (1138)	1139
Age: 18-29	— (0)	100% (462)	463
Age: 30-44	— (0)	100% (550)	550
Age: 45-54	— (0)	100% (373)	373
Age: 55-64	— (1)	100% (378)	378
Age: 65+	— (0)	100% (436)	436
Generation Z: 18-21	— (0)	100% (166)	166
Millennial: Age 22-37	— (0)	100% (630)	631
Generation X: Age 38-53	— (0)	100% (548)	549
Boomers: Age 54-72	— (1)	100% (753)	754
PID: Dem (no lean)	— (0)	100% (701)	701
PID: Ind (no lean)	— (0)	100% (601)	601
PID: Rep (no lean)	— (2)	100% (898)	900
PID/Gender: Dem Men	— (0)	100% (306)	306
PID/Gender: Dem Women	— (0)	100% (395)	395
PID/Gender: Ind Men	— (0)	100% (319)	319
PID/Gender: Ind Women	— (0)	100% (282)	282
PID/Gender: Rep Men	— (1)	100% (437)	437
PID/Gender: Rep Women	— (1)	100% (461)	462
Ideo: Liberal (1-3)	— (0)	100% (653)	653
Ideo: Moderate (4)	— (0)	100% (460)	460
Ideo: Conservative (5-7)	— (2)	100% (780)	781
Educ: College	— (0)	100% (1512)	1513
Educ: Bachelors degree	— (0)	100% (444)	444
Educ: Post-grad	— (1)	100% (243)	244
Income: Under 50k	— (0)	100% (1254)	1255
Income: 50k-100k	— (1)	100% (624)	625
Income: 100k+	— (0)	100% (321)	321
Ethnicity: White	— (1)	100% (1721)	1723

Continued on next page

Table BRD21_8NET: How will you use or spend your holiday bonus? Please select all that apply. - Don't know/No opinion

Demographic	Selected	Not Selected	Total N
Adults	— (2)	100% (2199)	2201
Ethnicity: Hispanic	— (0)	100% (350)	350
Ethnicity: Afr. Am.	— (0)	100% (274)	274
Ethnicity: Other	— (0)	100% (204)	204
Relig: Protestant	— (1)	100% (494)	494
Relig: Roman Catholic	— (0)	100% (406)	406
Relig: Something Else	— (0)	100% (246)	246
Relig: Evangelical	— (0)	100% (807)	807
Relig: Non-Evang. Catholics	— (1)	100% (338)	339
Relig: All Christian	— (1)	100% (1146)	1147
Relig: All Non-Christian	— (0)	100% (282)	282
Community: Urban	— (0)	100% (564)	564
Community: Suburban	— (2)	100% (991)	993
Community: Rural	— (0)	100% (644)	644
Employ: Private Sector	— (0)	100% (642)	642
Employ: Government	— (0)	100% (167)	167
Employ: Self-Employed	— (0)	100% (186)	186
Employ: Homemaker	— (0)	100% (169)	169
Employ: Student	— (0)	100% (82)	82
Employ: Retired	— (0)	100% (471)	471
Employ: Unemployed	— (0)	100% (241)	241
Employ: Other	1% (1)	99% (240)	242
Military HH: Yes	— (1)	100% (384)	384
Military HH: No	— (1)	100% (1816)	1817
RD/WT: Right Direction	— (1)	100% (893)	894
RD/WT: Wrong Track	— (0)	100% (1307)	1307
Trump Job Approve	— (1)	100% (951)	953
Trump Job Disapprove	— (0)	100% (1113)	1113
Trump Job Strongly Approve	— (1)	100% (481)	482
Trump Job Somewhat Approve	— (0)	100% (471)	471
Trump Job Somewhat Disapprove	— (0)	100% (275)	275
Trump Job Strongly Disapprove	— (0)	100% (838)	838

Continued on next page

Table BRD21_8NET: How will you use or spend your holiday bonus? Please select all that apply. - Don't know/No opinion

Demographic	Selected	Not Selected	Total N
Adults	— (2)	100% (2199)	2201
#1 Issue: Economy	— (1)	100% (614)	615
#1 Issue: Security	— (0)	100% (383)	383
#1 Issue: Health Care	— (0)	100% (360)	360
#1 Issue: Medicare / Social Security	— (0)	100% (318)	318
#1 Issue: Women's Issues	— (0)	100% (128)	128
#1 Issue: Education	— (0)	100% (175)	175
#1 Issue: Energy	— (0)	100% (85)	85
#1 Issue: Other	— (0)	100% (136)	136
2016 Vote: Hillary Clinton	— (0)	100% (683)	683
2016 Vote: Donald Trump	— (1)	100% (701)	702
2016 Vote: Someone else	— (0)	100% (211)	211
2016 Vote: Didnt Vote	— (0)	100% (599)	600
Voted in 2014: Yes	— (1)	100% (1387)	1388
Voted in 2014: No	— (0)	100% (812)	813
2012 Vote: Barack Obama	— (0)	100% (853)	853
2012 Vote: Mitt Romney	— (1)	100% (543)	544
2012 Vote: Other	— (0)	100% (108)	108
2012 Vote: Didn't Vote	— (0)	100% (691)	692
4-Region: Northeast	— (1)	100% (393)	394
4-Region: Midwest	— (0)	100% (462)	462
4-Region: South	— (1)	100% (824)	825
4-Region: West	— (0)	100% (520)	520
Favorable of Trump	— (1)	100% (934)	935
Unfavorable of Trump	— (0)	100% (1106)	1106
Very Favorable of Trump	— (1)	100% (526)	527
Somewhat Favorable of Trump	— (0)	100% (408)	408
Somewhat Unfavorable of Trump	— (0)	100% (226)	226
Very Unfavorable of Trump	— (0)	100% (881)	881
Political correctness	— (2)	100% (1039)	1041
Prejudice	— (0)	100% (1160)	1160

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

Table BRD22: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	13% (292)	18% (399)	21% (464)	31% (692)	16% (354)	2201
Gender: Male	16% (166)	19% (203)	21% (219)	26% (281)	18% (193)	1062
Gender: Female	11% (126)	17% (196)	22% (245)	36% (411)	14% (161)	1139
Age: 18-29	19% (89)	23% (108)	20% (91)	19% (88)	19% (87)	463
Age: 30-44	17% (92)	22% (121)	19% (102)	28% (155)	15% (80)	550
Age: 45-54	13% (49)	15% (55)	21% (77)	36% (133)	16% (59)	373
Age: 55-64	8% (29)	15% (55)	22% (83)	41% (154)	15% (57)	378
Age: 65+	8% (33)	14% (60)	25% (111)	37% (162)	16% (71)	436
Generation Z: 18-21	22% (37)	31% (52)	22% (37)	8% (14)	16% (27)	166
Millennial: Age 22-37	17% (109)	22% (140)	18% (113)	25% (159)	17% (110)	631
Generation X: Age 38-53	14% (76)	16% (88)	20% (112)	34% (188)	15% (85)	549
Boomers: Age 54-72	9% (67)	14% (109)	23% (173)	38% (288)	16% (117)	754
PID: Dem (no lean)	14% (95)	17% (121)	22% (151)	32% (221)	16% (112)	701
PID: Ind (no lean)	14% (82)	20% (117)	20% (117)	28% (166)	20% (118)	601
PID: Rep (no lean)	13% (115)	18% (160)	22% (195)	34% (305)	14% (124)	900
PID/Gender: Dem Men	15% (47)	21% (66)	19% (59)	26% (80)	17% (53)	306
PID/Gender: Dem Women	12% (48)	14% (56)	23% (92)	36% (141)	15% (58)	395
PID/Gender: Ind Men	16% (50)	21% (65)	20% (64)	21% (66)	23% (74)	319
PID/Gender: Ind Women	12% (33)	18% (52)	19% (53)	36% (100)	16% (44)	282
PID/Gender: Rep Men	16% (69)	16% (72)	22% (96)	31% (135)	15% (65)	437
PID/Gender: Rep Women	10% (46)	19% (88)	21% (99)	37% (169)	13% (59)	462
Ideo: Liberal (1-3)	15% (97)	18% (115)	20% (132)	30% (198)	17% (110)	653
Ideo: Moderate (4)	12% (53)	19% (89)	26% (118)	30% (139)	13% (61)	460
Ideo: Conservative (5-7)	10% (80)	17% (132)	23% (179)	37% (286)	13% (105)	781
Educ: College	16% (236)	20% (295)	20% (295)	28% (427)	17% (259)	1513
Educ: Bachelors degree	7% (31)	13% (60)	25% (112)	40% (179)	14% (62)	444
Educ: Post-grad	11% (26)	18% (44)	23% (57)	35% (85)	13% (33)	244
Income: Under 50k	16% (205)	21% (258)	19% (235)	28% (347)	17% (209)	1255
Income: 50k-100k	9% (56)	15% (92)	25% (155)	35% (221)	16% (102)	625
Income: 100k+	10% (32)	15% (49)	23% (74)	38% (124)	13% (43)	321

Continued on next page

Table BRD22: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	13% (292)	18% (399)	21% (464)	31% (692)	16% (354)	2201
Ethnicity: White	11% (183)	18% (301)	23% (396)	35% (606)	14% (236)	1723
Ethnicity: Hispanic	20% (71)	23% (80)	16% (56)	25% (87)	16% (55)	350
Ethnicity: Afr. Am.	23% (63)	19% (53)	15% (41)	17% (47)	26% (70)	274
Ethnicity: Other	23% (47)	22% (44)	13% (27)	19% (39)	23% (48)	204
Relig: Protestant	6% (32)	15% (76)	27% (134)	40% (200)	11% (53)	494
Relig: Roman Catholic	12% (49)	14% (58)	25% (101)	34% (137)	15% (61)	406
Relig: Something Else	13% (32)	21% (53)	20% (50)	25% (60)	21% (51)	246
Relig: Evangelical	11% (86)	16% (131)	24% (192)	33% (266)	16% (132)	807
Relig: Non-Evang. Catholics	8% (26)	17% (56)	27% (93)	39% (131)	10% (33)	339
Relig: All Christian	10% (113)	16% (187)	25% (285)	35% (397)	14% (165)	1147
Relig: All Non-Christian	20% (56)	20% (55)	15% (44)	30% (84)	15% (44)	282
Community: Urban	18% (103)	20% (114)	17% (94)	26% (145)	19% (109)	564
Community: Suburban	10% (100)	15% (146)	24% (237)	36% (357)	15% (152)	993
Community: Rural	14% (89)	22% (139)	21% (133)	30% (190)	14% (93)	644
Employ: Private Sector	10% (64)	18% (118)	22% (140)	37% (237)	13% (83)	642
Employ: Government	19% (32)	16% (27)	20% (33)	31% (52)	14% (23)	167
Employ: Self-Employed	14% (27)	24% (46)	22% (41)	23% (43)	16% (29)	186
Employ: Homemaker	13% (21)	16% (27)	22% (38)	32% (54)	17% (29)	169
Employ: Student	15% (13)	31% (25)	17% (14)	22% (18)	15% (13)	82
Employ: Retired	9% (42)	14% (67)	26% (122)	36% (168)	15% (72)	471
Employ: Unemployed	19% (46)	19% (45)	15% (36)	23% (55)	25% (59)	241
Employ: Other	20% (48)	18% (43)	17% (41)	27% (64)	19% (46)	242
Military HH: Yes	16% (62)	15% (56)	21% (79)	34% (130)	15% (57)	384
Military HH: No	13% (231)	19% (342)	21% (385)	31% (562)	16% (297)	1817
RD/WT: Right Direction	13% (115)	21% (184)	22% (196)	31% (279)	13% (119)	894
RD/WT: Wrong Track	14% (177)	16% (215)	20% (268)	32% (413)	18% (235)	1307
Trump Job Approve	13% (124)	18% (174)	23% (216)	32% (309)	14% (129)	953
Trump Job Disapprove	13% (148)	18% (203)	21% (231)	31% (351)	16% (180)	1113

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Table BRD22: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	13% (292)	18% (399)	21% (464)	31% (692)	16% (354)	2201
Trump Job Strongly Approve	16% (77)	15% (70)	23% (112)	34% (164)	12% (59)	482
Trump Job Somewhat Approve	10% (47)	22% (104)	22% (105)	31% (145)	15% (70)	471
Trump Job Somewhat Disapprove	13% (36)	23% (65)	22% (61)	28% (78)	13% (36)	275
Trump Job Strongly Disapprove	13% (113)	17% (139)	20% (170)	33% (273)	17% (144)	838
#1 Issue: Economy	14% (85)	17% (102)	20% (124)	30% (183)	20% (121)	615
#1 Issue: Security	11% (42)	16% (60)	22% (85)	37% (143)	14% (55)	383
#1 Issue: Health Care	12% (43)	23% (83)	21% (77)	28% (102)	16% (56)	360
#1 Issue: Medicare / Social Security	11% (34)	16% (51)	25% (79)	36% (114)	13% (41)	318
#1 Issue: Women's Issues	10% (13)	18% (23)	26% (33)	33% (42)	13% (17)	128
#1 Issue: Education	18% (31)	23% (40)	19% (33)	27% (46)	14% (25)	175
#1 Issue: Energy	33% (28)	20% (17)	14% (12)	16% (14)	16% (14)	85
#1 Issue: Other	13% (17)	18% (24)	16% (22)	35% (48)	19% (25)	136
2016 Vote: Hillary Clinton	13% (92)	15% (105)	22% (148)	34% (229)	16% (109)	683
2016 Vote: Donald Trump	11% (77)	16% (110)	25% (172)	38% (264)	11% (79)	702
2016 Vote: Someone else	7% (16)	19% (40)	17% (36)	38% (80)	19% (40)	211
2016 Vote: Didn't Vote	18% (106)	24% (144)	18% (105)	20% (119)	21% (126)	600
Voted in 2014: Yes	11% (146)	17% (230)	23% (314)	37% (515)	13% (184)	1388
Voted in 2014: No	18% (147)	21% (169)	19% (151)	22% (176)	21% (170)	813
2012 Vote: Barack Obama	13% (111)	18% (150)	21% (178)	33% (284)	15% (130)	853
2012 Vote: Mitt Romney	8% (41)	15% (82)	26% (141)	40% (217)	12% (64)	544
2012 Vote: Other	14% (15)	15% (16)	15% (16)	40% (43)	15% (17)	108
2012 Vote: Didn't Vote	18% (124)	22% (151)	18% (125)	21% (148)	21% (144)	692
4-Region: Northeast	11% (45)	15% (59)	19% (73)	39% (153)	16% (63)	394
4-Region: Midwest	14% (67)	18% (81)	25% (118)	29% (136)	13% (61)	462
4-Region: South	11% (93)	18% (152)	23% (187)	30% (251)	17% (142)	825
4-Region: West	17% (88)	20% (106)	17% (87)	29% (152)	17% (87)	520
Favorable of Trump	13% (125)	17% (159)	22% (207)	33% (313)	14% (131)	935
Unfavorable of Trump	13% (140)	18% (199)	21% (237)	31% (347)	17% (183)	1106

Continued on next page

Table BRD22: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	13%	(292)	18%	(399)	21%	(464)	31%	(692)	16%	(354)	2201
Very Favorable of Trump	15%	(78)	16%	(83)	22%	(114)	35%	(186)	13%	(67)	527
Somewhat Favorable of Trump	12%	(47)	19%	(77)	23%	(94)	31%	(127)	16%	(64)	408
Somewhat Unfavorable of Trump	13%	(30)	24%	(55)	20%	(45)	28%	(63)	15%	(33)	226
Very Unfavorable of Trump	12%	(110)	16%	(145)	22%	(192)	32%	(284)	17%	(150)	881
Political correctness	12%	(125)	17%	(180)	23%	(241)	33%	(346)	14%	(149)	1041
Prejudice	14%	(168)	19%	(219)	19%	(223)	30%	(346)	18%	(205)	1160

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

Table BRD23_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Gender: Male	12%	(127)	88%	(935)	1062
Gender: Female	9%	(103)	91%	(1036)	1139
Age: 18-29	14%	(64)	86%	(399)	463
Age: 30-44	12%	(68)	88%	(482)	550
Age: 45-54	9%	(32)	91%	(341)	373
Age: 55-64	9%	(34)	91%	(344)	378
Age: 65+	7%	(32)	93%	(405)	436
Generation Z: 18-21	20%	(34)	80%	(132)	166
Millennial: Age 22-37	12%	(75)	88%	(556)	631
Generation X: Age 38-53	9%	(50)	91%	(499)	549
Boomers: Age 54-72	9%	(66)	91%	(688)	754
PID: Dem (no lean)	11%	(74)	89%	(626)	701
PID: Ind (no lean)	11%	(68)	89%	(532)	601
PID: Rep (no lean)	10%	(87)	90%	(813)	900
PID/Gender: Dem Men	14%	(44)	86%	(262)	306
PID/Gender: Dem Women	8%	(31)	92%	(364)	395
PID/Gender: Ind Men	14%	(43)	86%	(276)	319
PID/Gender: Ind Women	9%	(25)	91%	(256)	282
PID/Gender: Rep Men	9%	(40)	91%	(398)	437
PID/Gender: Rep Women	10%	(47)	90%	(415)	462
Ideo: Liberal (1-3)	11%	(73)	89%	(579)	653
Ideo: Moderate (4)	10%	(46)	90%	(414)	460
Ideo: Conservative (5-7)	10%	(76)	90%	(705)	781
Educ: College	11%	(160)	89%	(1352)	1513
Educ: Bachelors degree	11%	(48)	89%	(396)	444
Educ: Post-grad	9%	(21)	91%	(223)	244

Continued on next page

Table BRD23_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Income: Under 50k	11%	(144)	89%	(1110)	1255
Income: 50k-100k	8%	(48)	92%	(577)	625
Income: 100k+	12%	(37)	88%	(284)	321
Ethnicity: White	9%	(162)	91%	(1560)	1723
Ethnicity: Hispanic	10%	(36)	90%	(314)	350
Ethnicity: Afr. Am.	16%	(43)	84%	(231)	274
Ethnicity: Other	12%	(24)	88%	(180)	204
Relig: Protestant	10%	(48)	90%	(447)	494
Relig: Roman Catholic	10%	(43)	90%	(364)	406
Relig: Something Else	9%	(22)	91%	(224)	246
Relig: Evangelical	9%	(77)	91%	(731)	807
Relig: Non-Evang. Catholics	11%	(36)	89%	(304)	339
Relig: All Christian	10%	(112)	90%	(1034)	1147
Relig: All Non-Christian	10%	(29)	90%	(254)	282
Community: Urban	11%	(64)	89%	(500)	564
Community: Suburban	10%	(97)	90%	(896)	993
Community: Rural	11%	(69)	89%	(575)	644
Employ: Private Sector	10%	(62)	90%	(581)	642
Employ: Government	12%	(19)	88%	(148)	167
Employ: Self-Employed	11%	(20)	89%	(166)	186
Employ: Homemaker	10%	(17)	90%	(153)	169
Employ: Student	13%	(11)	87%	(71)	82
Employ: Retired	9%	(41)	91%	(430)	471
Employ: Unemployed	16%	(38)	84%	(203)	241
Employ: Other	9%	(22)	91%	(220)	242
Military HH: Yes	13%	(49)	87%	(335)	384
Military HH: No	10%	(180)	90%	(1636)	1817
RD/WT: Right Direction	10%	(87)	90%	(806)	894
RD/WT: Wrong Track	11%	(142)	89%	(1165)	1307
Trump Job Approve	9%	(84)	91%	(868)	953
Trump Job Disapprove	12%	(128)	88%	(985)	1113

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Table BRD23_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Trump Job Strongly Approve	9%	(43)	91%	(439)	482
Trump Job Somewhat Approve	9%	(41)	91%	(429)	471
Trump Job Somewhat Disapprove	14%	(38)	86%	(237)	275
Trump Job Strongly Disapprove	11%	(90)	89%	(748)	838
#1 Issue: Economy	10%	(64)	90%	(551)	615
#1 Issue: Security	11%	(42)	89%	(342)	383
#1 Issue: Health Care	12%	(43)	88%	(317)	360
#1 Issue: Medicare / Social Security	8%	(27)	92%	(292)	318
#1 Issue: Women's Issues	11%	(14)	89%	(114)	128
#1 Issue: Education	10%	(18)	90%	(158)	175
#1 Issue: Energy	13%	(11)	87%	(74)	85
#1 Issue: Other	8%	(11)	92%	(125)	136
2016 Vote: Hillary Clinton	11%	(78)	89%	(605)	683
2016 Vote: Donald Trump	7%	(48)	93%	(654)	702
2016 Vote: Someone else	9%	(19)	91%	(192)	211
2016 Vote: Didnt Vote	14%	(85)	86%	(515)	600
Voted in 2014: Yes	9%	(124)	91%	(1264)	1388
Voted in 2014: No	13%	(105)	87%	(708)	813
2012 Vote: Barack Obama	11%	(94)	89%	(758)	853
2012 Vote: Mitt Romney	7%	(38)	93%	(506)	544
2012 Vote: Other	12%	(12)	88%	(95)	108
2012 Vote: Didn't Vote	12%	(85)	88%	(607)	692
4-Region: Northeast	8%	(33)	92%	(361)	394
4-Region: Midwest	11%	(52)	89%	(411)	462
4-Region: South	10%	(84)	90%	(740)	825
4-Region: West	12%	(61)	88%	(460)	520
Favorable of Trump	9%	(83)	91%	(852)	935
Unfavorable of Trump	11%	(126)	89%	(981)	1106

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Table BRD23_1NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To avoid the Black Friday crowds*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Very Favorable of Trump	10%	(51)	90%	(476)	527
Somewhat Favorable of Trump	8%	(32)	92%	(376)	408
Somewhat Unfavorable of Trump	15%	(35)	85%	(191)	226
Very Unfavorable of Trump	10%	(91)	90%	(790)	881
Political correctness	9%	(89)	91%	(952)	1041
Prejudice	12%	(141)	88%	(1019)	1160

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

Table BRD23_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1891)	2201
Gender: Male	13%	(143)	87%	(919)	1062
Gender: Female	15%	(167)	85%	(972)	1139
Age: 18-29	25%	(117)	75%	(346)	463
Age: 30-44	17%	(95)	83%	(455)	550
Age: 45-54	11%	(42)	89%	(331)	373
Age: 55-64	7%	(27)	93%	(351)	378
Age: 65+	7%	(30)	93%	(407)	436
Generation Z: 18-21	34%	(56)	66%	(110)	166
Millennial: Age 22-37	20%	(123)	80%	(507)	631
Generation X: Age 38-53	13%	(70)	87%	(478)	549
Boomers: Age 54-72	7%	(52)	93%	(702)	754
PID: Dem (no lean)	13%	(94)	87%	(606)	701
PID: Ind (no lean)	15%	(89)	85%	(512)	601
PID: Rep (no lean)	14%	(127)	86%	(773)	900
PID/Gender: Dem Men	14%	(44)	86%	(262)	306
PID/Gender: Dem Women	13%	(51)	87%	(344)	395
PID/Gender: Ind Men	13%	(43)	87%	(276)	319
PID/Gender: Ind Women	16%	(46)	84%	(235)	282
PID/Gender: Rep Men	13%	(57)	87%	(381)	437
PID/Gender: Rep Women	15%	(70)	85%	(392)	462
Ideo: Liberal (1-3)	14%	(92)	86%	(560)	653
Ideo: Moderate (4)	14%	(63)	86%	(396)	460
Ideo: Conservative (5-7)	11%	(85)	89%	(696)	781
Educ: College	16%	(245)	84%	(1268)	1513
Educ: Bachelors degree	7%	(31)	93%	(413)	444
Educ: Post-grad	14%	(34)	86%	(210)	244

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Table BRD23_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1891)	2201
Income: Under 50k	16%	(207)	84%	(1048)	1255
Income: 50k-100k	10%	(62)	90%	(563)	625
Income: 100k+	13%	(41)	87%	(280)	321
Ethnicity: White	13%	(216)	87%	(1506)	1723
Ethnicity: Hispanic	23%	(79)	77%	(270)	350
Ethnicity: Afr. Am.	18%	(49)	82%	(226)	274
Ethnicity: Other	22%	(45)	78%	(159)	204
Relig: Protestant	10%	(52)	90%	(443)	494
Relig: Roman Catholic	11%	(45)	89%	(362)	406
Relig: Something Else	16%	(40)	84%	(205)	246
Relig: Evangelical	13%	(103)	87%	(705)	807
Relig: Non-Evang. Catholics	10%	(34)	90%	(305)	339
Relig: All Christian	12%	(137)	88%	(1010)	1147
Relig: All Non-Christian	17%	(49)	83%	(233)	282
Community: Urban	17%	(94)	83%	(470)	564
Community: Suburban	12%	(115)	88%	(878)	993
Community: Rural	16%	(101)	84%	(543)	644
Employ: Private Sector	12%	(78)	88%	(565)	642
Employ: Government	19%	(33)	81%	(135)	167
Employ: Self-Employed	17%	(31)	83%	(155)	186
Employ: Homemaker	14%	(23)	86%	(146)	169
Employ: Student	28%	(23)	72%	(60)	82
Employ: Retired	8%	(36)	92%	(435)	471
Employ: Unemployed	19%	(45)	81%	(196)	241
Employ: Other	17%	(41)	83%	(200)	242
Military HH: Yes	14%	(55)	86%	(329)	384
Military HH: No	14%	(255)	86%	(1561)	1817
RD/WT: Right Direction	15%	(136)	85%	(757)	894
RD/WT: Wrong Track	13%	(174)	87%	(1134)	1307
Trump Job Approve	13%	(120)	87%	(833)	953
Trump Job Disapprove	15%	(170)	85%	(943)	1113

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Table BRD23_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1891)	2201
Trump Job Strongly Approve	12%	(56)	88%	(426)	482
Trump Job Somewhat Approve	14%	(64)	86%	(407)	471
Trump Job Somewhat Disapprove	20%	(55)	80%	(221)	275
Trump Job Strongly Disapprove	14%	(116)	86%	(722)	838
#1 Issue: Economy	16%	(99)	84%	(516)	615
#1 Issue: Security	13%	(49)	87%	(334)	383
#1 Issue: Health Care	12%	(44)	88%	(316)	360
#1 Issue: Medicare / Social Security	7%	(24)	93%	(295)	318
#1 Issue: Women's Issues	19%	(24)	81%	(104)	128
#1 Issue: Education	23%	(40)	77%	(135)	175
#1 Issue: Energy	14%	(12)	86%	(73)	85
#1 Issue: Other	13%	(18)	87%	(118)	136
2016 Vote: Hillary Clinton	12%	(83)	88%	(600)	683
2016 Vote: Donald Trump	10%	(71)	90%	(631)	702
2016 Vote: Someone else	12%	(25)	88%	(185)	211
2016 Vote: Didnt Vote	22%	(129)	78%	(471)	600
Voted in 2014: Yes	11%	(151)	89%	(1237)	1388
Voted in 2014: No	20%	(159)	80%	(654)	813
2012 Vote: Barack Obama	13%	(107)	87%	(745)	853
2012 Vote: Mitt Romney	8%	(43)	92%	(501)	544
2012 Vote: Other	13%	(14)	87%	(94)	108
2012 Vote: Didn't Vote	21%	(144)	79%	(547)	692
4-Region: Northeast	10%	(37)	90%	(356)	394
4-Region: Midwest	14%	(65)	86%	(397)	462
4-Region: South	14%	(112)	86%	(713)	825
4-Region: West	18%	(96)	82%	(424)	520
Favorable of Trump	12%	(111)	88%	(824)	935
Unfavorable of Trump	14%	(158)	86%	(948)	1106

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Table BRD23_2NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It is an opportunity for employees of the stores to get paid holiday pay*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1891)	2201
Very Favorable of Trump	11%	(57)	89%	(470)	527
Somewhat Favorable of Trump	13%	(54)	87%	(354)	408
Somewhat Unfavorable of Trump	17%	(38)	83%	(187)	226
Very Unfavorable of Trump	14%	(120)	86%	(761)	881
Political correctness	13%	(133)	87%	(908)	1041
Prejudice	15%	(177)	85%	(983)	1160

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

Table BRD23_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To spend time with family or friends while shopping

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2018)	2201
Gender: Male	8%	(84)	92%	(979)	1062
Gender: Female	9%	(99)	91%	(1040)	1139
Age: 18-29	15%	(68)	85%	(395)	463
Age: 30-44	11%	(61)	89%	(489)	550
Age: 45-54	6%	(21)	94%	(352)	373
Age: 55-64	4%	(13)	96%	(365)	378
Age: 65+	4%	(19)	96%	(418)	436
Generation Z: 18-21	16%	(27)	84%	(139)	166
Millennial: Age 22-37	14%	(87)	86%	(544)	631
Generation X: Age 38-53	6%	(33)	94%	(516)	549
Boomers: Age 54-72	4%	(32)	96%	(722)	754
PID: Dem (no lean)	8%	(59)	92%	(641)	701
PID: Ind (no lean)	9%	(57)	91%	(544)	601
PID: Rep (no lean)	7%	(66)	93%	(833)	900
PID/Gender: Dem Men	8%	(24)	92%	(281)	306
PID/Gender: Dem Women	9%	(35)	91%	(360)	395
PID/Gender: Ind Men	10%	(31)	90%	(289)	319
PID/Gender: Ind Women	9%	(26)	91%	(255)	282
PID/Gender: Rep Men	7%	(29)	93%	(409)	437
PID/Gender: Rep Women	8%	(38)	92%	(425)	462
Ideo: Liberal (1-3)	8%	(54)	92%	(598)	653
Ideo: Moderate (4)	9%	(43)	91%	(417)	460
Ideo: Conservative (5-7)	6%	(51)	94%	(731)	781
Educ: College	10%	(147)	90%	(1366)	1513
Educ: Bachelors degree	6%	(27)	94%	(417)	444
Educ: Post-grad	3%	(8)	97%	(236)	244

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Table BRD23_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To spend time with family or friends while shopping

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2018)	2201
Income: Under 50k	10%	(123)	90%	(1132)	1255
Income: 50k-100k	6%	(35)	94%	(590)	625
Income: 100k+	8%	(25)	92%	(296)	321
Ethnicity: White	8%	(134)	92%	(1589)	1723
Ethnicity: Hispanic	13%	(46)	87%	(304)	350
Ethnicity: Afr. Am.	10%	(29)	90%	(246)	274
Ethnicity: Other	10%	(20)	90%	(184)	204
Relig: Protestant	4%	(19)	96%	(475)	494
Relig: Roman Catholic	7%	(29)	93%	(378)	406
Relig: Something Else	7%	(17)	93%	(228)	246
Relig: Evangelical	6%	(49)	94%	(758)	807
Relig: Non-Evang. Catholics	5%	(16)	95%	(323)	339
Relig: All Christian	6%	(66)	94%	(1081)	1147
Relig: All Non-Christian	12%	(35)	88%	(248)	282
Community: Urban	11%	(60)	89%	(504)	564
Community: Suburban	7%	(67)	93%	(926)	993
Community: Rural	9%	(56)	91%	(588)	644
Employ: Private Sector	9%	(55)	91%	(587)	642
Employ: Government	12%	(20)	88%	(147)	167
Employ: Self-Employed	9%	(16)	91%	(170)	186
Employ: Homemaker	8%	(14)	92%	(156)	169
Employ: Student	10%	(8)	90%	(74)	82
Employ: Retired	5%	(22)	95%	(448)	471
Employ: Unemployed	10%	(25)	90%	(216)	241
Employ: Other	9%	(22)	91%	(219)	242
Military HH: Yes	8%	(31)	92%	(353)	384
Military HH: No	8%	(151)	92%	(1665)	1817
RD/WT: Right Direction	9%	(76)	91%	(817)	894
RD/WT: Wrong Track	8%	(106)	92%	(1201)	1307
Trump Job Approve	8%	(79)	92%	(873)	953
Trump Job Disapprove	8%	(90)	92%	(1023)	1113

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Table BRD23_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To spend time with family or friends while shopping

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2018)	2201
Trump Job Strongly Approve	6%	(30)	94%	(452)	482
Trump Job Somewhat Approve	10%	(49)	90%	(422)	471
Trump Job Somewhat Disapprove	8%	(21)	92%	(254)	275
Trump Job Strongly Disapprove	8%	(69)	92%	(769)	838
#1 Issue: Economy	8%	(52)	92%	(563)	615
#1 Issue: Security	6%	(22)	94%	(361)	383
#1 Issue: Health Care	11%	(39)	89%	(322)	360
#1 Issue: Medicare / Social Security	6%	(18)	94%	(301)	318
#1 Issue: Women's Issues	10%	(13)	90%	(115)	128
#1 Issue: Education	8%	(14)	92%	(161)	175
#1 Issue: Energy	14%	(12)	86%	(73)	85
#1 Issue: Other	10%	(13)	90%	(122)	136
2016 Vote: Hillary Clinton	8%	(55)	92%	(627)	683
2016 Vote: Donald Trump	8%	(55)	92%	(648)	702
2016 Vote: Someone else	4%	(9)	96%	(202)	211
2016 Vote: Didnt Vote	11%	(63)	89%	(536)	600
Voted in 2014: Yes	7%	(91)	93%	(1297)	1388
Voted in 2014: No	11%	(91)	89%	(722)	813
2012 Vote: Barack Obama	8%	(70)	92%	(783)	853
2012 Vote: Mitt Romney	5%	(26)	95%	(518)	544
2012 Vote: Other	6%	(6)	94%	(101)	108
2012 Vote: Didn't Vote	12%	(80)	88%	(612)	692
4-Region: Northeast	8%	(30)	92%	(364)	394
4-Region: Midwest	9%	(40)	91%	(422)	462
4-Region: South	6%	(53)	94%	(772)	825
4-Region: West	12%	(60)	88%	(460)	520
Favorable of Trump	7%	(70)	93%	(865)	935
Unfavorable of Trump	8%	(89)	92%	(1017)	1106

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Table BRD23_3NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To spend time with family or friends while shopping*

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2018)	2201
Very Favorable of Trump	7%	(36)	93%	(491)	527
Somewhat Favorable of Trump	8%	(34)	92%	(374)	408
Somewhat Unfavorable of Trump	11%	(24)	89%	(202)	226
Very Unfavorable of Trump	7%	(65)	93%	(816)	881
Political correctness	8%	(78)	92%	(963)	1041
Prejudice	9%	(104)	91%	(1056)	1160

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

Table BRD23_4NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To get a break from family or friends*

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Gender: Male	3%	(29)	97%	(1033)	1062
Gender: Female	3%	(34)	97%	(1105)	1139
Age: 18-29	4%	(19)	96%	(444)	463
Age: 30-44	3%	(19)	97%	(531)	550
Age: 45-54	3%	(12)	97%	(360)	373
Age: 55-64	2%	(6)	98%	(373)	378
Age: 65+	2%	(7)	98%	(430)	436
Generation Z: 18-21	7%	(11)	93%	(155)	166
Millennial: Age 22-37	3%	(20)	97%	(611)	631
Generation X: Age 38-53	3%	(19)	97%	(530)	549
Boomers: Age 54-72	1%	(9)	99%	(745)	754
PID: Dem (no lean)	3%	(23)	97%	(678)	701
PID: Ind (no lean)	2%	(11)	98%	(590)	601
PID: Rep (no lean)	3%	(29)	97%	(870)	900
PID/Gender: Dem Men	3%	(8)	97%	(297)	306
PID/Gender: Dem Women	4%	(15)	96%	(380)	395
PID/Gender: Ind Men	1%	(4)	99%	(315)	319
PID/Gender: Ind Women	2%	(7)	98%	(275)	282
PID/Gender: Rep Men	4%	(17)	96%	(421)	437
PID/Gender: Rep Women	3%	(13)	97%	(450)	462
Ideo: Liberal (1-3)	5%	(30)	95%	(623)	653
Ideo: Moderate (4)	2%	(9)	98%	(451)	460
Ideo: Conservative (5-7)	2%	(16)	98%	(766)	781
Educ: College	3%	(47)	97%	(1466)	1513
Educ: Bachelors degree	2%	(8)	98%	(436)	444
Educ: Post-grad	3%	(8)	97%	(236)	244

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Table BRD23_4NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To get a break from family or friends

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Income: Under 50k	3%	(33)	97%	(1221)	1255
Income: 50k-100k	3%	(18)	97%	(607)	625
Income: 100k+	4%	(12)	96%	(309)	321
Ethnicity: White	3%	(47)	97%	(1676)	1723
Ethnicity: Hispanic	2%	(8)	98%	(342)	350
Ethnicity: Afr. Am.	3%	(9)	97%	(265)	274
Ethnicity: Other	3%	(7)	97%	(197)	204
Relig: Protestant	2%	(9)	98%	(486)	494
Relig: Roman Catholic	2%	(10)	98%	(397)	406
Relig: Something Else	3%	(7)	97%	(239)	246
Relig: Evangelical	2%	(18)	98%	(790)	807
Relig: Non-Evang. Catholics	2%	(7)	98%	(332)	339
Relig: All Christian	2%	(25)	98%	(1122)	1147
Relig: All Non-Christian	4%	(12)	96%	(270)	282
Community: Urban	3%	(18)	97%	(546)	564
Community: Suburban	3%	(30)	97%	(963)	993
Community: Rural	2%	(15)	98%	(629)	644
Employ: Private Sector	3%	(18)	97%	(625)	642
Employ: Government	8%	(14)	92%	(153)	167
Employ: Self-Employed	2%	(4)	98%	(182)	186
Employ: Homemaker	3%	(6)	97%	(164)	169
Employ: Student	4%	(3)	96%	(79)	82
Employ: Retired	1%	(7)	99%	(464)	471
Employ: Unemployed	3%	(8)	97%	(233)	241
Employ: Other	1%	(3)	99%	(238)	242
Military HH: Yes	5%	(18)	95%	(367)	384
Military HH: No	3%	(46)	97%	(1771)	1817
RD/WT: Right Direction	3%	(26)	97%	(867)	894
RD/WT: Wrong Track	3%	(37)	97%	(1271)	1307
Trump Job Approve	3%	(28)	97%	(925)	953
Trump Job Disapprove	3%	(33)	97%	(1081)	1113

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Table BRD23_4NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To get a break from family or friends

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Trump Job Strongly Approve	3%	(17)	97%	(465)	482
Trump Job Somewhat Approve	2%	(11)	98%	(459)	471
Trump Job Somewhat Disapprove	5%	(15)	95%	(260)	275
Trump Job Strongly Disapprove	2%	(17)	98%	(821)	838
#1 Issue: Economy	2%	(12)	98%	(603)	615
#1 Issue: Security	2%	(8)	98%	(375)	383
#1 Issue: Health Care	4%	(13)	96%	(347)	360
#1 Issue: Medicare / Social Security	2%	(5)	98%	(313)	318
#1 Issue: Women's Issues	6%	(8)	94%	(120)	128
#1 Issue: Education	6%	(10)	94%	(165)	175
#1 Issue: Energy	5%	(4)	95%	(81)	85
#1 Issue: Other	1%	(2)	99%	(134)	136
2016 Vote: Hillary Clinton	3%	(22)	97%	(661)	683
2016 Vote: Donald Trump	3%	(18)	97%	(684)	702
2016 Vote: Someone else	2%	(3)	98%	(207)	211
2016 Vote: Didnt Vote	3%	(19)	97%	(580)	600
Voted in 2014: Yes	3%	(38)	97%	(1350)	1388
Voted in 2014: No	3%	(25)	97%	(788)	813
2012 Vote: Barack Obama	3%	(25)	97%	(828)	853
2012 Vote: Mitt Romney	2%	(10)	98%	(534)	544
2012 Vote: Other	3%	(3)	97%	(104)	108
2012 Vote: Didn't Vote	4%	(24)	96%	(668)	692
4-Region: Northeast	2%	(6)	98%	(387)	394
4-Region: Midwest	5%	(21)	95%	(442)	462
4-Region: South	3%	(23)	97%	(802)	825
4-Region: West	3%	(13)	97%	(507)	520
Favorable of Trump	3%	(26)	97%	(909)	935
Unfavorable of Trump	3%	(34)	97%	(1073)	1106

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Table BRD23_4NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To get a break from family or friends*

Demographic	Selected		Not Selected		Total N
Adults	3%	(63)	97%	(2138)	2201
Very Favorable of Trump	3%	(16)	97%	(511)	527
Somewhat Favorable of Trump	2%	(10)	98%	(398)	408
Somewhat Unfavorable of Trump	5%	(11)	95%	(214)	226
Very Unfavorable of Trump	3%	(22)	97%	(858)	881
Political correctness	3%	(29)	97%	(1011)	1041
Prejudice	3%	(34)	97%	(1127)	1160

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

Table BRD23_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It could be the only day someone has off to shop

Demographic	Selected		Not Selected		Total N
Adults	13%	(283)	87%	(1918)	2201
Gender: Male	14%	(147)	86%	(915)	1062
Gender: Female	12%	(136)	88%	(1003)	1139
Age: 18-29	17%	(77)	83%	(385)	463
Age: 30-44	16%	(88)	84%	(463)	550
Age: 45-54	10%	(38)	90%	(335)	373
Age: 55-64	10%	(38)	90%	(341)	378
Age: 65+	10%	(42)	90%	(394)	436
Generation Z: 18-21	22%	(36)	78%	(130)	166
Millennial: Age 22-37	16%	(102)	84%	(529)	631
Generation X: Age 38-53	11%	(60)	89%	(489)	549
Boomers: Age 54-72	10%	(78)	90%	(676)	754
PID: Dem (no lean)	11%	(78)	89%	(623)	701
PID: Ind (no lean)	14%	(86)	86%	(514)	601
PID: Rep (no lean)	13%	(119)	87%	(780)	900
PID/Gender: Dem Men	12%	(38)	88%	(268)	306
PID/Gender: Dem Women	10%	(40)	90%	(355)	395
PID/Gender: Ind Men	16%	(51)	84%	(268)	319
PID/Gender: Ind Women	12%	(35)	88%	(246)	282
PID/Gender: Rep Men	13%	(59)	87%	(379)	437
PID/Gender: Rep Women	13%	(61)	87%	(402)	462
Ideo: Liberal (1-3)	10%	(67)	90%	(585)	653
Ideo: Moderate (4)	14%	(65)	86%	(394)	460
Ideo: Conservative (5-7)	11%	(89)	89%	(692)	781
Educ: College	14%	(214)	86%	(1299)	1513
Educ: Bachelors degree	9%	(40)	91%	(404)	444
Educ: Post-grad	12%	(29)	88%	(215)	244

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Table BRD23_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It could be the only day someone has off to shop

Demographic	Selected		Not Selected		Total N
Adults	13%	(283)	87%	(1918)	2201
Income: Under 50k	15%	(184)	85%	(1071)	1255
Income: 50k-100k	11%	(67)	89%	(558)	625
Income: 100k+	10%	(33)	90%	(289)	321
Ethnicity: White	12%	(209)	88%	(1513)	1723
Ethnicity: Hispanic	16%	(56)	84%	(294)	350
Ethnicity: Afr. Am.	13%	(36)	87%	(238)	274
Ethnicity: Other	19%	(38)	81%	(166)	204
Relig: Protestant	10%	(51)	90%	(443)	494
Relig: Roman Catholic	10%	(39)	90%	(367)	406
Relig: Something Else	12%	(29)	88%	(217)	246
Relig: Evangelical	10%	(79)	90%	(728)	807
Relig: Non-Evang. Catholics	12%	(40)	88%	(299)	339
Relig: All Christian	10%	(120)	90%	(1027)	1147
Relig: All Non-Christian	14%	(40)	86%	(243)	282
Community: Urban	12%	(70)	88%	(494)	564
Community: Suburban	11%	(112)	89%	(881)	993
Community: Rural	16%	(101)	84%	(543)	644
Employ: Private Sector	13%	(80)	87%	(562)	642
Employ: Government	15%	(26)	85%	(141)	167
Employ: Self-Employed	15%	(27)	85%	(159)	186
Employ: Homemaker	10%	(17)	90%	(152)	169
Employ: Student	20%	(17)	80%	(66)	82
Employ: Retired	11%	(50)	89%	(421)	471
Employ: Unemployed	12%	(29)	88%	(211)	241
Employ: Other	15%	(36)	85%	(205)	242
Military HH: Yes	15%	(57)	85%	(327)	384
Military HH: No	12%	(226)	88%	(1591)	1817
RD/WT: Right Direction	15%	(135)	85%	(758)	894
RD/WT: Wrong Track	11%	(148)	89%	(1159)	1307
Trump Job Approve	14%	(134)	86%	(819)	953
Trump Job Disapprove	11%	(123)	89%	(990)	1113

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Table BRD23_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It could be the only day someone has off to shop

Demographic	Selected	Not Selected	Total N
Adults	13% (283)	87% (1918)	2201
Trump Job Strongly Approve	13% (63)	87% (419)	482
Trump Job Somewhat Approve	15% (70)	85% (400)	471
Trump Job Somewhat Disapprove	16% (44)	84% (231)	275
Trump Job Strongly Disapprove	9% (79)	91% (759)	838
#1 Issue: Economy	13% (79)	87% (536)	615
#1 Issue: Security	11% (43)	89% (341)	383
#1 Issue: Health Care	16% (57)	84% (303)	360
#1 Issue: Medicare / Social Security	12% (39)	88% (279)	318
#1 Issue: Women's Issues	13% (17)	87% (111)	128
#1 Issue: Education	14% (25)	86% (150)	175
#1 Issue: Energy	10% (9)	90% (76)	85
#1 Issue: Other	10% (13)	90% (122)	136
2016 Vote: Hillary Clinton	9% (63)	91% (620)	683
2016 Vote: Donald Trump	12% (86)	88% (617)	702
2016 Vote: Someone else	11% (22)	89% (189)	211
2016 Vote: Didnt Vote	19% (112)	81% (488)	600
Voted in 2014: Yes	10% (144)	90% (1244)	1388
Voted in 2014: No	17% (139)	83% (674)	813
2012 Vote: Barack Obama	12% (98)	88% (754)	853
2012 Vote: Mitt Romney	10% (54)	90% (490)	544
2012 Vote: Other	15% (16)	85% (92)	108
2012 Vote: Didn't Vote	17% (115)	83% (577)	692
4-Region: Northeast	11% (42)	89% (352)	394
4-Region: Midwest	14% (64)	86% (399)	462
4-Region: South	13% (106)	87% (719)	825
4-Region: West	14% (72)	86% (448)	520
Favorable of Trump	14% (128)	86% (808)	935
Unfavorable of Trump	12% (132)	88% (974)	1106

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Table BRD23_5NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - It could be the only day someone has off to shop*

Demographic	Selected	Not Selected	Total N
Adults	13% (283)	87% (1918)	2201
Very Favorable of Trump	13% (67)	87% (460)	527
Somewhat Favorable of Trump	15% (61)	85% (348)	408
Somewhat Unfavorable of Trump	17% (39)	83% (186)	226
Very Unfavorable of Trump	11% (93)	89% (788)	881
Political correctness	12% (126)	88% (915)	1041
Prejudice	14% (157)	86% (1003)	1160

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

Table BRD23_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Gender: Male	19%	(201)	81%	(861)	1062
Gender: Female	14%	(158)	86%	(981)	1139
Age: 18-29	23%	(109)	77%	(354)	463
Age: 30-44	17%	(94)	83%	(456)	550
Age: 45-54	16%	(61)	84%	(312)	373
Age: 55-64	10%	(38)	90%	(340)	378
Age: 65+	13%	(57)	87%	(379)	436
Generation Z: 18-21	28%	(46)	72%	(120)	166
Millennial: Age 22-37	19%	(122)	81%	(509)	631
Generation X: Age 38-53	16%	(90)	84%	(459)	549
Boomers: Age 54-72	12%	(89)	88%	(665)	754
PID: Dem (no lean)	17%	(119)	83%	(581)	701
PID: Ind (no lean)	15%	(89)	85%	(512)	601
PID: Rep (no lean)	17%	(151)	83%	(749)	900
PID/Gender: Dem Men	21%	(64)	79%	(242)	306
PID/Gender: Dem Women	14%	(56)	86%	(339)	395
PID/Gender: Ind Men	17%	(55)	83%	(264)	319
PID/Gender: Ind Women	12%	(34)	88%	(248)	282
PID/Gender: Rep Men	19%	(83)	81%	(355)	437
PID/Gender: Rep Women	15%	(68)	85%	(394)	462
Ideo: Liberal (1-3)	16%	(103)	84%	(550)	653
Ideo: Moderate (4)	17%	(78)	83%	(382)	460
Ideo: Conservative (5-7)	15%	(114)	85%	(668)	781
Educ: College	18%	(272)	82%	(1241)	1513
Educ: Bachelors degree	11%	(50)	89%	(394)	444
Educ: Post-grad	15%	(37)	85%	(207)	244

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Table BRD23_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Income: Under 50k	19%	(236)	81%	(1019)	1255
Income: 50k-100k	13%	(80)	87%	(545)	625
Income: 100k+	13%	(43)	87%	(278)	321
Ethnicity: White	14%	(240)	86%	(1482)	1723
Ethnicity: Hispanic	20%	(70)	80%	(280)	350
Ethnicity: Afr. Am.	25%	(67)	75%	(207)	274
Ethnicity: Other	25%	(51)	75%	(153)	204
Relig: Protestant	12%	(59)	88%	(436)	494
Relig: Roman Catholic	15%	(62)	85%	(345)	406
Relig: Something Else	17%	(43)	83%	(203)	246
Relig: Evangelical	14%	(116)	86%	(691)	807
Relig: Non-Evang. Catholics	14%	(46)	86%	(293)	339
Relig: All Christian	14%	(163)	86%	(984)	1147
Relig: All Non-Christian	21%	(59)	79%	(223)	282
Community: Urban	20%	(115)	80%	(450)	564
Community: Suburban	12%	(122)	88%	(870)	993
Community: Rural	19%	(122)	81%	(522)	644
Employ: Private Sector	14%	(93)	86%	(549)	642
Employ: Government	23%	(38)	77%	(129)	167
Employ: Self-Employed	16%	(29)	84%	(157)	186
Employ: Homemaker	13%	(22)	87%	(147)	169
Employ: Student	20%	(16)	80%	(66)	82
Employ: Retired	14%	(67)	86%	(403)	471
Employ: Unemployed	21%	(50)	79%	(191)	241
Employ: Other	18%	(43)	82%	(199)	242
Military HH: Yes	14%	(54)	86%	(330)	384
Military HH: No	17%	(304)	83%	(1512)	1817
RD/WT: Right Direction	20%	(178)	80%	(715)	894
RD/WT: Wrong Track	14%	(180)	86%	(1127)	1307
Trump Job Approve	17%	(160)	83%	(793)	953
Trump Job Disapprove	16%	(173)	84%	(940)	1113

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Table BRD23_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Trump Job Strongly Approve	18%	(85)	82%	(397)	482
Trump Job Somewhat Approve	16%	(75)	84%	(396)	471
Trump Job Somewhat Disapprove	19%	(53)	81%	(222)	275
Trump Job Strongly Disapprove	14%	(121)	86%	(717)	838
#1 Issue: Economy	16%	(97)	84%	(517)	615
#1 Issue: Security	14%	(53)	86%	(330)	383
#1 Issue: Health Care	17%	(63)	83%	(297)	360
#1 Issue: Medicare / Social Security	16%	(52)	84%	(266)	318
#1 Issue: Women's Issues	16%	(21)	84%	(107)	128
#1 Issue: Education	16%	(28)	84%	(147)	175
#1 Issue: Energy	25%	(22)	75%	(63)	85
#1 Issue: Other	16%	(22)	84%	(114)	136
2016 Vote: Hillary Clinton	15%	(101)	85%	(581)	683
2016 Vote: Donald Trump	14%	(96)	86%	(606)	702
2016 Vote: Someone else	11%	(23)	89%	(188)	211
2016 Vote: Didnt Vote	23%	(137)	77%	(463)	600
Voted in 2014: Yes	13%	(187)	87%	(1202)	1388
Voted in 2014: No	21%	(172)	79%	(641)	813
2012 Vote: Barack Obama	15%	(127)	85%	(726)	853
2012 Vote: Mitt Romney	12%	(66)	88%	(479)	544
2012 Vote: Other	17%	(18)	83%	(89)	108
2012 Vote: Didn't Vote	21%	(148)	79%	(544)	692
4-Region: Northeast	16%	(61)	84%	(332)	394
4-Region: Midwest	16%	(75)	84%	(388)	462
4-Region: South	16%	(132)	84%	(693)	825
4-Region: West	18%	(91)	82%	(429)	520
Favorable of Trump	16%	(150)	84%	(785)	935
Unfavorable of Trump	16%	(175)	84%	(931)	1106

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Table BRD23_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Very Favorable of Trump	16%	(82)	84%	(445)	527
Somewhat Favorable of Trump	17%	(68)	83%	(340)	408
Somewhat Unfavorable of Trump	24%	(53)	76%	(172)	226
Very Unfavorable of Trump	14%	(122)	86%	(759)	881
Political correctness	15%	(154)	85%	(887)	1041
Prejudice	18%	(205)	82%	(956)	1160

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

Table BRD23_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2174)	2201
Gender: Male	1%	(15)	99%	(1048)	1062
Gender: Female	1%	(12)	99%	(1126)	1139
Age: 18-29	2%	(11)	98%	(452)	463
Age: 30-44	1%	(5)	99%	(545)	550
Age: 45-54	1%	(4)	99%	(369)	373
Age: 55-64	1%	(5)	99%	(373)	378
Age: 65+	—	(2)	100%	(434)	436
Generation Z: 18-21	3%	(5)	97%	(161)	166
Millennial: Age 22-37	2%	(10)	98%	(621)	631
Generation X: Age 38-53	1%	(5)	99%	(543)	549
Boomers: Age 54-72	1%	(7)	99%	(747)	754
PID: Dem (no lean)	1%	(4)	99%	(696)	701
PID: Ind (no lean)	2%	(11)	98%	(590)	601
PID: Rep (no lean)	1%	(12)	99%	(888)	900
PID/Gender: Dem Men	1%	(3)	99%	(303)	306
PID/Gender: Dem Women	—	(1)	100%	(393)	395
PID/Gender: Ind Men	2%	(5)	98%	(314)	319
PID/Gender: Ind Women	2%	(6)	98%	(276)	282
PID/Gender: Rep Men	2%	(7)	98%	(430)	437
PID/Gender: Rep Women	1%	(5)	99%	(457)	462
Ideo: Liberal (1-3)	1%	(5)	99%	(648)	653
Ideo: Moderate (4)	1%	(7)	99%	(453)	460
Ideo: Conservative (5-7)	1%	(9)	99%	(773)	781
Educ: College	1%	(22)	99%	(1490)	1513
Educ: Bachelors degree	1%	(3)	99%	(441)	444
Educ: Post-grad	1%	(2)	99%	(242)	244

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Table BRD23_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2174)	2201
Income: Under 50k	2%	(21)	98%	(1234)	1255
Income: 50k-100k	1%	(3)	99%	(622)	625
Income: 100k+	1%	(3)	99%	(318)	321
Ethnicity: White	1%	(21)	99%	(1702)	1723
Ethnicity: Hispanic	2%	(6)	98%	(343)	350
Ethnicity: Afr. Am.	2%	(6)	98%	(269)	274
Ethnicity: Other	—	(1)	100%	(203)	204
Relig: Protestant	1%	(3)	99%	(491)	494
Relig: Roman Catholic	1%	(4)	99%	(403)	406
Relig: Something Else	2%	(4)	98%	(242)	246
Relig: Evangelical	1%	(9)	99%	(798)	807
Relig: Non-Evang. Catholics	—	(2)	100%	(338)	339
Relig: All Christian	1%	(11)	99%	(1136)	1147
Relig: All Non-Christian	2%	(5)	98%	(278)	282
Community: Urban	1%	(3)	99%	(561)	564
Community: Suburban	1%	(11)	99%	(982)	993
Community: Rural	2%	(13)	98%	(631)	644
Employ: Private Sector	—	(3)	100%	(640)	642
Employ: Government	—	(1)	100%	(167)	167
Employ: Self-Employed	3%	(6)	97%	(180)	186
Employ: Homemaker	2%	(3)	98%	(166)	169
Employ: Student	1%	(1)	99%	(82)	82
Employ: Retired	—	(2)	100%	(469)	471
Employ: Unemployed	4%	(10)	96%	(231)	241
Employ: Other	1%	(2)	99%	(240)	242
Military HH: Yes	1%	(4)	99%	(380)	384
Military HH: No	1%	(23)	99%	(1794)	1817
RD/WT: Right Direction	1%	(7)	99%	(886)	894
RD/WT: Wrong Track	2%	(20)	98%	(1287)	1307
Trump Job Approve	1%	(8)	99%	(944)	953
Trump Job Disapprove	2%	(18)	98%	(1095)	1113

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Table BRD23_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2174)	2201
Trump Job Strongly Approve	1%	(6)	99%	(476)	482
Trump Job Somewhat Approve	1%	(2)	99%	(468)	471
Trump Job Somewhat Disapprove	2%	(5)	98%	(271)	275
Trump Job Strongly Disapprove	2%	(13)	98%	(825)	838
#1 Issue: Economy	1%	(6)	99%	(609)	615
#1 Issue: Security	1%	(3)	99%	(380)	383
#1 Issue: Health Care	1%	(3)	99%	(357)	360
#1 Issue: Medicare / Social Security	—	(0)	100%	(318)	318
#1 Issue: Women's Issues	1%	(2)	99%	(126)	128
#1 Issue: Education	3%	(5)	97%	(170)	175
#1 Issue: Energy	1%	(1)	99%	(85)	85
#1 Issue: Other	5%	(7)	95%	(129)	136
2016 Vote: Hillary Clinton	1%	(4)	99%	(679)	683
2016 Vote: Donald Trump	1%	(4)	99%	(698)	702
2016 Vote: Someone else	1%	(2)	99%	(209)	211
2016 Vote: Didnt Vote	3%	(18)	97%	(582)	600
Voted in 2014: Yes	1%	(13)	99%	(1375)	1388
Voted in 2014: No	2%	(14)	98%	(799)	813
2012 Vote: Barack Obama	1%	(9)	99%	(843)	853
2012 Vote: Mitt Romney	1%	(4)	99%	(540)	544
2012 Vote: Other	4%	(4)	96%	(104)	108
2012 Vote: Didn't Vote	1%	(10)	99%	(682)	692
4-Region: Northeast	—	(2)	100%	(392)	394
4-Region: Midwest	2%	(8)	98%	(455)	462
4-Region: South	1%	(10)	99%	(815)	825
4-Region: West	1%	(8)	99%	(512)	520
Favorable of Trump	1%	(8)	99%	(927)	935
Unfavorable of Trump	2%	(18)	98%	(1088)	1106

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Table BRD23_7NET: *Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2174)	2201
Very Favorable of Trump	1%	(4)	99%	(523)	527
Somewhat Favorable of Trump	1%	(4)	99%	(404)	408
Somewhat Unfavorable of Trump	3%	(6)	97%	(220)	226
Very Unfavorable of Trump	1%	(13)	99%	(868)	881
Political correctness	1%	(8)	99%	(1033)	1041
Prejudice	2%	(19)	98%	(1141)	1160

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

Table BRD24_1NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	39%	(864)	61%	(1337)	2201
Gender: Male	34%	(357)	66%	(705)	1062
Gender: Female	44%	(506)	56%	(632)	1139
Age: 18-29	29%	(135)	71%	(328)	463
Age: 30-44	36%	(201)	64%	(350)	550
Age: 45-54	38%	(143)	62%	(230)	373
Age: 55-64	46%	(175)	54%	(203)	378
Age: 65+	48%	(209)	52%	(227)	436
Generation Z: 18-21	21%	(35)	79%	(131)	166
Millennial: Age 22-37	33%	(210)	67%	(421)	631
Generation X: Age 38-53	41%	(222)	59%	(326)	549
Boomers: Age 54-72	45%	(337)	55%	(417)	754
PID: Dem (no lean)	40%	(282)	60%	(419)	701
PID: Ind (no lean)	34%	(205)	66%	(396)	601
PID: Rep (no lean)	42%	(377)	58%	(523)	900
PID/Gender: Dem Men	32%	(98)	68%	(207)	306
PID/Gender: Dem Women	47%	(184)	53%	(211)	395
PID/Gender: Ind Men	30%	(95)	70%	(224)	319
PID/Gender: Ind Women	39%	(110)	61%	(172)	282
PID/Gender: Rep Men	37%	(164)	63%	(274)	437
PID/Gender: Rep Women	46%	(213)	54%	(249)	462
Ideo: Liberal (1-3)	36%	(232)	64%	(421)	653
Ideo: Moderate (4)	41%	(188)	59%	(272)	460
Ideo: Conservative (5-7)	46%	(360)	54%	(421)	781
Educ: College	35%	(535)	65%	(977)	1513
Educ: Bachelors degree	50%	(222)	50%	(222)	444
Educ: Post-grad	44%	(107)	56%	(138)	244

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Table BRD24_INET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	39%	(864)	61%	(1337)	2201
Income: Under 50k	34%	(423)	66%	(831)	1255
Income: 50k-100k	46%	(288)	54%	(337)	625
Income: 100k+	47%	(152)	53%	(169)	321
Ethnicity: White	44%	(756)	56%	(966)	1723
Ethnicity: Hispanic	30%	(105)	70%	(244)	350
Ethnicity: Afr. Am.	23%	(64)	77%	(211)	274
Ethnicity: Other	21%	(44)	79%	(161)	204
Relig: Protestant	50%	(248)	50%	(246)	494
Relig: Roman Catholic	45%	(183)	55%	(224)	406
Relig: Something Else	35%	(85)	65%	(161)	246
Relig: Evangelical	43%	(347)	57%	(461)	807
Relig: Non-Evang. Catholics	50%	(169)	50%	(170)	339
Relig: All Christian	45%	(516)	55%	(631)	1147
Relig: All Non-Christian	34%	(96)	66%	(186)	282
Community: Urban	31%	(175)	69%	(390)	564
Community: Suburban	44%	(441)	56%	(552)	993
Community: Rural	39%	(248)	61%	(396)	644
Employ: Private Sector	46%	(296)	54%	(347)	642
Employ: Government	36%	(61)	64%	(106)	167
Employ: Self-Employed	29%	(55)	71%	(132)	186
Employ: Homemaker	37%	(62)	63%	(107)	169
Employ: Student	30%	(25)	70%	(57)	82
Employ: Retired	46%	(216)	54%	(255)	471
Employ: Unemployed	28%	(67)	72%	(174)	241
Employ: Other	34%	(83)	66%	(158)	242
Military HH: Yes	41%	(158)	59%	(227)	384
Military HH: No	39%	(706)	61%	(1111)	1817
RD/WT: Right Direction	40%	(357)	60%	(536)	894
RD/WT: Wrong Track	39%	(506)	61%	(801)	1307
Trump Job Approve	42%	(401)	58%	(552)	953
Trump Job Disapprove	38%	(424)	62%	(689)	1113

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Table BRD24_1NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	39%	(864)	61%	(1337)	2201
Trump Job Strongly Approve	42%	(203)	58%	(279)	482
Trump Job Somewhat Approve	42%	(197)	58%	(273)	471
Trump Job Somewhat Disapprove	36%	(99)	64%	(176)	275
Trump Job Strongly Disapprove	39%	(325)	61%	(513)	838
#1 Issue: Economy	40%	(248)	60%	(366)	615
#1 Issue: Security	45%	(171)	55%	(212)	383
#1 Issue: Health Care	35%	(125)	65%	(236)	360
#1 Issue: Medicare / Social Security	45%	(144)	55%	(174)	318
#1 Issue: Women's Issues	41%	(53)	59%	(76)	128
#1 Issue: Education	32%	(56)	68%	(119)	175
#1 Issue: Energy	18%	(15)	82%	(70)	85
#1 Issue: Other	37%	(51)	63%	(85)	136
2016 Vote: Hillary Clinton	40%	(273)	60%	(409)	683
2016 Vote: Donald Trump	47%	(329)	53%	(374)	702
2016 Vote: Someone else	43%	(92)	57%	(119)	211
2016 Vote: Didnt Vote	28%	(170)	72%	(429)	600
Voted in 2014: Yes	44%	(612)	56%	(776)	1388
Voted in 2014: No	31%	(251)	69%	(562)	813
2012 Vote: Barack Obama	40%	(339)	60%	(514)	853
2012 Vote: Mitt Romney	51%	(275)	49%	(269)	544
2012 Vote: Other	42%	(45)	58%	(63)	108
2012 Vote: Didn't Vote	29%	(204)	71%	(488)	692
4-Region: Northeast	43%	(168)	57%	(225)	394
4-Region: Midwest	38%	(176)	62%	(286)	462
4-Region: South	40%	(333)	60%	(491)	825
4-Region: West	36%	(185)	64%	(335)	520
Favorable of Trump	42%	(397)	58%	(538)	935
Unfavorable of Trump	39%	(429)	61%	(678)	1106

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Table BRD24_1NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - People should spend time with family or friends during the public holiday*

Demographic	Selected		Not Selected		Total N
Adults	39%	(864)	61%	(1337)	2201
Very Favorable of Trump	43%	(229)	57%	(298)	527
Somewhat Favorable of Trump	41%	(168)	59%	(240)	408
Somewhat Unfavorable of Trump	37%	(82)	63%	(143)	226
Very Unfavorable of Trump	39%	(346)	61%	(535)	881
Political correctness	44%	(457)	56%	(584)	1041
Prejudice	35%	(406)	65%	(754)	1160

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

Table BRD24_2NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Employees working at the stores should not have to work on a public holiday*

Demographic	Selected		Not Selected		Total N
Adults	33%	(728)	67%	(1473)	2201
Gender: Male	30%	(314)	70%	(748)	1062
Gender: Female	36%	(414)	64%	(725)	1139
Age: 18-29	24%	(112)	76%	(350)	463
Age: 30-44	30%	(168)	70%	(383)	550
Age: 45-54	32%	(121)	68%	(252)	373
Age: 55-64	41%	(155)	59%	(223)	378
Age: 65+	39%	(172)	61%	(265)	436
Generation Z: 18-21	17%	(28)	83%	(138)	166
Millennial: Age 22-37	29%	(181)	71%	(450)	631
Generation X: Age 38-53	33%	(179)	67%	(370)	549
Boomers: Age 54-72	38%	(283)	62%	(471)	754
PID: Dem (no lean)	36%	(254)	64%	(447)	701
PID: Ind (no lean)	31%	(184)	69%	(416)	601
PID: Rep (no lean)	32%	(289)	68%	(610)	900
PID/Gender: Dem Men	33%	(102)	67%	(204)	306
PID/Gender: Dem Women	39%	(152)	61%	(242)	395
PID/Gender: Ind Men	26%	(84)	74%	(235)	319
PID/Gender: Ind Women	36%	(101)	64%	(181)	282
PID/Gender: Rep Men	29%	(129)	71%	(309)	437
PID/Gender: Rep Women	35%	(161)	65%	(301)	462
Ideo: Liberal (1-3)	35%	(230)	65%	(422)	653
Ideo: Moderate (4)	35%	(159)	65%	(300)	460
Ideo: Conservative (5-7)	36%	(282)	64%	(500)	781
Educ: College	29%	(437)	71%	(1076)	1513
Educ: Bachelors degree	43%	(193)	57%	(251)	444
Educ: Post-grad	40%	(98)	60%	(146)	244

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Table BRD24_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. -
 Employees working at the stores should not have to work on a public holiday

Demographic	Selected		Not Selected		Total N
Adults	33%	(728)	67%	(1473)	2201
Income: Under 50k	29%	(358)	71%	(897)	1255
Income: 50k-100k	39%	(245)	61%	(381)	625
Income: 100k+	39%	(125)	61%	(196)	321
Ethnicity: White	36%	(625)	64%	(1098)	1723
Ethnicity: Hispanic	23%	(82)	77%	(268)	350
Ethnicity: Afr. Am.	23%	(63)	77%	(212)	274
Ethnicity: Other	20%	(40)	80%	(164)	204
Relig: Protestant	45%	(223)	55%	(272)	494
Relig: Roman Catholic	34%	(138)	66%	(269)	406
Relig: Something Else	29%	(72)	71%	(174)	246
Relig: Evangelical	35%	(283)	65%	(525)	807
Relig: Non-Evang. Catholics	44%	(150)	56%	(189)	339
Relig: All Christian	38%	(433)	62%	(714)	1147
Relig: All Non-Christian	25%	(69)	75%	(213)	282
Community: Urban	25%	(143)	75%	(421)	564
Community: Suburban	39%	(388)	61%	(604)	993
Community: Rural	30%	(196)	70%	(448)	644
Employ: Private Sector	39%	(248)	61%	(394)	642
Employ: Government	33%	(56)	67%	(111)	167
Employ: Self-Employed	29%	(54)	71%	(133)	186
Employ: Homemaker	32%	(55)	68%	(115)	169
Employ: Student	26%	(21)	74%	(61)	82
Employ: Retired	40%	(187)	60%	(284)	471
Employ: Unemployed	22%	(53)	78%	(188)	241
Employ: Other	23%	(55)	77%	(187)	242
Military HH: Yes	37%	(141)	63%	(243)	384
Military HH: No	32%	(587)	68%	(1230)	1817
RD/WT: Right Direction	31%	(279)	69%	(614)	894
RD/WT: Wrong Track	34%	(449)	66%	(859)	1307
Trump Job Approve	33%	(310)	67%	(643)	953
Trump Job Disapprove	35%	(390)	65%	(723)	1113

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Table BRD24_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Employees working at the stores should not have to work on a public holiday

Demographic	Selected		Not Selected		Total N
Adults	33%	(728)	67%	(1473)	2201
Trump Job Strongly Approve	34%	(162)	66%	(320)	482
Trump Job Somewhat Approve	31%	(148)	69%	(323)	471
Trump Job Somewhat Disapprove	31%	(84)	69%	(191)	275
Trump Job Strongly Disapprove	36%	(306)	64%	(532)	838
#1 Issue: Economy	30%	(181)	70%	(433)	615
#1 Issue: Security	36%	(138)	64%	(245)	383
#1 Issue: Health Care	34%	(124)	66%	(236)	360
#1 Issue: Medicare / Social Security	40%	(127)	60%	(191)	318
#1 Issue: Women's Issues	39%	(50)	61%	(78)	128
#1 Issue: Education	27%	(48)	73%	(127)	175
#1 Issue: Energy	20%	(17)	80%	(68)	85
#1 Issue: Other	31%	(42)	69%	(94)	136
2016 Vote: Hillary Clinton	39%	(265)	61%	(418)	683
2016 Vote: Donald Trump	38%	(264)	62%	(439)	702
2016 Vote: Someone else	36%	(75)	64%	(136)	211
2016 Vote: Didnt Vote	21%	(125)	79%	(475)	600
Voted in 2014: Yes	39%	(544)	61%	(845)	1388
Voted in 2014: No	23%	(184)	77%	(629)	813
2012 Vote: Barack Obama	38%	(321)	62%	(532)	853
2012 Vote: Mitt Romney	41%	(224)	59%	(320)	544
2012 Vote: Other	33%	(35)	67%	(73)	108
2012 Vote: Didn't Vote	21%	(147)	79%	(545)	692
4-Region: Northeast	38%	(148)	62%	(246)	394
4-Region: Midwest	31%	(143)	69%	(320)	462
4-Region: South	34%	(283)	66%	(542)	825
4-Region: West	30%	(155)	70%	(365)	520
Favorable of Trump	33%	(306)	67%	(629)	935
Unfavorable of Trump	35%	(390)	65%	(716)	1106

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Table BRD24_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Employees working at the stores should not have to work on a public holiday

Demographic	Selected	Not Selected	Total N
Adults	33% (728)	67% (1473)	2201
Very Favorable of Trump	34% (180)	66% (347)	527
Somewhat Favorable of Trump	31% (127)	69% (282)	408
Somewhat Unfavorable of Trump	30% (67)	70% (159)	226
Very Unfavorable of Trump	37% (324)	63% (557)	881
Political correctness	33% (345)	67% (696)	1041
Prejudice	33% (383)	67% (777)	1160

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

Table BRD24_3NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Thanksgiving Day should be a day to rest and not spend time on shopping*

Demographic	Selected		Not Selected		Total N
Adults	28%	(614)	72%	(1587)	2201
Gender: Male	26%	(275)	74%	(787)	1062
Gender: Female	30%	(339)	70%	(799)	1139
Age: 18-29	18%	(82)	82%	(381)	463
Age: 30-44	27%	(149)	73%	(401)	550
Age: 45-54	28%	(105)	72%	(268)	373
Age: 55-64	34%	(130)	66%	(249)	378
Age: 65+	34%	(149)	66%	(288)	436
Generation Z: 18-21	16%	(26)	84%	(140)	166
Millennial: Age 22-37	22%	(140)	78%	(491)	631
Generation X: Age 38-53	29%	(157)	71%	(391)	549
Boomers: Age 54-72	32%	(243)	68%	(511)	754
PID: Dem (no lean)	31%	(216)	69%	(485)	701
PID: Ind (no lean)	22%	(130)	78%	(471)	601
PID: Rep (no lean)	30%	(269)	70%	(631)	900
PID/Gender: Dem Men	26%	(81)	74%	(225)	306
PID/Gender: Dem Women	34%	(135)	66%	(260)	395
PID/Gender: Ind Men	21%	(67)	79%	(253)	319
PID/Gender: Ind Women	23%	(63)	77%	(218)	282
PID/Gender: Rep Men	29%	(127)	71%	(310)	437
PID/Gender: Rep Women	31%	(141)	69%	(321)	462
Ideo: Liberal (1-3)	28%	(182)	72%	(470)	653
Ideo: Moderate (4)	29%	(134)	71%	(325)	460
Ideo: Conservative (5-7)	32%	(249)	68%	(532)	781
Educ: College	24%	(365)	76%	(1148)	1513
Educ: Bachelors degree	37%	(163)	63%	(281)	444
Educ: Post-grad	35%	(86)	65%	(158)	244

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Table BRD24_3NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. -
 Thanksgiving Day should be a day to rest and not spend time on shopping

Demographic	Selected		Not Selected		Total N
Adults	28%	(614)	72%	(1587)	2201
Income: Under 50k	23%	(291)	77%	(963)	1255
Income: 50k-100k	33%	(204)	67%	(421)	625
Income: 100k+	37%	(119)	63%	(202)	321
Ethnicity: White	31%	(537)	69%	(1186)	1723
Ethnicity: Hispanic	18%	(63)	82%	(286)	350
Ethnicity: Afr. Am.	20%	(54)	80%	(221)	274
Ethnicity: Other	12%	(24)	88%	(180)	204
Relig: Protestant	38%	(188)	62%	(307)	494
Relig: Roman Catholic	36%	(146)	64%	(261)	406
Relig: Something Else	18%	(43)	82%	(202)	246
Relig: Evangelical	30%	(245)	70%	(562)	807
Relig: Non-Evang. Catholics	39%	(132)	61%	(207)	339
Relig: All Christian	33%	(377)	67%	(770)	1147
Relig: All Non-Christian	23%	(66)	77%	(217)	282
Community: Urban	23%	(128)	77%	(436)	564
Community: Suburban	33%	(327)	67%	(666)	993
Community: Rural	25%	(159)	75%	(485)	644
Employ: Private Sector	35%	(222)	65%	(421)	642
Employ: Government	27%	(45)	73%	(123)	167
Employ: Self-Employed	24%	(46)	76%	(141)	186
Employ: Homemaker	22%	(37)	78%	(132)	169
Employ: Student	22%	(18)	78%	(64)	82
Employ: Retired	34%	(159)	66%	(312)	471
Employ: Unemployed	18%	(42)	82%	(198)	241
Employ: Other	19%	(46)	81%	(195)	242
Military HH: Yes	27%	(105)	73%	(279)	384
Military HH: No	28%	(509)	72%	(1307)	1817
RD/WT: Right Direction	29%	(257)	71%	(637)	894
RD/WT: Wrong Track	27%	(357)	73%	(950)	1307
Trump Job Approve	29%	(272)	71%	(680)	953
Trump Job Disapprove	29%	(320)	71%	(794)	1113

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Table BRD24_3NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Thanksgiving Day should be a day to rest and not spend time on shopping

Demographic	Selected		Not Selected		Total N
Adults	28%	(614)	72%	(1587)	2201
Trump Job Strongly Approve	30%	(146)	70%	(336)	482
Trump Job Somewhat Approve	27%	(126)	73%	(345)	471
Trump Job Somewhat Disapprove	27%	(75)	73%	(201)	275
Trump Job Strongly Disapprove	29%	(245)	71%	(593)	838
#1 Issue: Economy	25%	(153)	75%	(462)	615
#1 Issue: Security	31%	(118)	69%	(265)	383
#1 Issue: Health Care	26%	(95)	74%	(265)	360
#1 Issue: Medicare / Social Security	35%	(112)	65%	(207)	318
#1 Issue: Women's Issues	32%	(41)	68%	(88)	128
#1 Issue: Education	27%	(47)	73%	(128)	175
#1 Issue: Energy	16%	(14)	84%	(71)	85
#1 Issue: Other	26%	(35)	74%	(101)	136
2016 Vote: Hillary Clinton	32%	(217)	68%	(466)	683
2016 Vote: Donald Trump	34%	(238)	66%	(464)	702
2016 Vote: Someone else	27%	(58)	73%	(153)	211
2016 Vote: Didnt Vote	16%	(98)	84%	(501)	600
Voted in 2014: Yes	34%	(465)	66%	(923)	1388
Voted in 2014: No	18%	(149)	82%	(664)	813
2012 Vote: Barack Obama	31%	(262)	69%	(591)	853
2012 Vote: Mitt Romney	36%	(196)	64%	(348)	544
2012 Vote: Other	28%	(30)	72%	(78)	108
2012 Vote: Didn't Vote	18%	(123)	82%	(569)	692
4-Region: Northeast	35%	(137)	65%	(257)	394
4-Region: Midwest	27%	(126)	73%	(336)	462
4-Region: South	27%	(226)	73%	(599)	825
4-Region: West	24%	(126)	76%	(394)	520
Favorable of Trump	29%	(270)	71%	(665)	935
Unfavorable of Trump	29%	(319)	71%	(787)	1106

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Table BRD24_3NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Thanksgiving Day should be a day to rest and not spend time on shopping*

Demographic	Selected		Not Selected		Total N
Adults	28%	(614)	72%	(1587)	2201
Very Favorable of Trump	31%	(163)	69%	(365)	527
Somewhat Favorable of Trump	26%	(107)	74%	(301)	408
Somewhat Unfavorable of Trump	25%	(57)	75%	(169)	226
Very Unfavorable of Trump	30%	(262)	70%	(619)	881
Political correctness	31%	(319)	69%	(722)	1041
Prejudice	25%	(295)	75%	(865)	1160

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

Table BRD24_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	27%	(603)	73%	(1598)	2201
Gender: Male	24%	(253)	76%	(810)	1062
Gender: Female	31%	(350)	69%	(789)	1139
Age: 18-29	18%	(84)	82%	(378)	463
Age: 30-44	25%	(140)	75%	(410)	550
Age: 45-54	25%	(92)	75%	(280)	373
Age: 55-64	34%	(129)	66%	(249)	378
Age: 65+	36%	(156)	64%	(280)	436
Generation Z: 18-21	16%	(26)	84%	(140)	166
Millennial: Age 22-37	21%	(133)	79%	(498)	631
Generation X: Age 38-53	27%	(149)	73%	(400)	549
Boomers: Age 54-72	32%	(244)	68%	(510)	754
PID: Dem (no lean)	30%	(212)	70%	(488)	701
PID: Ind (no lean)	23%	(138)	77%	(463)	601
PID: Rep (no lean)	28%	(253)	72%	(647)	900
PID/Gender: Dem Men	26%	(78)	74%	(227)	306
PID/Gender: Dem Women	34%	(134)	66%	(261)	395
PID/Gender: Ind Men	19%	(60)	81%	(259)	319
PID/Gender: Ind Women	27%	(77)	73%	(204)	282
PID/Gender: Rep Men	26%	(114)	74%	(324)	437
PID/Gender: Rep Women	30%	(139)	70%	(323)	462
Ideo: Liberal (1-3)	26%	(171)	74%	(482)	653
Ideo: Moderate (4)	30%	(138)	70%	(322)	460
Ideo: Conservative (5-7)	31%	(244)	69%	(537)	781
Educ: College	25%	(376)	75%	(1137)	1513
Educ: Bachelors degree	34%	(152)	66%	(292)	444
Educ: Post-grad	31%	(75)	69%	(169)	244

Continued on next page

Table BRD24_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	27%	(603)	73%	(1598)	2201
Income: Under 50k	24%	(306)	76%	(948)	1255
Income: 50k-100k	32%	(202)	68%	(423)	625
Income: 100k+	29%	(95)	71%	(227)	321
Ethnicity: White	30%	(524)	70%	(1199)	1723
Ethnicity: Hispanic	19%	(66)	81%	(284)	350
Ethnicity: Afr. Am.	17%	(46)	83%	(228)	274
Ethnicity: Other	16%	(33)	84%	(171)	204
Relig: Protestant	40%	(196)	60%	(298)	494
Relig: Roman Catholic	29%	(120)	71%	(287)	406
Relig: Something Else	22%	(53)	78%	(193)	246
Relig: Evangelical	28%	(228)	72%	(579)	807
Relig: Non-Evang. Catholics	42%	(141)	58%	(198)	339
Relig: All Christian	32%	(369)	68%	(777)	1147
Relig: All Non-Christian	23%	(65)	77%	(218)	282
Community: Urban	23%	(128)	77%	(436)	564
Community: Suburban	31%	(305)	69%	(688)	993
Community: Rural	26%	(170)	74%	(474)	644
Employ: Private Sector	32%	(208)	68%	(434)	642
Employ: Government	26%	(44)	74%	(123)	167
Employ: Self-Employed	22%	(41)	78%	(146)	186
Employ: Homemaker	20%	(34)	80%	(135)	169
Employ: Student	20%	(16)	80%	(66)	82
Employ: Retired	35%	(166)	65%	(305)	471
Employ: Unemployed	21%	(51)	79%	(190)	241
Employ: Other	18%	(44)	82%	(198)	242
Military HH: Yes	25%	(97)	75%	(288)	384
Military HH: No	28%	(506)	72%	(1311)	1817
RD/WT: Right Direction	27%	(241)	73%	(652)	894
RD/WT: Wrong Track	28%	(362)	72%	(946)	1307
Trump Job Approve	28%	(267)	72%	(685)	953
Trump Job Disapprove	28%	(314)	72%	(799)	1113

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Table BRD24_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	27%	(603)	73%	(1598)	2201
Trump Job Strongly Approve	29%	(138)	71%	(344)	482
Trump Job Somewhat Approve	28%	(130)	72%	(341)	471
Trump Job Somewhat Disapprove	25%	(69)	75%	(206)	275
Trump Job Strongly Disapprove	29%	(245)	71%	(593)	838
#1 Issue: Economy	26%	(159)	74%	(456)	615
#1 Issue: Security	29%	(112)	71%	(271)	383
#1 Issue: Health Care	25%	(92)	75%	(269)	360
#1 Issue: Medicare / Social Security	34%	(108)	66%	(211)	318
#1 Issue: Women's Issues	30%	(38)	70%	(90)	128
#1 Issue: Education	25%	(43)	75%	(132)	175
#1 Issue: Energy	22%	(18)	78%	(67)	85
#1 Issue: Other	24%	(32)	76%	(103)	136
2016 Vote: Hillary Clinton	31%	(209)	69%	(473)	683
2016 Vote: Donald Trump	33%	(231)	67%	(471)	702
2016 Vote: Someone else	30%	(62)	70%	(149)	211
2016 Vote: Didnt Vote	17%	(100)	83%	(500)	600
Voted in 2014: Yes	33%	(452)	67%	(936)	1388
Voted in 2014: No	19%	(151)	81%	(662)	813
2012 Vote: Barack Obama	31%	(263)	69%	(590)	853
2012 Vote: Mitt Romney	35%	(192)	65%	(352)	544
2012 Vote: Other	30%	(32)	70%	(76)	108
2012 Vote: Didn't Vote	17%	(116)	83%	(576)	692
4-Region: Northeast	32%	(127)	68%	(267)	394
4-Region: Midwest	30%	(137)	70%	(326)	462
4-Region: South	26%	(214)	74%	(611)	825
4-Region: West	24%	(126)	76%	(395)	520
Favorable of Trump	28%	(262)	72%	(674)	935
Unfavorable of Trump	29%	(321)	71%	(785)	1106

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Table BRD24_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	27%	(603)	73%	(1598)	2201
Very Favorable of Trump	29%	(150)	71%	(377)	527
Somewhat Favorable of Trump	27%	(111)	73%	(297)	408
Somewhat Unfavorable of Trump	25%	(57)	75%	(169)	226
Very Unfavorable of Trump	30%	(264)	70%	(617)	881
Political correctness	29%	(304)	71%	(737)	1041
Prejudice	26%	(299)	74%	(861)	1160

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

Table BRD24_5NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are not worth the hassle of spending time on shopping*

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2034)	2201
Gender: Male	6%	(67)	94%	(996)	1062
Gender: Female	9%	(101)	91%	(1038)	1139
Age: 18-29	4%	(17)	96%	(446)	463
Age: 30-44	10%	(56)	90%	(495)	550
Age: 45-54	7%	(25)	93%	(348)	373
Age: 55-64	8%	(32)	92%	(347)	378
Age: 65+	9%	(38)	91%	(398)	436
Generation Z: 18-21	2%	(4)	98%	(162)	166
Millennial: Age 22-37	8%	(48)	92%	(583)	631
Generation X: Age 38-53	8%	(43)	92%	(505)	549
Boomers: Age 54-72	7%	(54)	93%	(700)	754
PID: Dem (no lean)	8%	(58)	92%	(642)	701
PID: Ind (no lean)	7%	(40)	93%	(561)	601
PID: Rep (no lean)	8%	(69)	92%	(831)	900
PID/Gender: Dem Men	7%	(20)	93%	(285)	306
PID/Gender: Dem Women	10%	(38)	90%	(357)	395
PID/Gender: Ind Men	5%	(15)	95%	(305)	319
PID/Gender: Ind Women	9%	(26)	91%	(256)	282
PID/Gender: Rep Men	7%	(32)	93%	(406)	437
PID/Gender: Rep Women	8%	(37)	92%	(425)	462
Ideo: Liberal (1-3)	9%	(62)	91%	(591)	653
Ideo: Moderate (4)	7%	(32)	93%	(428)	460
Ideo: Conservative (5-7)	8%	(61)	92%	(720)	781
Educ: College	7%	(106)	93%	(1407)	1513
Educ: Bachelors degree	8%	(36)	92%	(408)	444
Educ: Post-grad	10%	(25)	90%	(220)	244

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Table BRD24_5NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are not worth the hassle of spending time on shopping

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2034)	2201
Income: Under 50k	6%	(76)	94%	(1179)	1255
Income: 50k-100k	10%	(60)	90%	(565)	625
Income: 100k+	10%	(32)	90%	(290)	321
Ethnicity: White	8%	(146)	92%	(1576)	1723
Ethnicity: Hispanic	4%	(15)	96%	(334)	350
Ethnicity: Afr. Am.	5%	(13)	95%	(262)	274
Ethnicity: Other	4%	(8)	96%	(196)	204
Relig: Protestant	8%	(41)	92%	(453)	494
Relig: Roman Catholic	10%	(41)	90%	(366)	406
Relig: Something Else	7%	(16)	93%	(229)	246
Relig: Evangelical	9%	(75)	91%	(733)	807
Relig: Non-Evang. Catholics	7%	(24)	93%	(315)	339
Relig: All Christian	9%	(99)	91%	(1048)	1147
Relig: All Non-Christian	6%	(17)	94%	(265)	282
Community: Urban	6%	(32)	94%	(533)	564
Community: Suburban	8%	(84)	92%	(909)	993
Community: Rural	8%	(52)	92%	(592)	644
Employ: Private Sector	9%	(55)	91%	(587)	642
Employ: Government	9%	(15)	91%	(153)	167
Employ: Self-Employed	4%	(7)	96%	(180)	186
Employ: Homemaker	10%	(17)	90%	(152)	169
Employ: Student	5%	(4)	95%	(78)	82
Employ: Retired	9%	(43)	91%	(428)	471
Employ: Unemployed	6%	(13)	94%	(228)	241
Employ: Other	6%	(13)	94%	(228)	242
Military HH: Yes	10%	(40)	90%	(344)	384
Military HH: No	7%	(127)	93%	(1690)	1817
RD/WT: Right Direction	7%	(61)	93%	(833)	894
RD/WT: Wrong Track	8%	(106)	92%	(1201)	1307
Trump Job Approve	8%	(72)	92%	(880)	953
Trump Job Disapprove	8%	(88)	92%	(1025)	1113

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Table BRD24_5NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are not worth the hassle of spending time on shopping

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2034)	2201
Trump Job Strongly Approve	8%	(39)	92%	(443)	482
Trump Job Somewhat Approve	7%	(34)	93%	(437)	471
Trump Job Somewhat Disapprove	6%	(18)	94%	(257)	275
Trump Job Strongly Disapprove	8%	(70)	92%	(768)	838
#1 Issue: Economy	7%	(43)	93%	(572)	615
#1 Issue: Security	7%	(25)	93%	(358)	383
#1 Issue: Health Care	9%	(31)	91%	(329)	360
#1 Issue: Medicare / Social Security	9%	(30)	91%	(289)	318
#1 Issue: Women's Issues	8%	(10)	92%	(118)	128
#1 Issue: Education	5%	(9)	95%	(166)	175
#1 Issue: Energy	9%	(8)	91%	(77)	85
#1 Issue: Other	8%	(11)	92%	(125)	136
2016 Vote: Hillary Clinton	9%	(59)	91%	(624)	683
2016 Vote: Donald Trump	8%	(58)	92%	(644)	702
2016 Vote: Someone else	10%	(21)	90%	(189)	211
2016 Vote: Didnt Vote	5%	(29)	95%	(570)	600
Voted in 2014: Yes	8%	(115)	92%	(1273)	1388
Voted in 2014: No	6%	(52)	94%	(761)	813
2012 Vote: Barack Obama	8%	(72)	92%	(781)	853
2012 Vote: Mitt Romney	9%	(48)	91%	(496)	544
2012 Vote: Other	9%	(10)	91%	(98)	108
2012 Vote: Didn't Vote	5%	(37)	95%	(654)	692
4-Region: Northeast	9%	(35)	91%	(359)	394
4-Region: Midwest	8%	(38)	92%	(424)	462
4-Region: South	7%	(57)	93%	(767)	825
4-Region: West	7%	(37)	93%	(483)	520
Favorable of Trump	8%	(72)	92%	(863)	935
Unfavorable of Trump	8%	(88)	92%	(1018)	1106

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Table BRD24_5NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are not worth the hassle of spending time on shopping*

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2034)	2201
Very Favorable of Trump	9%	(45)	91%	(482)	527
Somewhat Favorable of Trump	7%	(27)	93%	(381)	408
Somewhat Unfavorable of Trump	8%	(17)	92%	(209)	226
Very Unfavorable of Trump	8%	(71)	92%	(809)	881
Political correctness	8%	(81)	92%	(960)	1041
Prejudice	7%	(87)	93%	(1074)	1160

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

Table BRD24_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2037)	2201
Gender: Male	6%	(64)	94%	(998)	1062
Gender: Female	9%	(100)	91%	(1038)	1139
Age: 18-29	4%	(20)	96%	(443)	463
Age: 30-44	8%	(42)	92%	(508)	550
Age: 45-54	6%	(23)	94%	(349)	373
Age: 55-64	12%	(45)	88%	(334)	378
Age: 65+	8%	(34)	92%	(402)	436
Generation Z: 18-21	3%	(5)	97%	(161)	166
Millennial: Age 22-37	6%	(40)	94%	(591)	631
Generation X: Age 38-53	7%	(40)	93%	(509)	549
Boomers: Age 54-72	9%	(64)	91%	(690)	754
PID: Dem (no lean)	8%	(56)	92%	(645)	701
PID: Ind (no lean)	7%	(43)	93%	(558)	601
PID: Rep (no lean)	7%	(66)	93%	(834)	900
PID/Gender: Dem Men	7%	(21)	93%	(285)	306
PID/Gender: Dem Women	9%	(35)	91%	(360)	395
PID/Gender: Ind Men	5%	(17)	95%	(302)	319
PID/Gender: Ind Women	9%	(26)	91%	(256)	282
PID/Gender: Rep Men	6%	(26)	94%	(411)	437
PID/Gender: Rep Women	9%	(40)	91%	(422)	462
Ideo: Liberal (1-3)	7%	(47)	93%	(606)	653
Ideo: Moderate (4)	9%	(39)	91%	(420)	460
Ideo: Conservative (5-7)	8%	(65)	92%	(716)	781
Educ: College	7%	(104)	93%	(1409)	1513
Educ: Bachelors degree	8%	(36)	92%	(408)	444
Educ: Post-grad	10%	(25)	90%	(220)	244

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Table BRD24_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2037)	2201
Income: Under 50k	6%	(77)	94%	(1178)	1255
Income: 50k-100k	9%	(57)	91%	(568)	625
Income: 100k+	9%	(30)	91%	(291)	321
Ethnicity: White	8%	(141)	92%	(1582)	1723
Ethnicity: Hispanic	6%	(22)	94%	(327)	350
Ethnicity: Afr. Am.	5%	(13)	95%	(262)	274
Ethnicity: Other	5%	(11)	95%	(193)	204
Relig: Protestant	8%	(41)	92%	(454)	494
Relig: Roman Catholic	9%	(38)	91%	(369)	406
Relig: Something Else	7%	(17)	93%	(229)	246
Relig: Evangelical	9%	(73)	91%	(735)	807
Relig: Non-Evang. Catholics	7%	(23)	93%	(317)	339
Relig: All Christian	8%	(96)	92%	(1051)	1147
Relig: All Non-Christian	7%	(18)	93%	(264)	282
Community: Urban	6%	(35)	94%	(530)	564
Community: Suburban	9%	(89)	91%	(904)	993
Community: Rural	6%	(41)	94%	(603)	644
Employ: Private Sector	8%	(54)	92%	(589)	642
Employ: Government	10%	(16)	90%	(151)	167
Employ: Self-Employed	4%	(7)	96%	(179)	186
Employ: Homemaker	6%	(11)	94%	(158)	169
Employ: Student	5%	(4)	95%	(78)	82
Employ: Retired	8%	(40)	92%	(431)	471
Employ: Unemployed	6%	(15)	94%	(226)	241
Employ: Other	7%	(18)	93%	(224)	242
Military HH: Yes	9%	(36)	91%	(348)	384
Military HH: No	7%	(128)	93%	(1689)	1817
RD/WT: Right Direction	6%	(57)	94%	(837)	894
RD/WT: Wrong Track	8%	(107)	92%	(1200)	1307
Trump Job Approve	7%	(62)	93%	(890)	953
Trump Job Disapprove	9%	(96)	91%	(1017)	1113

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Table BRD24_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2037)	2201
Trump Job Strongly Approve	8%	(37)	92%	(445)	482
Trump Job Somewhat Approve	5%	(25)	95%	(445)	471
Trump Job Somewhat Disapprove	7%	(20)	93%	(255)	275
Trump Job Strongly Disapprove	9%	(77)	91%	(762)	838
#1 Issue: Economy	7%	(42)	93%	(573)	615
#1 Issue: Security	10%	(37)	90%	(347)	383
#1 Issue: Health Care	8%	(28)	92%	(332)	360
#1 Issue: Medicare / Social Security	9%	(28)	91%	(290)	318
#1 Issue: Women's Issues	5%	(7)	95%	(121)	128
#1 Issue: Education	5%	(9)	95%	(166)	175
#1 Issue: Energy	6%	(5)	94%	(80)	85
#1 Issue: Other	6%	(9)	94%	(127)	136
2016 Vote: Hillary Clinton	8%	(58)	92%	(625)	683
2016 Vote: Donald Trump	8%	(54)	92%	(648)	702
2016 Vote: Someone else	10%	(20)	90%	(190)	211
2016 Vote: Didnt Vote	5%	(32)	95%	(567)	600
Voted in 2014: Yes	9%	(120)	91%	(1268)	1388
Voted in 2014: No	5%	(44)	95%	(769)	813
2012 Vote: Barack Obama	8%	(68)	92%	(785)	853
2012 Vote: Mitt Romney	10%	(52)	90%	(492)	544
2012 Vote: Other	7%	(7)	93%	(100)	108
2012 Vote: Didn't Vote	5%	(37)	95%	(654)	692
4-Region: Northeast	8%	(32)	92%	(362)	394
4-Region: Midwest	8%	(37)	92%	(426)	462
4-Region: South	7%	(58)	93%	(767)	825
4-Region: West	7%	(38)	93%	(482)	520
Favorable of Trump	7%	(62)	93%	(873)	935
Unfavorable of Trump	9%	(97)	91%	(1009)	1106

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Table BRD24_6NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Deals that day are similar to those on Black Friday or other shopping promotions*

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2037)	2201
Very Favorable of Trump	7%	(39)	93%	(488)	527
Somewhat Favorable of Trump	6%	(23)	94%	(385)	408
Somewhat Unfavorable of Trump	8%	(17)	92%	(209)	226
Very Unfavorable of Trump	9%	(80)	91%	(801)	881
Political correctness	7%	(78)	93%	(963)	1041
Prejudice	7%	(87)	93%	(1073)	1160

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

Table BRD24_7NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2187)	2201
Gender: Male	—	(4)	100%	(1059)	1062
Gender: Female	1%	(10)	99%	(1129)	1139
Age: 18-29	1%	(3)	99%	(460)	463
Age: 30-44	1%	(4)	99%	(546)	550
Age: 45-54	—	(0)	100%	(373)	373
Age: 55-64	—	(1)	100%	(378)	378
Age: 65+	1%	(6)	99%	(431)	436
Generation Z: 18-21	1%	(1)	99%	(165)	166
Millennial: Age 22-37	1%	(6)	99%	(625)	631
Generation X: Age 38-53	—	(0)	100%	(548)	549
Boomers: Age 54-72	—	(3)	100%	(751)	754
PID: Dem (no lean)	—	(3)	100%	(698)	701
PID: Ind (no lean)	1%	(5)	99%	(595)	601
PID: Rep (no lean)	1%	(5)	99%	(894)	900
PID/Gender: Dem Men	—	(0)	100%	(305)	306
PID/Gender: Dem Women	1%	(2)	99%	(392)	395
PID/Gender: Ind Men	1%	(2)	99%	(317)	319
PID/Gender: Ind Women	1%	(3)	99%	(278)	282
PID/Gender: Rep Men	—	(1)	100%	(436)	437
PID/Gender: Rep Women	1%	(4)	99%	(458)	462
Ideo: Liberal (1-3)	1%	(6)	99%	(647)	653
Ideo: Moderate (4)	1%	(3)	99%	(457)	460
Ideo: Conservative (5-7)	1%	(4)	99%	(777)	781
Educ: College	1%	(10)	99%	(1503)	1513
Educ: Bachelors degree	—	(2)	100%	(442)	444
Educ: Post-grad	1%	(2)	99%	(242)	244

Continued on next page

Table BRD24_7NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2187)	2201
Income: Under 50k	1%	(9)	99%	(1246)	1255
Income: 50k-100k	1%	(4)	99%	(621)	625
Income: 100k+	—	(1)	100%	(321)	321
Ethnicity: White	1%	(11)	99%	(1711)	1723
Ethnicity: Hispanic	—	(1)	100%	(349)	350
Ethnicity: Afr. Am.	1%	(2)	99%	(273)	274
Ethnicity: Other	—	(1)	100%	(203)	204
Relig: Protestant	1%	(3)	99%	(491)	494
Relig: Roman Catholic	—	(1)	100%	(406)	406
Relig: Something Else	1%	(1)	99%	(245)	246
Relig: Evangelical	1%	(4)	99%	(803)	807
Relig: Non-Evang. Catholics	—	(1)	100%	(339)	339
Relig: All Christian	—	(5)	100%	(1142)	1147
Relig: All Non-Christian	1%	(3)	99%	(279)	282
Community: Urban	—	(2)	100%	(563)	564
Community: Suburban	1%	(7)	99%	(986)	993
Community: Rural	1%	(5)	99%	(639)	644
Employ: Private Sector	—	(1)	100%	(641)	642
Employ: Government	—	(1)	100%	(167)	167
Employ: Self-Employed	1%	(1)	99%	(185)	186
Employ: Homemaker	2%	(4)	98%	(165)	169
Employ: Student	—	(0)	100%	(82)	82
Employ: Retired	1%	(5)	99%	(465)	471
Employ: Unemployed	—	(1)	100%	(240)	241
Employ: Other	—	(0)	100%	(242)	242
Military HH: Yes	1%	(4)	99%	(380)	384
Military HH: No	1%	(9)	99%	(1807)	1817
RD/WT: Right Direction	1%	(5)	99%	(889)	894
RD/WT: Wrong Track	1%	(9)	99%	(1299)	1307
Trump Job Approve	1%	(5)	99%	(948)	953
Trump Job Disapprove	1%	(8)	99%	(1105)	1113

Continued on next page

Table BRD24_7NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2187)	2201
Trump Job Strongly Approve	1%	(4)	99%	(479)	482
Trump Job Somewhat Approve	—	(1)	100%	(469)	471
Trump Job Somewhat Disapprove	1%	(2)	99%	(274)	275
Trump Job Strongly Disapprove	1%	(7)	99%	(831)	838
#1 Issue: Economy	1%	(3)	99%	(611)	615
#1 Issue: Security	1%	(2)	99%	(381)	383
#1 Issue: Health Care	1%	(2)	99%	(358)	360
#1 Issue: Medicare / Social Security	1%	(3)	99%	(316)	318
#1 Issue: Women's Issues	—	(1)	100%	(128)	128
#1 Issue: Education	—	(0)	100%	(175)	175
#1 Issue: Energy	—	(0)	100%	(85)	85
#1 Issue: Other	2%	(2)	98%	(133)	136
2016 Vote: Hillary Clinton	1%	(3)	99%	(679)	683
2016 Vote: Donald Trump	1%	(4)	99%	(699)	702
2016 Vote: Someone else	1%	(2)	99%	(209)	211
2016 Vote: Didnt Vote	1%	(5)	99%	(595)	600
Voted in 2014: Yes	1%	(9)	99%	(1379)	1388
Voted in 2014: No	1%	(5)	99%	(808)	813
2012 Vote: Barack Obama	1%	(5)	99%	(848)	853
2012 Vote: Mitt Romney	1%	(4)	99%	(541)	544
2012 Vote: Other	—	(0)	100%	(108)	108
2012 Vote: Didn't Vote	1%	(5)	99%	(686)	692
4-Region: Northeast	—	(1)	100%	(392)	394
4-Region: Midwest	1%	(3)	99%	(460)	462
4-Region: South	1%	(6)	99%	(819)	825
4-Region: West	1%	(4)	99%	(516)	520
Favorable of Trump	—	(4)	100%	(931)	935
Unfavorable of Trump	1%	(8)	99%	(1098)	1106

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Table BRD24_7NET: *Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. - Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2187)	2201
Very Favorable of Trump	1%	(4)	99%	(524)	527
Somewhat Favorable of Trump	—	(1)	100%	(407)	408
Somewhat Unfavorable of Trump	1%	(2)	99%	(224)	226
Very Unfavorable of Trump	1%	(7)	99%	(874)	881
Political correctness	1%	(8)	99%	(1032)	1041
Prejudice	—	(5)	100%	(1155)	1160

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

Table BRD25: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	31% (673)	19% (422)	4% (79)	2% (49)	37% (816)	7% (164)	2201
Gender: Male	26% (279)	20% (208)	5% (52)	3% (31)	38% (402)	9% (91)	1062
Gender: Female	35% (393)	19% (214)	2% (27)	2% (18)	36% (413)	6% (73)	1139
Age: 18-29	23% (105)	15% (68)	5% (25)	4% (18)	41% (188)	13% (59)	463
Age: 30-44	29% (162)	20% (109)	5% (27)	2% (13)	36% (201)	7% (37)	550
Age: 45-54	35% (132)	19% (72)	2% (6)	2% (6)	35% (131)	7% (25)	373
Age: 55-64	37% (140)	17% (63)	2% (6)	1% (4)	39% (148)	5% (17)	378
Age: 65+	30% (133)	25% (110)	3% (13)	2% (7)	34% (148)	6% (25)	436
Generation Z: 18-21	17% (28)	11% (17)	8% (14)	4% (6)	48% (80)	12% (20)	166
Millennial: Age 22-37	26% (166)	18% (112)	5% (30)	3% (21)	38% (240)	10% (62)	631
Generation X: Age 38-53	34% (188)	20% (112)	2% (13)	2% (10)	34% (187)	7% (38)	549
Boomers: Age 54-72	34% (255)	20% (151)	2% (15)	1% (10)	38% (288)	5% (36)	754
PID: Dem (no lean)	30% (209)	18% (124)	4% (27)	3% (20)	40% (283)	5% (38)	701
PID: Ind (no lean)	25% (152)	21% (125)	3% (19)	1% (9)	41% (245)	9% (52)	601
PID: Rep (no lean)	35% (311)	19% (173)	4% (33)	2% (20)	32% (288)	8% (74)	900
PID/Gender: Dem Men	26% (81)	18% (56)	5% (16)	4% (13)	40% (122)	6% (19)	306
PID/Gender: Dem Women	32% (128)	17% (68)	3% (11)	2% (7)	41% (161)	5% (19)	395
PID/Gender: Ind Men	19% (60)	20% (65)	4% (14)	2% (5)	44% (141)	11% (34)	319
PID/Gender: Ind Women	33% (92)	21% (60)	2% (5)	1% (4)	37% (104)	6% (17)	282
PID/Gender: Rep Men	32% (138)	20% (88)	5% (22)	3% (13)	32% (139)	9% (37)	437
PID/Gender: Rep Women	37% (173)	19% (86)	2% (11)	1% (7)	32% (149)	8% (37)	462
Ideo: Liberal (1-3)	29% (187)	23% (150)	5% (31)	2% (11)	37% (239)	5% (36)	653
Ideo: Moderate (4)	29% (135)	18% (84)	2% (9)	4% (19)	40% (185)	6% (27)	460
Ideo: Conservative (5-7)	33% (257)	21% (167)	3% (24)	1% (11)	35% (270)	7% (51)	781
Educ: College	31% (473)	16% (247)	4% (62)	3% (39)	38% (573)	8% (120)	1513
Educ: Bachelors degree	31% (135)	25% (109)	2% (9)	1% (5)	35% (156)	6% (29)	444
Educ: Post-grad	26% (64)	27% (66)	3% (8)	2% (4)	36% (87)	6% (15)	244

Continued on next page

Table BRD25: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	31% (673)	19% (422)	4% (79)	2% (49)	37% (816)	7% (164)	2201
Income: Under 50k	33% (415)	17% (213)	4% (49)	2% (28)	37% (461)	7% (88)	1255
Income: 50k-100k	28% (178)	22% (140)	2% (15)	2% (11)	37% (229)	8% (52)	625
Income: 100k+	25% (80)	22% (69)	4% (14)	3% (9)	39% (126)	7% (23)	321
Ethnicity: White	32% (543)	21% (361)	3% (46)	2% (29)	37% (631)	7% (113)	1723
Ethnicity: Hispanic	34% (121)	14% (49)	4% (13)	3% (11)	38% (132)	7% (23)	350
Ethnicity: Afr. Am.	24% (67)	13% (35)	8% (21)	4% (10)	41% (112)	11% (30)	274
Ethnicity: Other	31% (63)	13% (26)	5% (11)	5% (10)	36% (73)	10% (21)	204
Relig: Protestant	36% (178)	24% (117)	3% (14)	1% (7)	31% (152)	5% (26)	494
Relig: Roman Catholic	33% (136)	22% (91)	5% (19)	3% (13)	33% (133)	4% (16)	406
Relig: Something Else	26% (64)	13% (33)	2% (5)	3% (6)	44% (107)	13% (31)	246
Relig: Evangelical	30% (238)	21% (170)	3% (23)	2% (18)	37% (297)	8% (62)	807
Relig: Non-Evang. Catholics	41% (139)	21% (70)	4% (15)	3% (9)	28% (95)	3% (11)	339
Relig: All Christian	33% (378)	21% (240)	3% (38)	2% (27)	34% (392)	6% (73)	1147
Relig: All Non-Christian	39% (109)	14% (39)	2% (7)	2% (7)	39% (109)	4% (11)	282
Community: Urban	29% (162)	17% (94)	4% (23)	3% (14)	38% (215)	10% (55)	564
Community: Suburban	31% (304)	20% (198)	4% (38)	2% (23)	37% (369)	6% (61)	993
Community: Rural	32% (207)	20% (130)	3% (18)	2% (11)	36% (231)	7% (48)	644
Employ: Private Sector	34% (217)	19% (124)	3% (21)	2% (16)	35% (227)	6% (37)	642
Employ: Government	28% (47)	21% (35)	4% (7)	4% (7)	34% (57)	8% (13)	167
Employ: Self-Employed	19% (36)	19% (36)	8% (15)	3% (5)	43% (80)	7% (14)	186
Employ: Homemaker	23% (39)	21% (36)	3% (6)	1% (2)	43% (72)	8% (14)	169
Employ: Student	22% (19)	17% (14)	5% (4)	3% (3)	44% (36)	8% (7)	82
Employ: Retired	31% (148)	23% (109)	2% (12)	2% (8)	37% (173)	4% (21)	471
Employ: Unemployed	33% (80)	14% (33)	2% (6)	1% (2)	37% (88)	13% (32)	241
Employ: Other	36% (87)	14% (33)	3% (8)	2% (5)	34% (81)	11% (27)	242
Military HH: Yes	35% (136)	23% (87)	6% (21)	1% (5)	29% (113)	6% (23)	384
Military HH: No	30% (537)	18% (335)	3% (57)	2% (44)	39% (702)	8% (141)	1817
RD/WT: Right Direction	34% (302)	19% (172)	4% (38)	2% (20)	33% (291)	8% (72)	894
RD/WT: Wrong Track	28% (371)	19% (250)	3% (41)	2% (29)	40% (525)	7% (92)	1307

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Table BRD25: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	31% (673)	19% (422)	4% (79)	2% (49)	37% (816)	7% (164)	2201
Trump Job Approve	34% (328)	21% (195)	3% (28)	2% (16)	33% (314)	7% (71)	953
Trump Job Disapprove	28% (314)	19% (213)	4% (43)	3% (31)	41% (452)	5% (61)	1113
Trump Job Strongly Approve	40% (191)	19% (90)	4% (17)	1% (7)	29% (139)	8% (39)	482
Trump Job Somewhat Approve	29% (137)	23% (106)	2% (11)	2% (9)	37% (175)	7% (32)	471
Trump Job Somewhat Disapprove	23% (63)	20% (55)	5% (14)	4% (10)	43% (119)	5% (13)	275
Trump Job Strongly Disapprove	30% (251)	19% (158)	3% (29)	2% (21)	40% (333)	6% (47)	838
#1 Issue: Economy	27% (164)	20% (126)	4% (24)	2% (14)	39% (237)	8% (51)	615
#1 Issue: Security	38% (147)	15% (57)	4% (16)	2% (9)	33% (125)	8% (30)	383
#1 Issue: Health Care	24% (88)	23% (84)	3% (12)	2% (8)	40% (144)	7% (25)	360
#1 Issue: Medicare / Social Security	34% (109)	20% (63)	3% (8)	2% (8)	36% (115)	5% (16)	318
#1 Issue: Women's Issues	34% (44)	16% (21)	4% (5)	— (0)	34% (44)	11% (15)	128
#1 Issue: Education	26% (46)	18% (31)	4% (7)	3% (6)	39% (68)	10% (17)	175
#1 Issue: Energy	35% (29)	15% (13)	5% (4)	3% (3)	39% (34)	3% (3)	85
#1 Issue: Other	34% (46)	20% (28)	2% (2)	1% (2)	37% (50)	6% (8)	136
2016 Vote: Hillary Clinton	30% (202)	20% (137)	3% (22)	2% (16)	40% (274)	5% (31)	683
2016 Vote: Donald Trump	38% (266)	22% (158)	3% (19)	2% (16)	28% (196)	7% (48)	702
2016 Vote: Someone else	31% (66)	18% (38)	1% (2)	3% (6)	38% (80)	9% (19)	211
2016 Vote: Didn't Vote	23% (136)	15% (89)	5% (33)	2% (10)	44% (265)	11% (66)	600
Voted in 2014: Yes	34% (469)	22% (299)	3% (46)	2% (31)	34% (473)	5% (71)	1388
Voted in 2014: No	25% (204)	15% (123)	4% (32)	2% (18)	42% (343)	11% (93)	813
2012 Vote: Barack Obama	31% (266)	20% (171)	3% (28)	2% (17)	38% (324)	5% (46)	853
2012 Vote: Mitt Romney	36% (198)	23% (125)	2% (12)	2% (11)	31% (167)	6% (30)	544
2012 Vote: Other	33% (36)	24% (26)	2% (2)	1% (1)	37% (39)	3% (4)	108
2012 Vote: Didn't Vote	25% (172)	14% (100)	5% (34)	3% (19)	41% (283)	12% (84)	692
4-Region: Northeast	33% (130)	17% (67)	3% (10)	2% (8)	39% (155)	6% (23)	394
4-Region: Midwest	30% (140)	21% (97)	5% (21)	2% (10)	35% (160)	7% (35)	462
4-Region: South	30% (250)	20% (165)	3% (26)	2% (18)	36% (296)	8% (70)	825
4-Region: West	29% (152)	18% (93)	4% (21)	2% (12)	39% (205)	7% (36)	520

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Table BRD25: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	31% (673)	19% (422)	4% (79)	2% (49)	37% (816)	7% (164)	2201
Favorable of Trump	36% (340)	20% (191)	3% (25)	2% (16)	32% (296)	7% (68)	935
Unfavorable of Trump	27% (297)	20% (217)	4% (40)	3% (29)	42% (460)	6% (63)	1106
Very Favorable of Trump	42% (219)	18% (97)	3% (13)	2% (8)	27% (143)	9% (46)	527
Somewhat Favorable of Trump	30% (121)	23% (94)	3% (11)	2% (7)	38% (153)	5% (22)	408
Somewhat Unfavorable of Trump	20% (45)	20% (45)	6% (13)	3% (7)	43% (98)	8% (17)	226
Very Unfavorable of Trump	29% (252)	20% (172)	3% (27)	2% (22)	41% (362)	5% (46)	881
Political correctness	32% (337)	20% (210)	3% (35)	2% (24)	34% (354)	8% (81)	1041
Prejudice	29% (335)	18% (212)	4% (43)	2% (25)	40% (462)	7% (83)	1160

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

Table BRD26: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	44% (977)	28% (617)	6% (123)	2% (51)	20% (434)	2201
Gender: Male	42% (449)	30% (314)	6% (63)	2% (26)	20% (211)	1062
Gender: Female	46% (528)	27% (303)	5% (60)	2% (25)	20% (222)	1139
Age: 18-29	41% (188)	23% (107)	11% (51)	1% (6)	24% (111)	463
Age: 30-44	46% (254)	26% (140)	6% (33)	4% (21)	18% (102)	550
Age: 45-54	50% (185)	26% (95)	3% (10)	2% (9)	19% (73)	373
Age: 55-64	45% (171)	33% (125)	3% (10)	2% (9)	17% (64)	378
Age: 65+	41% (179)	34% (149)	4% (18)	1% (6)	19% (85)	436
Generation Z: 18-21	38% (63)	30% (49)	9% (16)	2% (3)	21% (35)	166
Millennial: Age 22-37	42% (264)	24% (152)	9% (58)	3% (20)	22% (137)	631
Generation X: Age 38-53	51% (277)	24% (131)	4% (19)	2% (10)	20% (111)	549
Boomers: Age 54-72	44% (332)	33% (249)	4% (27)	2% (17)	17% (130)	754
PID: Dem (no lean)	47% (332)	25% (176)	7% (50)	2% (16)	18% (127)	701
PID: Ind (no lean)	38% (226)	31% (184)	5% (28)	3% (15)	25% (148)	601
PID: Rep (no lean)	47% (419)	29% (257)	5% (45)	2% (20)	18% (159)	900
PID/Gender: Dem Men	47% (145)	26% (80)	8% (25)	2% (7)	16% (50)	306
PID/Gender: Dem Women	47% (187)	24% (96)	7% (26)	2% (9)	19% (77)	395
PID/Gender: Ind Men	34% (110)	31% (100)	5% (17)	2% (6)	27% (86)	319
PID/Gender: Ind Women	41% (116)	30% (84)	4% (11)	3% (9)	22% (62)	282
PID/Gender: Rep Men	44% (195)	31% (134)	5% (21)	3% (13)	17% (76)	437
PID/Gender: Rep Women	49% (225)	27% (123)	5% (24)	2% (7)	18% (83)	462
Ideo: Liberal (1-3)	41% (268)	27% (173)	11% (69)	4% (25)	18% (117)	653
Ideo: Moderate (4)	45% (207)	30% (138)	5% (22)	1% (3)	19% (89)	460
Ideo: Conservative (5-7)	48% (376)	30% (233)	3% (20)	2% (16)	18% (137)	781
Educ: College	45% (683)	27% (409)	6% (85)	3% (39)	20% (297)	1513
Educ: Bachelors degree	44% (196)	28% (123)	6% (25)	1% (6)	21% (94)	444
Educ: Post-grad	40% (98)	35% (85)	5% (13)	2% (6)	17% (42)	244
Income: Under 50k	42% (523)	28% (348)	6% (78)	3% (40)	21% (266)	1255
Income: 50k-100k	49% (303)	27% (171)	5% (31)	1% (7)	18% (112)	625
Income: 100k+	47% (150)	30% (97)	4% (14)	1% (4)	17% (55)	321

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Table BRD26: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	44% (977)	28% (617)	6% (123)	2% (51)	20% (434)	2201
Ethnicity: White	46% (789)	29% (501)	4% (77)	2% (36)	19% (320)	1723
Ethnicity: Hispanic	42% (146)	25% (87)	9% (31)	3% (11)	21% (74)	350
Ethnicity: Afr. Am.	43% (118)	22% (61)	11% (29)	2% (7)	22% (60)	274
Ethnicity: Other	34% (70)	27% (55)	8% (17)	4% (8)	26% (54)	204
Relig: Protestant	45% (223)	35% (175)	3% (14)	2% (9)	15% (74)	494
Relig: Roman Catholic	46% (187)	30% (120)	7% (30)	2% (7)	15% (62)	406
Relig: Something Else	44% (109)	22% (53)	7% (18)	2% (4)	25% (61)	246
Relig: Evangelical	46% (370)	27% (218)	6% (48)	2% (17)	19% (154)	807
Relig: Non-Evang. Catholics	44% (149)	39% (131)	4% (14)	1% (3)	13% (42)	339
Relig: All Christian	45% (519)	30% (349)	5% (62)	2% (20)	17% (197)	1147
Relig: All Non-Christian	54% (154)	21% (60)	4% (12)	4% (12)	16% (45)	282
Community: Urban	44% (250)	27% (154)	6% (32)	2% (14)	20% (115)	564
Community: Suburban	45% (450)	27% (271)	6% (57)	2% (23)	19% (192)	993
Community: Rural	43% (276)	30% (192)	5% (35)	2% (14)	20% (126)	644
Employ: Private Sector	46% (295)	31% (197)	5% (30)	2% (10)	17% (110)	642
Employ: Government	48% (80)	23% (39)	11% (19)	3% (5)	15% (24)	167
Employ: Self-Employed	38% (71)	30% (57)	8% (15)	5% (9)	19% (35)	186
Employ: Homemaker	47% (80)	20% (33)	6% (11)	3% (5)	24% (40)	169
Employ: Student	44% (36)	30% (25)	4% (3)	— (0)	22% (18)	82
Employ: Retired	43% (203)	32% (153)	4% (17)	2% (9)	19% (88)	471
Employ: Unemployed	38% (91)	26% (63)	4% (9)	3% (8)	29% (70)	241
Employ: Other	50% (120)	21% (51)	8% (20)	2% (4)	20% (47)	242
Military HH: Yes	47% (180)	28% (109)	5% (21)	2% (7)	18% (67)	384
Military HH: No	44% (797)	28% (507)	6% (102)	2% (44)	20% (366)	1817
RD/WT: Right Direction	47% (423)	30% (267)	5% (41)	2% (21)	16% (143)	894
RD/WT: Wrong Track	42% (554)	27% (350)	6% (82)	2% (30)	22% (291)	1307
Trump Job Approve	48% (457)	29% (277)	4% (35)	3% (26)	17% (157)	953
Trump Job Disapprove	43% (481)	28% (311)	7% (82)	2% (21)	20% (218)	1113

Continued on next page

Table BRD26: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	44% (977)	28% (617)	6% (123)	2% (51)	20% (434)	2201
Trump Job Strongly Approve	52% (253)	26% (127)	3% (16)	2% (10)	16% (76)	482
Trump Job Somewhat Approve	43% (204)	32% (151)	4% (19)	3% (16)	17% (81)	471
Trump Job Somewhat Disapprove	35% (98)	36% (100)	10% (28)	2% (5)	16% (44)	275
Trump Job Strongly Disapprove	46% (383)	25% (210)	7% (55)	2% (16)	21% (174)	838
#1 Issue: Economy	47% (289)	25% (154)	5% (31)	2% (13)	21% (127)	615
#1 Issue: Security	47% (181)	30% (114)	3% (13)	2% (8)	18% (68)	383
#1 Issue: Health Care	40% (143)	32% (115)	6% (22)	2% (9)	20% (72)	360
#1 Issue: Medicare / Social Security	44% (139)	33% (104)	4% (14)	2% (5)	18% (56)	318
#1 Issue: Women's Issues	36% (46)	23% (29)	10% (13)	6% (8)	25% (31)	128
#1 Issue: Education	47% (82)	25% (44)	9% (17)	1% (1)	18% (31)	175
#1 Issue: Energy	48% (41)	21% (18)	10% (9)	— (0)	21% (18)	85
#1 Issue: Other	40% (55)	29% (39)	3% (4)	6% (8)	22% (29)	136
2016 Vote: Hillary Clinton	45% (309)	28% (189)	7% (48)	2% (11)	18% (126)	683
2016 Vote: Donald Trump	50% (351)	29% (201)	3% (20)	2% (15)	16% (115)	702
2016 Vote: Someone else	37% (78)	32% (68)	6% (12)	3% (6)	23% (48)	211
2016 Vote: Didn't Vote	39% (236)	26% (159)	7% (41)	3% (19)	24% (145)	600
Voted in 2014: Yes	46% (640)	30% (413)	5% (71)	2% (29)	17% (235)	1388
Voted in 2014: No	41% (337)	25% (203)	6% (52)	3% (22)	24% (199)	813
2012 Vote: Barack Obama	47% (398)	27% (229)	7% (58)	2% (15)	18% (153)	853
2012 Vote: Mitt Romney	48% (264)	32% (172)	4% (20)	2% (8)	15% (80)	544
2012 Vote: Other	39% (43)	37% (40)	2% (2)	2% (3)	19% (21)	108
2012 Vote: Didn't Vote	39% (271)	25% (176)	6% (40)	4% (25)	26% (179)	692
4-Region: Northeast	48% (189)	25% (100)	4% (16)	1% (5)	21% (84)	394
4-Region: Midwest	44% (202)	27% (125)	7% (31)	3% (13)	20% (90)	462
4-Region: South	44% (362)	29% (237)	6% (48)	3% (22)	19% (156)	825
4-Region: West	43% (223)	30% (155)	5% (28)	2% (11)	20% (103)	520
Favorable of Trump	49% (461)	28% (263)	3% (32)	3% (27)	16% (153)	935
Unfavorable of Trump	43% (472)	28% (314)	7% (81)	2% (20)	20% (220)	1106

Continued on next page

Table BRD26: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	44% (977)	28% (617)	6% (123)	2% (51)	20% (434)	2201
Very Favorable of Trump	53% (277)	25% (133)	3% (15)	3% (16)	16% (85)	527
Somewhat Favorable of Trump	45% (183)	32% (130)	4% (17)	3% (10)	17% (68)	408
Somewhat Unfavorable of Trump	39% (88)	34% (77)	8% (17)	2% (5)	17% (39)	226
Very Unfavorable of Trump	44% (384)	27% (237)	7% (63)	2% (15)	21% (181)	881
Political correctness	46% (483)	29% (306)	4% (42)	2% (21)	18% (188)	1041
Prejudice	43% (494)	27% (311)	7% (81)	3% (30)	21% (245)	1160

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

Table BRD27: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	12% (275)	14% (319)	7% (144)	5% (113)	50% (1100)	11% (249)	2201
Gender: Male	11% (121)	14% (152)	8% (80)	7% (72)	49% (517)	11% (121)	1062
Gender: Female	14% (154)	15% (167)	6% (64)	4% (41)	51% (584)	11% (129)	1139
Age: 18-29	13% (58)	12% (53)	12% (54)	8% (37)	43% (200)	13% (60)	463
Age: 30-44	13% (71)	16% (89)	5% (27)	7% (39)	48% (267)	10% (57)	550
Age: 45-54	16% (59)	12% (46)	7% (24)	5% (18)	47% (174)	14% (51)	373
Age: 55-64	13% (48)	14% (51)	4% (15)	3% (10)	58% (220)	9% (34)	378
Age: 65+	9% (38)	18% (79)	6% (24)	2% (9)	55% (240)	11% (47)	436
Generation Z: 18-21	8% (13)	9% (14)	19% (31)	9% (15)	45% (74)	11% (18)	166
Millennial: Age 22-37	13% (81)	15% (92)	7% (42)	8% (50)	45% (287)	12% (79)	631
Generation X: Age 38-53	15% (84)	14% (78)	6% (31)	5% (28)	48% (263)	12% (65)	549
Boomers: Age 54-72	11% (82)	16% (119)	5% (39)	2% (18)	56% (419)	10% (77)	754
PID: Dem (no lean)	14% (101)	15% (105)	4% (31)	7% (51)	49% (346)	9% (66)	701
PID: Ind (no lean)	10% (60)	12% (74)	8% (47)	5% (28)	54% (327)	11% (65)	601
PID: Rep (no lean)	13% (114)	16% (140)	7% (66)	4% (34)	48% (427)	13% (118)	900
PID/Gender: Dem Men	12% (37)	14% (42)	5% (16)	13% (39)	46% (140)	10% (32)	306
PID/Gender: Dem Women	16% (64)	16% (63)	4% (15)	3% (12)	52% (207)	9% (34)	395
PID/Gender: Ind Men	8% (26)	12% (40)	7% (24)	5% (15)	55% (175)	12% (39)	319
PID/Gender: Ind Women	12% (34)	12% (34)	8% (23)	5% (13)	54% (151)	9% (26)	282
PID/Gender: Rep Men	13% (58)	16% (70)	9% (40)	4% (18)	46% (202)	11% (49)	437
PID/Gender: Rep Women	12% (56)	15% (70)	6% (26)	3% (16)	49% (226)	15% (69)	462
Ideo: Liberal (1-3)	15% (98)	17% (110)	6% (41)	8% (50)	44% (290)	10% (63)	653
Ideo: Moderate (4)	12% (55)	15% (70)	6% (27)	3% (13)	54% (247)	10% (47)	460
Ideo: Conservative (5-7)	10% (78)	14% (106)	7% (52)	4% (30)	56% (435)	10% (80)	781

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Table BRD27: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	12% (275)	14% (319)	7% (144)	5% (113)	50% (1100)	11% (249)	2201
Educ: College	14% (207)	14% (204)	7% (107)	6% (91)	48% (724)	12% (179)	1513
Educ: Bachelors degree	10% (44)	16% (72)	5% (23)	3% (14)	55% (245)	10% (45)	444
Educ: Post-grad	10% (24)	17% (42)	6% (14)	3% (8)	54% (131)	10% (25)	244
Income: Under 50k	15% (191)	15% (184)	6% (76)	6% (72)	47% (594)	11% (137)	1255
Income: 50k-100k	10% (60)	14% (86)	7% (45)	4% (25)	53% (333)	12% (76)	625
Income: 100k+	7% (23)	15% (49)	7% (24)	5% (17)	54% (173)	11% (36)	321
Ethnicity: White	11% (196)	15% (258)	7% (117)	4% (69)	52% (896)	11% (186)	1723
Ethnicity: Hispanic	18% (63)	16% (56)	8% (29)	10% (34)	40% (138)	8% (29)	350
Ethnicity: Afr. Am.	15% (42)	14% (38)	5% (14)	7% (18)	46% (127)	13% (36)	274
Ethnicity: Other	18% (37)	11% (23)	6% (13)	13% (26)	38% (78)	14% (28)	204
Relig: Protestant	9% (46)	18% (87)	5% (24)	4% (20)	54% (269)	10% (48)	494
Relig: Roman Catholic	15% (63)	18% (74)	7% (27)	5% (20)	46% (188)	9% (35)	406
Relig: Something Else	9% (23)	16% (38)	9% (23)	5% (11)	49% (120)	12% (31)	246
Relig: Evangelical	11% (90)	17% (136)	7% (58)	4% (34)	50% (403)	11% (85)	807
Relig: Non-Evang. Catholics	12% (42)	18% (63)	5% (16)	5% (17)	51% (174)	8% (28)	339
Relig: All Christian	12% (132)	17% (199)	6% (74)	4% (51)	50% (576)	10% (113)	1147
Relig: All Non-Christian	21% (58)	10% (28)	6% (18)	7% (20)	46% (131)	10% (27)	282
Community: Urban	14% (79)	16% (91)	6% (36)	6% (33)	45% (253)	13% (71)	564
Community: Suburban	11% (111)	14% (137)	6% (58)	5% (47)	54% (532)	11% (109)	993
Community: Rural	13% (85)	14% (91)	8% (50)	5% (33)	49% (316)	11% (69)	644
Employ: Private Sector	12% (79)	14% (91)	5% (33)	6% (37)	52% (337)	10% (66)	642
Employ: Government	11% (19)	14% (23)	9% (15)	9% (15)	48% (80)	9% (16)	167
Employ: Self-Employed	10% (18)	17% (32)	9% (17)	5% (10)	49% (91)	10% (19)	186
Employ: Homemaker	9% (16)	11% (19)	7% (12)	4% (7)	55% (93)	13% (23)	169
Employ: Student	11% (9)	21% (17)	6% (5)	3% (3)	49% (40)	10% (8)	82
Employ: Retired	10% (49)	18% (85)	5% (24)	3% (15)	53% (252)	10% (46)	471
Employ: Unemployed	17% (41)	10% (25)	6% (14)	8% (18)	44% (105)	16% (38)	241
Employ: Other	18% (43)	11% (27)	10% (24)	4% (10)	42% (103)	15% (35)	242

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Table BRD27: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know/No opinion	Total N
Adults	12% (275)	14% (319)	7% (144)	5% (113)	50% (1100)	11% (249)	2201
Military HH: Yes	11% (42)	18% (71)	7% (25)	7% (26)	48% (185)	9% (36)	384
Military HH: No	13% (233)	14% (248)	7% (119)	5% (87)	50% (916)	12% (213)	1817
RD/WT: Right Direction	13% (119)	15% (131)	8% (72)	5% (43)	48% (428)	11% (100)	894
RD/WT: Wrong Track	12% (156)	14% (188)	5% (72)	5% (70)	51% (673)	11% (149)	1307
Trump Job Approve	12% (116)	15% (143)	7% (69)	5% (46)	50% (472)	11% (107)	953
Trump Job Disapprove	13% (146)	15% (164)	6% (68)	6% (65)	51% (571)	9% (101)	1113
Trump Job Strongly Approve	12% (58)	16% (77)	7% (32)	4% (19)	50% (239)	12% (57)	482
Trump Job Somewhat Approve	12% (57)	14% (66)	8% (38)	6% (26)	50% (233)	11% (50)	471
Trump Job Somewhat Disapprove	8% (22)	17% (46)	10% (28)	6% (17)	54% (150)	5% (13)	275
Trump Job Strongly Disapprove	15% (124)	14% (118)	5% (40)	6% (48)	50% (421)	10% (87)	838
#1 Issue: Economy	11% (66)	13% (80)	5% (30)	5% (32)	53% (326)	13% (80)	615
#1 Issue: Security	14% (52)	13% (51)	5% (18)	5% (18)	51% (196)	12% (47)	383
#1 Issue: Health Care	9% (33)	15% (55)	6% (23)	5% (18)	53% (190)	12% (42)	360
#1 Issue: Medicare / Social Security	12% (38)	19% (59)	6% (18)	4% (14)	51% (161)	9% (28)	318
#1 Issue: Women's Issues	19% (24)	14% (18)	9% (12)	8% (10)	40% (51)	11% (14)	128
#1 Issue: Education	13% (23)	18% (32)	14% (25)	5% (8)	41% (72)	9% (16)	175
#1 Issue: Energy	17% (15)	7% (6)	12% (10)	6% (5)	47% (40)	10% (8)	85
#1 Issue: Other	17% (24)	13% (17)	6% (8)	5% (7)	48% (65)	11% (14)	136
2016 Vote: Hillary Clinton	15% (101)	15% (101)	4% (26)	5% (32)	52% (357)	10% (66)	683
2016 Vote: Donald Trump	12% (87)	15% (108)	7% (51)	5% (34)	50% (349)	11% (74)	702
2016 Vote: Someone else	10% (22)	14% (29)	6% (12)	5% (10)	53% (112)	12% (26)	211
2016 Vote: Didn't Vote	11% (66)	13% (80)	9% (51)	6% (38)	47% (280)	14% (84)	600
Voted in 2014: Yes	13% (176)	16% (225)	5% (75)	5% (66)	51% (705)	10% (141)	1388
Voted in 2014: No	12% (99)	12% (94)	8% (69)	6% (47)	49% (396)	13% (108)	813
2012 Vote: Barack Obama	14% (118)	17% (145)	5% (45)	4% (35)	50% (428)	10% (81)	853
2012 Vote: Mitt Romney	11% (59)	15% (83)	5% (28)	4% (20)	54% (295)	11% (60)	544
2012 Vote: Other	12% (13)	14% (16)	7% (8)	3% (3)	50% (54)	14% (15)	108
2012 Vote: Didn't Vote	12% (85)	11% (76)	9% (60)	8% (55)	47% (322)	13% (93)	692

Continued on next page

Table BRD27: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store		Somewhat more likely to visit the store		Somewhat less likely to visit the store		Much less likely to visit the store		Makes no difference either way		Don't know/No opinion		Total N
Adults	12%	(275)	14%	(319)	7%	(144)	5%	(113)	50%	(1100)	11%	(249)	2201
4-Region: Northeast	15%	(57)	13%	(53)	4%	(18)	5%	(20)	53%	(207)	10%	(38)	394
4-Region: Midwest	12%	(54)	12%	(57)	9%	(43)	5%	(21)	50%	(229)	13%	(59)	462
4-Region: South	12%	(98)	16%	(133)	7%	(58)	6%	(46)	48%	(397)	11%	(93)	825
4-Region: West	13%	(66)	14%	(75)	5%	(26)	5%	(26)	51%	(268)	11%	(59)	520
Favorable of Trump	13%	(126)	15%	(141)	7%	(67)	4%	(41)	49%	(459)	11%	(102)	935
Unfavorable of Trump	12%	(131)	14%	(160)	6%	(63)	5%	(60)	53%	(583)	10%	(109)	1106
Very Favorable of Trump	14%	(72)	16%	(85)	6%	(32)	4%	(24)	47%	(249)	13%	(66)	527
Somewhat Favorable of Trump	13%	(54)	14%	(57)	9%	(35)	4%	(18)	51%	(210)	9%	(36)	408
Somewhat Unfavorable of Trump	8%	(18)	13%	(29)	8%	(18)	5%	(12)	60%	(134)	6%	(14)	226
Very Unfavorable of Trump	13%	(114)	15%	(130)	5%	(44)	5%	(48)	51%	(449)	11%	(96)	881
Political correctness	13%	(132)	15%	(152)	6%	(64)	5%	(55)	50%	(523)	11%	(115)	1041
Prejudice	12%	(143)	14%	(167)	7%	(80)	5%	(59)	50%	(577)	12%	(135)	1160

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

Table BRD28: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	75% (1658)	5% (116)	19% (428)	2201
Gender: Male	75% (800)	6% (61)	19% (201)	1062
Gender: Female	75% (857)	5% (55)	20% (227)	1139
Age: 18-29	64% (297)	6% (27)	30% (138)	463
Age: 30-44	71% (392)	7% (39)	22% (119)	550
Age: 45-54	78% (290)	4% (15)	18% (69)	373
Age: 55-64	85% (320)	5% (20)	10% (38)	378
Age: 65+	82% (359)	3% (14)	15% (63)	436
Generation Z: 18-21	66% (109)	5% (8)	29% (49)	166
Millennial: Age 22-37	66% (420)	7% (41)	27% (170)	631
Generation X: Age 38-53	77% (422)	6% (31)	18% (96)	549
Boomers: Age 54-72	82% (620)	5% (35)	13% (99)	754
PID: Dem (no lean)	67% (466)	8% (59)	25% (175)	701
PID: Ind (no lean)	73% (436)	5% (30)	22% (134)	601
PID: Rep (no lean)	84% (756)	3% (26)	13% (118)	900
PID/Gender: Dem Men	68% (208)	9% (29)	23% (69)	306
PID/Gender: Dem Women	65% (258)	8% (30)	27% (106)	395
PID/Gender: Ind Men	71% (227)	6% (19)	23% (73)	319
PID/Gender: Ind Women	74% (209)	4% (11)	22% (61)	282
PID/Gender: Rep Men	84% (366)	3% (13)	13% (59)	437
PID/Gender: Rep Women	84% (390)	3% (13)	13% (59)	462
Ideo: Liberal (1-3)	63% (413)	10% (64)	27% (176)	653
Ideo: Moderate (4)	77% (354)	5% (22)	18% (84)	460
Ideo: Conservative (5-7)	89% (698)	3% (20)	8% (63)	781
Educ: College	76% (1147)	4% (66)	20% (300)	1513
Educ: Bachelors degree	75% (334)	7% (32)	17% (78)	444
Educ: Post-grad	73% (177)	7% (18)	20% (49)	244

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Table BRD28: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	75% (1658)	5% (116)	19% (428)	2201
Income: Under 50k	74% (933)	4% (54)	21% (268)	1255
Income: 50k-100k	77% (484)	6% (40)	16% (101)	625
Income: 100k+	75% (241)	7% (22)	18% (58)	321
Ethnicity: White	79% (1359)	5% (80)	16% (283)	1723
Ethnicity: Hispanic	62% (216)	10% (35)	28% (99)	350
Ethnicity: Afr. Am.	63% (173)	7% (21)	29% (81)	274
Ethnicity: Other	62% (126)	7% (15)	31% (64)	204
Relig: Protestant	91% (451)	2% (9)	7% (34)	494
Relig: Roman Catholic	80% (325)	4% (18)	16% (64)	406
Relig: Something Else	73% (179)	5% (13)	22% (54)	246
Relig: Evangelical	79% (636)	4% (31)	17% (140)	807
Relig: Non-Evang. Catholics	94% (319)	2% (8)	3% (12)	339
Relig: All Christian	83% (955)	3% (40)	13% (152)	1147
Relig: All Non-Christian	86% (243)	2% (6)	12% (34)	282
Community: Urban	72% (409)	7% (37)	21% (118)	564
Community: Suburban	73% (726)	6% (60)	21% (207)	993
Community: Rural	81% (523)	3% (19)	16% (102)	644
Employ: Private Sector	74% (478)	6% (38)	20% (126)	642
Employ: Government	73% (121)	9% (15)	18% (31)	167
Employ: Self-Employed	76% (141)	8% (15)	16% (30)	186
Employ: Homemaker	74% (125)	7% (11)	20% (33)	169
Employ: Student	64% (52)	5% (4)	32% (26)	82
Employ: Retired	84% (394)	3% (15)	13% (62)	471
Employ: Unemployed	74% (177)	5% (12)	21% (52)	241
Employ: Other	70% (168)	2% (6)	28% (68)	242
Military HH: Yes	82% (314)	4% (15)	15% (56)	384
Military HH: No	74% (1344)	6% (101)	20% (372)	1817
RD/WT: Right Direction	87% (777)	3% (30)	10% (88)	894
RD/WT: Wrong Track	67% (881)	7% (86)	26% (340)	1307
Trump Job Approve	88% (839)	3% (25)	9% (88)	953
Trump Job Disapprove	66% (735)	8% (87)	26% (291)	1113

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Table BRD28: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	75% (1658)	5% (116)	19% (428)	2201
Trump Job Strongly Approve	91% (438)	2% (12)	7% (32)	482
Trump Job Somewhat Approve	85% (402)	3% (13)	12% (55)	471
Trump Job Somewhat Disapprove	74% (205)	5% (13)	21% (57)	275
Trump Job Strongly Disapprove	63% (530)	9% (74)	28% (234)	838
#1 Issue: Economy	76% (464)	4% (26)	20% (124)	615
#1 Issue: Security	85% (327)	4% (16)	11% (40)	383
#1 Issue: Health Care	75% (270)	5% (19)	20% (71)	360
#1 Issue: Medicare / Social Security	80% (253)	4% (14)	16% (51)	318
#1 Issue: Women's Issues	67% (87)	5% (7)	27% (35)	128
#1 Issue: Education	66% (116)	7% (12)	27% (48)	175
#1 Issue: Energy	59% (50)	10% (9)	31% (26)	85
#1 Issue: Other	67% (91)	10% (13)	24% (32)	136
2016 Vote: Hillary Clinton	67% (456)	8% (56)	25% (171)	683
2016 Vote: Donald Trump	92% (643)	2% (16)	6% (43)	702
2016 Vote: Someone else	74% (156)	5% (12)	21% (44)	211
2016 Vote: Didnt Vote	67% (401)	5% (29)	28% (170)	600
Voted in 2014: Yes	78% (1087)	6% (79)	16% (222)	1388
Voted in 2014: No	70% (571)	4% (36)	25% (206)	813
2012 Vote: Barack Obama	70% (598)	8% (70)	22% (185)	853
2012 Vote: Mitt Romney	92% (501)	2% (8)	6% (35)	544
2012 Vote: Other	84% (90)	5% (5)	11% (12)	108
2012 Vote: Didn't Vote	68% (468)	4% (29)	28% (195)	692
4-Region: Northeast	73% (286)	6% (23)	22% (85)	394
4-Region: Midwest	77% (357)	5% (22)	18% (84)	462
4-Region: South	77% (631)	5% (41)	18% (152)	825
4-Region: West	74% (383)	6% (29)	21% (107)	520
Favorable of Trump	89% (830)	3% (24)	9% (81)	935
Unfavorable of Trump	66% (733)	7% (82)	26% (291)	1106

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Table BRD28: Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	75% (1658)	5% (116)	19% (428)	2201
Very Favorable of Trump	91% (478)	2% (13)	7% (36)	527
Somewhat Favorable of Trump	86% (352)	3% (11)	11% (45)	408
Somewhat Unfavorable of Trump	73% (165)	5% (11)	22% (50)	226
Very Unfavorable of Trump	65% (568)	8% (71)	27% (241)	881
Political correctness	84% (869)	3% (36)	13% (135)	1041
Prejudice	68% (789)	7% (79)	25% (292)	1160

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

Table BRD29: Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	68% (1487)	13% (287)	19% (427)	2201
Gender: Male	68% (727)	12% (131)	19% (205)	1062
Gender: Female	67% (760)	14% (157)	19% (221)	1139
Age: 18-29	72% (334)	6% (29)	22% (100)	463
Age: 30-44	72% (398)	9% (51)	18% (101)	550
Age: 45-54	66% (245)	12% (45)	22% (83)	373
Age: 55-64	63% (240)	19% (73)	17% (65)	378
Age: 65+	62% (270)	20% (89)	18% (77)	436
Generation Z: 18-21	75% (125)	5% (8)	20% (33)	166
Millennial: Age 22-37	71% (449)	8% (48)	21% (134)	631
Generation X: Age 38-53	68% (375)	12% (65)	20% (109)	549
Boomers: Age 54-72	63% (476)	18% (134)	19% (144)	754
PID: Dem (no lean)	75% (529)	8% (56)	17% (116)	701
PID: Ind (no lean)	68% (411)	9% (56)	22% (133)	601
PID: Rep (no lean)	61% (547)	19% (175)	20% (178)	900
PID/Gender: Dem Men	77% (237)	6% (19)	16% (50)	306
PID/Gender: Dem Women	74% (292)	9% (37)	17% (66)	395
PID/Gender: Ind Men	71% (228)	8% (25)	21% (66)	319
PID/Gender: Ind Women	65% (183)	11% (31)	24% (67)	282
PID/Gender: Rep Men	60% (262)	20% (87)	20% (89)	437
PID/Gender: Rep Women	62% (285)	19% (88)	19% (89)	462
Ideo: Liberal (1-3)	78% (509)	6% (38)	16% (105)	653
Ideo: Moderate (4)	70% (322)	12% (56)	18% (82)	460
Ideo: Conservative (5-7)	60% (465)	22% (170)	19% (146)	781
Educ: College	65% (982)	14% (213)	21% (318)	1513
Educ: Bachelors degree	72% (322)	11% (50)	16% (73)	444
Educ: Post-grad	75% (183)	10% (25)	15% (36)	244
Income: Under 50k	65% (816)	13% (168)	22% (270)	1255
Income: 50k-100k	72% (449)	13% (82)	15% (94)	625
Income: 100k+	69% (222)	11% (37)	20% (63)	321
Ethnicity: White	67% (1157)	15% (254)	18% (312)	1723

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Table BRD29: *Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?*

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	68% (1487)	13% (287)	19% (427)	2201
Ethnicity: Hispanic	71% (249)	8% (29)	21% (72)	350
Ethnicity: Afr. Am.	69% (190)	7% (20)	24% (65)	274
Ethnicity: Other	69% (141)	7% (14)	25% (50)	204
Relig: Protestant	60% (297)	24% (119)	16% (78)	494
Relig: Roman Catholic	71% (290)	13% (54)	16% (63)	406
Relig: Something Else	74% (182)	5% (13)	21% (51)	246
Relig: Evangelical	72% (578)	11% (90)	17% (140)	807
Relig: Non-Evang. Catholics	56% (191)	28% (96)	15% (52)	339
Relig: All Christian	67% (769)	16% (185)	17% (193)	1147
Relig: All Non-Christian	70% (197)	17% (47)	14% (39)	282
Community: Urban	70% (396)	11% (63)	19% (105)	564
Community: Suburban	70% (690)	12% (122)	18% (180)	993
Community: Rural	62% (401)	16% (102)	22% (141)	644
Employ: Private Sector	68% (437)	13% (86)	19% (119)	642
Employ: Government	81% (135)	6% (11)	13% (22)	167
Employ: Self-Employed	74% (137)	10% (18)	17% (31)	186
Employ: Homemaker	63% (107)	12% (20)	25% (42)	169
Employ: Student	75% (62)	9% (8)	16% (13)	82
Employ: Retired	62% (291)	21% (99)	17% (80)	471
Employ: Unemployed	68% (164)	10% (24)	22% (53)	241
Employ: Other	64% (154)	9% (21)	27% (66)	242
Military HH: Yes	70% (270)	16% (61)	14% (54)	384
Military HH: No	67% (1217)	12% (227)	21% (373)	1817
RD/WT: Right Direction	61% (545)	22% (194)	17% (155)	894
RD/WT: Wrong Track	72% (942)	7% (94)	21% (272)	1307
Trump Job Approve	61% (579)	22% (207)	17% (166)	953
Trump Job Disapprove	75% (831)	6% (71)	19% (211)	1113
Trump Job Strongly Approve	55% (267)	27% (130)	18% (85)	482
Trump Job Somewhat Approve	66% (312)	16% (77)	17% (81)	471
Trump Job Somewhat Disapprove	73% (202)	8% (21)	19% (52)	275
Trump Job Strongly Disapprove	75% (629)	6% (50)	19% (159)	838

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Table BRD29: Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	68% (1487)	13% (287)	19% (427)	2201
#1 Issue: Economy	71% (435)	9% (53)	20% (126)	615
#1 Issue: Security	60% (231)	22% (85)	18% (67)	383
#1 Issue: Health Care	73% (263)	11% (40)	16% (57)	360
#1 Issue: Medicare / Social Security	62% (197)	20% (64)	18% (57)	318
#1 Issue: Women's Issues	71% (91)	13% (17)	16% (21)	128
#1 Issue: Education	69% (122)	4% (8)	26% (46)	175
#1 Issue: Energy	74% (63)	3% (2)	23% (20)	85
#1 Issue: Other	63% (85)	12% (17)	25% (34)	136
2016 Vote: Hillary Clinton	76% (520)	7% (47)	17% (115)	683
2016 Vote: Donald Trump	59% (418)	24% (166)	17% (118)	702
2016 Vote: Someone else	70% (147)	10% (22)	20% (42)	211
2016 Vote: Didnt Vote	66% (396)	9% (52)	25% (152)	600
Voted in 2014: Yes	67% (930)	15% (214)	18% (243)	1388
Voted in 2014: No	68% (556)	9% (73)	23% (183)	813
2012 Vote: Barack Obama	75% (637)	8% (66)	18% (150)	853
2012 Vote: Mitt Romney	60% (325)	24% (130)	16% (88)	544
2012 Vote: Other	68% (73)	19% (21)	13% (14)	108
2012 Vote: Didn't Vote	65% (449)	10% (70)	25% (173)	692
4-Region: Northeast	68% (266)	13% (50)	20% (77)	394
4-Region: Midwest	67% (312)	13% (62)	19% (88)	462
4-Region: South	63% (522)	16% (134)	20% (169)	825
4-Region: West	74% (387)	8% (41)	18% (92)	520
Favorable of Trump	60% (565)	22% (209)	17% (161)	935
Unfavorable of Trump	75% (827)	6% (66)	19% (213)	1106
Very Favorable of Trump	56% (293)	27% (144)	17% (90)	527
Somewhat Favorable of Trump	67% (272)	16% (66)	17% (70)	408
Somewhat Unfavorable of Trump	74% (168)	7% (17)	18% (41)	226
Very Unfavorable of Trump	75% (659)	6% (49)	20% (172)	881
Political correctness	62% (642)	19% (195)	20% (203)	1041
Prejudice	73% (844)	8% (92)	19% (223)	1160

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

Table BRD30: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	72% (1575)	6% (123)	23% (503)	2201
Gender: Male	71% (754)	6% (66)	23% (242)	1062
Gender: Female	72% (821)	5% (57)	23% (260)	1139
Age: 18-29	61% (281)	8% (37)	31% (145)	463
Age: 30-44	69% (378)	8% (42)	24% (131)	550
Age: 45-54	73% (272)	4% (13)	23% (87)	373
Age: 55-64	83% (314)	5% (17)	12% (47)	378
Age: 65+	76% (330)	3% (14)	21% (93)	436
Generation Z: 18-21	67% (111)	7% (12)	26% (43)	166
Millennial: Age 22-37	62% (393)	8% (50)	30% (188)	631
Generation X: Age 38-53	73% (398)	5% (29)	22% (122)	549
Boomers: Age 54-72	78% (589)	4% (32)	18% (134)	754
PID: Dem (no lean)	63% (442)	9% (63)	28% (196)	701
PID: Ind (no lean)	66% (398)	6% (33)	28% (169)	601
PID: Rep (no lean)	82% (735)	3% (27)	15% (138)	900
PID/Gender: Dem Men	65% (198)	10% (29)	26% (78)	306
PID/Gender: Dem Women	62% (244)	8% (34)	30% (118)	395
PID/Gender: Ind Men	64% (205)	7% (23)	29% (91)	319
PID/Gender: Ind Women	69% (193)	4% (10)	28% (78)	282
PID/Gender: Rep Men	80% (351)	3% (14)	17% (73)	437
PID/Gender: Rep Women	83% (384)	3% (13)	14% (65)	462
Ideo: Liberal (1-3)	59% (385)	10% (66)	31% (201)	653
Ideo: Moderate (4)	72% (331)	4% (20)	24% (109)	460
Ideo: Conservative (5-7)	88% (689)	3% (21)	9% (71)	781
Educ: College	72% (1087)	5% (69)	24% (357)	1513
Educ: Bachelors degree	73% (322)	8% (34)	20% (87)	444
Educ: Post-grad	68% (166)	8% (20)	24% (59)	244

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Table BRD30: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	72% (1575)	6% (123)	23% (503)	2201
Income: Under 50k	70% (882)	5% (57)	25% (315)	1255
Income: 50k-100k	73% (454)	8% (48)	20% (123)	625
Income: 100k+	74% (239)	5% (17)	20% (65)	321
Ethnicity: White	76% (1306)	5% (86)	19% (330)	1723
Ethnicity: Hispanic	57% (201)	11% (37)	32% (112)	350
Ethnicity: Afr. Am.	59% (162)	7% (20)	34% (93)	274
Ethnicity: Other	52% (107)	9% (18)	39% (80)	204
Relig: Protestant	88% (434)	1% (7)	11% (54)	494
Relig: Roman Catholic	75% (306)	5% (19)	20% (81)	406
Relig: Something Else	68% (168)	5% (13)	27% (65)	246
Relig: Evangelical	73% (591)	4% (33)	23% (183)	807
Relig: Non-Evang. Catholics	93% (317)	2% (6)	5% (17)	339
Relig: All Christian	79% (908)	3% (39)	17% (200)	1147
Relig: All Non-Christian	79% (223)	5% (15)	15% (44)	282
Community: Urban	67% (380)	6% (35)	26% (149)	564
Community: Suburban	72% (712)	6% (62)	22% (218)	993
Community: Rural	75% (483)	4% (25)	21% (136)	644
Employ: Private Sector	73% (468)	7% (43)	21% (132)	642
Employ: Government	72% (121)	7% (12)	21% (35)	167
Employ: Self-Employed	70% (131)	9% (17)	21% (38)	186
Employ: Homemaker	72% (123)	4% (7)	23% (39)	169
Employ: Student	62% (51)	7% (5)	31% (26)	82
Employ: Retired	78% (367)	3% (13)	19% (92)	471
Employ: Unemployed	67% (162)	7% (17)	26% (62)	241
Employ: Other	63% (153)	4% (9)	33% (79)	242
Military HH: Yes	76% (291)	6% (22)	19% (72)	384
Military HH: No	71% (1284)	6% (101)	24% (431)	1817
RD/WT: Right Direction	83% (746)	5% (41)	12% (107)	894
RD/WT: Wrong Track	63% (829)	6% (82)	30% (396)	1307
Trump Job Approve	86% (819)	3% (30)	11% (104)	953
Trump Job Disapprove	61% (680)	8% (90)	31% (343)	1113

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Table BRD30: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	72% (1575)	6% (123)	23% (503)	2201
Trump Job Strongly Approve	91% (440)	3% (15)	6% (28)	482
Trump Job Somewhat Approve	81% (379)	3% (15)	16% (76)	471
Trump Job Somewhat Disapprove	70% (193)	5% (13)	25% (69)	275
Trump Job Strongly Disapprove	58% (487)	9% (77)	33% (274)	838
#1 Issue: Economy	72% (446)	5% (30)	23% (139)	615
#1 Issue: Security	82% (315)	5% (20)	12% (48)	383
#1 Issue: Health Care	70% (254)	5% (18)	24% (88)	360
#1 Issue: Medicare / Social Security	75% (238)	4% (12)	22% (68)	318
#1 Issue: Women's Issues	68% (87)	9% (12)	23% (30)	128
#1 Issue: Education	59% (103)	7% (12)	34% (60)	175
#1 Issue: Energy	58% (50)	6% (5)	36% (30)	85
#1 Issue: Other	61% (83)	10% (13)	29% (39)	136
2016 Vote: Hillary Clinton	61% (419)	9% (62)	30% (202)	683
2016 Vote: Donald Trump	89% (622)	3% (19)	9% (61)	702
2016 Vote: Someone else	72% (151)	4% (9)	24% (51)	211
2016 Vote: Didnt Vote	63% (381)	5% (30)	32% (189)	600
Voted in 2014: Yes	75% (1034)	6% (83)	20% (271)	1388
Voted in 2014: No	67% (541)	5% (40)	29% (232)	813
2012 Vote: Barack Obama	64% (547)	9% (73)	27% (232)	853
2012 Vote: Mitt Romney	90% (488)	2% (8)	9% (48)	544
2012 Vote: Other	81% (87)	4% (4)	15% (16)	108
2012 Vote: Didn't Vote	65% (451)	5% (34)	30% (206)	692
4-Region: Northeast	67% (264)	7% (27)	26% (103)	394
4-Region: Midwest	74% (342)	5% (22)	21% (99)	462
4-Region: South	73% (605)	5% (41)	22% (179)	825
4-Region: West	70% (364)	6% (33)	24% (122)	520
Favorable of Trump	87% (809)	3% (31)	10% (95)	935
Unfavorable of Trump	61% (676)	8% (86)	31% (344)	1106

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Table BRD30: Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	72% (1575)	6% (123)	23% (503)	2201
Very Favorable of Trump	91% (479)	2% (13)	7% (36)	527
Somewhat Favorable of Trump	81% (331)	4% (18)	15% (60)	408
Somewhat Unfavorable of Trump	71% (161)	5% (10)	24% (54)	226
Very Unfavorable of Trump	58% (515)	9% (76)	33% (290)	881
Political correctness	81% (839)	3% (36)	16% (166)	1041
Prejudice	63% (736)	7% (87)	29% (337)	1160

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

Table BRD31: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	65% (1434)	12% (271)	23% (496)	2201
Gender: Male	65% (690)	12% (126)	23% (246)	1062
Gender: Female	65% (744)	13% (145)	22% (250)	1139
Age: 18-29	68% (315)	9% (40)	23% (108)	463
Age: 30-44	68% (372)	9% (52)	23% (127)	550
Age: 45-54	66% (246)	11% (43)	23% (85)	373
Age: 55-64	66% (249)	16% (62)	18% (68)	378
Age: 65+	58% (253)	17% (75)	25% (109)	436
Generation Z: 18-21	70% (115)	13% (21)	18% (30)	166
Millennial: Age 22-37	67% (424)	8% (49)	25% (159)	631
Generation X: Age 38-53	67% (365)	11% (61)	22% (123)	549
Boomers: Age 54-72	63% (474)	15% (113)	22% (167)	754
PID: Dem (no lean)	71% (498)	8% (54)	21% (148)	701
PID: Ind (no lean)	64% (383)	11% (64)	26% (154)	601
PID: Rep (no lean)	61% (553)	17% (153)	22% (194)	900
PID/Gender: Dem Men	73% (224)	6% (18)	21% (64)	306
PID/Gender: Dem Women	70% (275)	9% (36)	21% (84)	395
PID/Gender: Ind Men	63% (202)	10% (32)	27% (85)	319
PID/Gender: Ind Women	64% (181)	11% (32)	25% (69)	282
PID/Gender: Rep Men	60% (264)	17% (76)	22% (97)	437
PID/Gender: Rep Women	62% (288)	17% (78)	21% (96)	462
Ideo: Liberal (1-3)	71% (466)	7% (47)	21% (139)	653
Ideo: Moderate (4)	68% (314)	10% (48)	21% (98)	460
Ideo: Conservative (5-7)	61% (477)	19% (150)	20% (155)	781
Educ: College	63% (955)	13% (195)	24% (363)	1513
Educ: Bachelors degree	70% (309)	12% (52)	19% (83)	444
Educ: Post-grad	70% (170)	10% (24)	20% (49)	244

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Table BRD31: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	65% (1434)	12% (271)	23% (496)	2201
Income: Under 50k	62% (783)	13% (165)	24% (306)	1255
Income: 50k-100k	68% (427)	12% (74)	20% (124)	625
Income: 100k+	70% (223)	10% (32)	21% (66)	321
Ethnicity: White	66% (1135)	14% (234)	21% (354)	1723
Ethnicity: Hispanic	61% (214)	12% (41)	27% (95)	350
Ethnicity: Afr. Am.	65% (177)	8% (23)	27% (74)	274
Ethnicity: Other	60% (122)	7% (14)	33% (68)	204
Relig: Protestant	61% (303)	18% (90)	21% (102)	494
Relig: Roman Catholic	71% (288)	12% (50)	17% (69)	406
Relig: Something Else	68% (168)	8% (19)	24% (59)	246
Relig: Evangelical	69% (557)	10% (84)	21% (166)	807
Relig: Non-Evang. Catholics	59% (201)	22% (74)	19% (64)	339
Relig: All Christian	66% (758)	14% (158)	20% (230)	1147
Relig: All Non-Christian	66% (186)	16% (45)	18% (51)	282
Community: Urban	67% (381)	10% (57)	22% (127)	564
Community: Suburban	68% (671)	12% (123)	20% (199)	993
Community: Rural	59% (382)	14% (91)	27% (171)	644
Employ: Private Sector	66% (423)	13% (84)	21% (135)	642
Employ: Government	74% (124)	9% (16)	17% (28)	167
Employ: Self-Employed	70% (130)	8% (15)	22% (41)	186
Employ: Homemaker	63% (107)	8% (14)	28% (48)	169
Employ: Student	76% (63)	11% (9)	13% (11)	82
Employ: Retired	59% (279)	18% (84)	23% (107)	471
Employ: Unemployed	64% (154)	11% (28)	25% (59)	241
Employ: Other	64% (154)	9% (21)	28% (67)	242
Military HH: Yes	64% (247)	14% (53)	22% (85)	384
Military HH: No	65% (1187)	12% (218)	23% (411)	1817
RD/WT: Right Direction	60% (532)	21% (189)	19% (173)	894
RD/WT: Wrong Track	69% (902)	6% (82)	25% (323)	1307
Trump Job Approve	61% (582)	19% (183)	20% (188)	953
Trump Job Disapprove	70% (776)	7% (76)	23% (261)	1113

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Table BRD31: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	65% (1434)	12% (271)	23% (496)	2201
Trump Job Strongly Approve	56% (270)	26% (124)	18% (88)	482
Trump Job Somewhat Approve	66% (312)	12% (59)	21% (100)	471
Trump Job Somewhat Disapprove	68% (188)	8% (22)	24% (65)	275
Trump Job Strongly Disapprove	70% (588)	6% (54)	23% (196)	838
#1 Issue: Economy	70% (429)	9% (53)	22% (133)	615
#1 Issue: Security	60% (232)	18% (69)	21% (82)	383
#1 Issue: Health Care	70% (251)	9% (34)	21% (76)	360
#1 Issue: Medicare / Social Security	60% (191)	18% (59)	22% (69)	318
#1 Issue: Women's Issues	65% (83)	19% (24)	16% (21)	128
#1 Issue: Education	64% (112)	5% (8)	32% (55)	175
#1 Issue: Energy	68% (58)	7% (6)	25% (22)	85
#1 Issue: Other	58% (79)	13% (18)	28% (39)	136
2016 Vote: Hillary Clinton	71% (485)	7% (50)	22% (148)	683
2016 Vote: Donald Trump	60% (421)	20% (141)	20% (140)	702
2016 Vote: Someone else	68% (144)	10% (21)	22% (46)	211
2016 Vote: Didnt Vote	63% (379)	10% (59)	27% (162)	600
Voted in 2014: Yes	65% (908)	14% (190)	21% (290)	1388
Voted in 2014: No	65% (526)	10% (81)	25% (206)	813
2012 Vote: Barack Obama	70% (600)	8% (70)	21% (183)	853
2012 Vote: Mitt Romney	59% (323)	20% (109)	21% (112)	544
2012 Vote: Other	71% (77)	12% (13)	17% (18)	108
2012 Vote: Didn't Vote	62% (431)	11% (79)	26% (181)	692
4-Region: Northeast	68% (268)	11% (43)	21% (83)	394
4-Region: Midwest	65% (302)	14% (63)	21% (98)	462
4-Region: South	61% (501)	14% (115)	25% (208)	825
4-Region: West	70% (363)	10% (50)	21% (107)	520
Favorable of Trump	60% (566)	20% (188)	19% (182)	935
Unfavorable of Trump	70% (780)	6% (66)	24% (261)	1106

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Table BRD31: Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?

Demographic	Appropriate	Inappropriate	Don't know/No opinion	Total N
Adults	65% (1434)	12% (271)	23% (496)	2201
Very Favorable of Trump	57% (302)	24% (129)	18% (97)	527
Somewhat Favorable of Trump	65% (264)	14% (59)	21% (85)	408
Somewhat Unfavorable of Trump	74% (167)	6% (13)	20% (46)	226
Very Unfavorable of Trump	70% (612)	6% (53)	24% (215)	881
Political correctness	61% (640)	17% (172)	22% (229)	1041
Prejudice	68% (794)	9% (99)	23% (267)	1160

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

Table BRD32: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't know/No opinion	Total N
Adults	29% (633)	13% (293)	2% (42)	1% (27)	49% (1073)	6% (134)	2201
Gender: Male	28% (294)	15% (159)	2% (25)	1% (16)	47% (497)	7% (71)	1062
Gender: Female	30% (339)	12% (134)	1% (16)	1% (11)	51% (576)	5% (62)	1139
Age: 18-29	23% (107)	11% (51)	4% (16)	2% (10)	50% (230)	11% (49)	463
Age: 30-44	26% (144)	11% (59)	3% (15)	2% (12)	51% (279)	8% (42)	550
Age: 45-54	33% (125)	16% (62)	1% (5)	— (0)	43% (161)	6% (21)	373
Age: 55-64	32% (120)	16% (60)	1% (3)	1% (3)	49% (184)	2% (8)	378
Age: 65+	32% (138)	14% (62)	1% (3)	— (2)	50% (218)	3% (14)	436
Generation Z: 18-21	22% (37)	11% (19)	5% (9)	1% (2)	49% (81)	11% (18)	166
Millennial: Age 22-37	25% (158)	10% (61)	3% (19)	2% (13)	51% (320)	10% (60)	631
Generation X: Age 38-53	31% (169)	15% (84)	2% (9)	1% (6)	45% (249)	6% (31)	549
Boomers: Age 54-72	30% (227)	15% (114)	1% (5)	1% (4)	51% (383)	3% (21)	754
PID: Dem (no lean)	21% (145)	10% (68)	3% (23)	2% (14)	59% (414)	5% (36)	701
PID: Ind (no lean)	22% (133)	12% (72)	2% (11)	— (3)	55% (333)	8% (50)	601
PID: Rep (no lean)	39% (355)	17% (153)	1% (8)	1% (10)	36% (326)	5% (48)	900
PID/Gender: Dem Men	20% (60)	12% (37)	5% (15)	3% (10)	55% (169)	5% (15)	306
PID/Gender: Dem Women	21% (85)	8% (32)	2% (8)	1% (4)	62% (246)	5% (21)	395
PID/Gender: Ind Men	19% (61)	12% (38)	2% (7)	1% (2)	57% (181)	10% (31)	319
PID/Gender: Ind Women	26% (72)	12% (34)	1% (4)	— (1)	54% (152)	7% (19)	282
PID/Gender: Rep Men	39% (173)	19% (85)	1% (3)	1% (4)	34% (147)	6% (26)	437
PID/Gender: Rep Women	39% (182)	15% (69)	1% (4)	1% (6)	39% (179)	5% (22)	462
Ideo: Liberal (1-3)	18% (119)	10% (68)	5% (30)	2% (15)	59% (384)	6% (37)	653
Ideo: Moderate (4)	25% (117)	12% (54)	1% (6)	2% (7)	55% (251)	5% (24)	460
Ideo: Conservative (5-7)	41% (320)	19% (145)	1% (5)	— (4)	36% (282)	3% (25)	781
Educ: College	31% (471)	12% (184)	2% (30)	1% (18)	47% (707)	7% (104)	1513
Educ: Bachelors degree	23% (101)	15% (67)	2% (9)	1% (5)	55% (245)	4% (18)	444
Educ: Post-grad	25% (61)	17% (42)	1% (3)	2% (4)	50% (121)	5% (12)	244

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Table BRD32: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't know/No opinion	Total N
Adults	29% (633)	13% (293)	2% (42)	1% (27)	49% (1073)	6% (134)	2201
Income: Under 50k	30% (371)	13% (159)	2% (29)	1% (13)	47% (592)	7% (90)	1255
Income: 50k-100k	29% (181)	13% (84)	1% (9)	2% (10)	50% (314)	4% (27)	625
Income: 100k+	25% (80)	16% (50)	1% (4)	1% (4)	52% (167)	5% (17)	321
Ethnicity: White	30% (523)	14% (246)	1% (22)	1% (19)	49% (838)	4% (75)	1723
Ethnicity: Hispanic	28% (99)	12% (42)	3% (10)	2% (9)	47% (164)	8% (27)	350
Ethnicity: Afr. Am.	21% (59)	8% (23)	4% (12)	— (0)	55% (150)	11% (31)	274
Ethnicity: Other	25% (51)	12% (24)	4% (9)	4% (8)	41% (84)	14% (28)	204
Relig: Protestant	45% (221)	16% (80)	— (1)	— (2)	37% (181)	2% (10)	494
Relig: Roman Catholic	28% (115)	18% (72)	2% (7)	1% (3)	47% (192)	4% (18)	406
Relig: Something Else	22% (55)	12% (30)	1% (3)	1% (3)	55% (136)	8% (19)	246
Relig: Evangelical	26% (211)	15% (121)	1% (7)	1% (7)	52% (418)	5% (43)	807
Relig: Non-Evang. Catholics	53% (180)	18% (61)	1% (3)	— (1)	27% (91)	1% (4)	339
Relig: All Christian	34% (391)	16% (182)	1% (10)	1% (8)	44% (509)	4% (47)	1147
Relig: All Non-Christian	40% (112)	18% (50)	1% (3)	— (0)	36% (102)	5% (15)	282
Community: Urban	26% (147)	12% (68)	3% (19)	1% (8)	50% (280)	7% (42)	564
Community: Suburban	27% (265)	14% (140)	1% (14)	2% (15)	51% (508)	5% (50)	993
Community: Rural	34% (221)	13% (85)	1% (9)	1% (4)	44% (284)	6% (41)	644
Employ: Private Sector	31% (201)	14% (89)	1% (9)	1% (8)	48% (310)	4% (25)	642
Employ: Government	23% (39)	12% (21)	5% (8)	2% (4)	50% (83)	8% (13)	167
Employ: Self-Employed	28% (52)	11% (21)	4% (8)	2% (4)	46% (85)	9% (16)	186
Employ: Homemaker	30% (52)	10% (18)	2% (3)	2% (3)	48% (81)	8% (13)	169
Employ: Student	20% (16)	17% (14)	4% (4)	— (0)	54% (44)	4% (4)	82
Employ: Retired	31% (144)	16% (75)	1% (4)	1% (3)	49% (231)	3% (14)	471
Employ: Unemployed	27% (65)	14% (33)	1% (3)	2% (4)	45% (109)	11% (27)	241
Employ: Other	27% (65)	9% (22)	1% (2)	1% (1)	54% (129)	9% (22)	242
Military HH: Yes	36% (138)	15% (57)	2% (7)	2% (6)	41% (159)	5% (18)	384
Military HH: No	27% (495)	13% (237)	2% (35)	1% (21)	50% (914)	6% (116)	1817
RD/WT: Right Direction	41% (368)	19% (171)	2% (16)	— (4)	32% (285)	6% (49)	894
RD/WT: Wrong Track	20% (265)	9% (123)	2% (25)	2% (22)	60% (787)	6% (84)	1307

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Table BRD32: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't know/No opinion	Total N
Adults	29% (633)	13% (293)	2% (42)	1% (27)	49% (1073)	6% (134)	2201
Trump Job Approve	42% (399)	18% (176)	1% (8)	1% (7)	33% (317)	5% (45)	953
Trump Job Disapprove	19% (216)	9% (105)	3% (30)	1% (17)	61% (682)	6% (64)	1113
Trump Job Strongly Approve	52% (248)	16% (77)	1% (5)	1% (3)	27% (130)	4% (19)	482
Trump Job Somewhat Approve	32% (151)	21% (99)	1% (4)	1% (4)	40% (187)	6% (26)	471
Trump Job Somewhat Disapprove	25% (70)	16% (45)	3% (9)	— (0)	51% (140)	4% (11)	275
Trump Job Strongly Disapprove	17% (146)	7% (61)	3% (21)	2% (16)	65% (542)	6% (52)	838
#1 Issue: Economy	29% (177)	14% (87)	1% (9)	— (1)	49% (304)	6% (37)	615
#1 Issue: Security	40% (152)	18% (68)	1% (4)	2% (7)	35% (132)	5% (20)	383
#1 Issue: Health Care	22% (79)	13% (49)	2% (7)	1% (5)	54% (194)	7% (27)	360
#1 Issue: Medicare / Social Security	31% (97)	14% (43)	2% (7)	1% (3)	51% (161)	2% (6)	318
#1 Issue: Women's Issues	23% (29)	13% (17)	2% (3)	1% (1)	53% (68)	8% (11)	128
#1 Issue: Education	24% (43)	7% (12)	5% (9)	— (0)	56% (98)	8% (14)	175
#1 Issue: Energy	23% (19)	4% (4)	2% (2)	6% (5)	59% (50)	6% (5)	85
#1 Issue: Other	27% (36)	10% (14)	1% (1)	4% (5)	48% (66)	10% (14)	136
2016 Vote: Hillary Clinton	18% (120)	9% (63)	3% (24)	2% (13)	63% (433)	4% (30)	683
2016 Vote: Donald Trump	46% (325)	18% (129)	— (2)	— (2)	31% (218)	4% (26)	702
2016 Vote: Someone else	25% (53)	13% (27)	— (1)	1% (2)	55% (117)	6% (12)	211
2016 Vote: Didn't Vote	23% (135)	12% (74)	2% (13)	2% (10)	50% (302)	11% (66)	600
Voted in 2014: Yes	31% (430)	13% (181)	2% (27)	1% (17)	49% (675)	4% (58)	1388
Voted in 2014: No	25% (203)	14% (112)	2% (15)	1% (9)	49% (398)	9% (76)	813
2012 Vote: Barack Obama	21% (180)	11% (92)	2% (19)	2% (15)	59% (504)	5% (43)	853
2012 Vote: Mitt Romney	45% (242)	18% (96)	1% (5)	— (2)	33% (182)	3% (16)	544
2012 Vote: Other	38% (40)	21% (23)	— (0)	1% (1)	37% (40)	3% (3)	108
2012 Vote: Didn't Vote	25% (170)	12% (84)	2% (14)	1% (8)	50% (345)	10% (71)	692
4-Region: Northeast	28% (110)	12% (48)	2% (9)	1% (2)	51% (202)	6% (23)	394
4-Region: Midwest	28% (128)	13% (59)	2% (8)	1% (6)	50% (232)	6% (29)	462
4-Region: South	31% (255)	15% (125)	1% (10)	1% (10)	45% (370)	7% (55)	825
4-Region: West	27% (141)	12% (62)	3% (14)	2% (9)	52% (268)	5% (27)	520

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Table BRD32: *If a store or business used the term Merry Christmas, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't know/No opinion	Total N
Adults	29% (633)	13% (293)	2% (42)	1% (27)	49% (1073)	6% (134)	2201
Favorable of Trump	44% (412)	18% (172)	1% (8)	1% (6)	32% (303)	4% (34)	935
Unfavorable of Trump	17% (193)	10% (110)	2% (22)	1% (17)	63% (695)	6% (70)	1106
Very Favorable of Trump	54% (285)	15% (80)	1% (3)	1% (3)	25% (131)	5% (25)	527
Somewhat Favorable of Trump	31% (127)	23% (92)	1% (6)	1% (3)	42% (172)	2% (9)	408
Somewhat Unfavorable of Trump	20% (45)	17% (38)	2% (5)	— (1)	55% (124)	5% (12)	226
Very Unfavorable of Trump	17% (147)	8% (72)	2% (16)	2% (16)	65% (572)	7% (58)	881
Political correctness	39% (410)	17% (173)	1% (14)	1% (7)	37% (387)	5% (50)	1041
Prejudice	19% (223)	10% (120)	2% (28)	2% (20)	59% (686)	7% (84)	1160

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

Table BRD33: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Makes no difference either way	Don't know/No opinion	Total N
Adults	12% (271)	10% (230)	9% (188)	5% (107)	56% (1235)	8% (170)	2201
Gender: Male	13% (136)	12% (127)	9% (101)	4% (47)	53% (567)	8% (85)	1062
Gender: Female	12% (135)	9% (103)	8% (87)	5% (60)	59% (668)	7% (85)	1139
Age: 18-29	17% (77)	11% (51)	6% (27)	2% (11)	53% (244)	11% (52)	463
Age: 30-44	15% (83)	9% (48)	6% (34)	4% (20)	59% (324)	8% (43)	550
Age: 45-54	13% (50)	11% (40)	9% (32)	5% (17)	54% (201)	9% (33)	373
Age: 55-64	10% (38)	11% (41)	10% (37)	8% (30)	56% (213)	5% (20)	378
Age: 65+	5% (23)	12% (51)	13% (57)	7% (30)	58% (253)	5% (22)	436
Generation Z: 18-21	17% (28)	14% (23)	8% (13)	1% (1)	50% (82)	12% (19)	166
Millennial: Age 22-37	16% (102)	9% (55)	5% (34)	3% (20)	57% (358)	10% (62)	631
Generation X: Age 38-53	13% (71)	11% (58)	8% (42)	4% (24)	56% (309)	8% (44)	549
Boomers: Age 54-72	9% (69)	10% (76)	11% (81)	7% (52)	58% (436)	5% (40)	754
PID: Dem (no lean)	15% (104)	10% (68)	4% (31)	2% (17)	63% (439)	6% (41)	701
PID: Ind (no lean)	11% (64)	9% (51)	7% (44)	4% (24)	61% (369)	8% (49)	601
PID: Rep (no lean)	11% (103)	12% (111)	13% (113)	7% (66)	48% (427)	9% (79)	900
PID/Gender: Dem Men	18% (54)	13% (41)	4% (14)	1% (3)	57% (175)	6% (19)	306
PID/Gender: Dem Women	13% (50)	7% (27)	4% (17)	3% (14)	67% (264)	6% (23)	395
PID/Gender: Ind Men	10% (31)	8% (24)	9% (29)	4% (11)	62% (196)	8% (27)	319
PID/Gender: Ind Women	12% (33)	10% (27)	5% (15)	4% (12)	61% (173)	8% (22)	282
PID/Gender: Rep Men	12% (51)	14% (62)	13% (58)	7% (32)	45% (195)	9% (39)	437
PID/Gender: Rep Women	11% (52)	11% (49)	12% (55)	7% (34)	50% (232)	9% (40)	462
Ideo: Liberal (1-3)	14% (94)	10% (65)	5% (36)	2% (15)	62% (403)	6% (40)	653
Ideo: Moderate (4)	12% (57)	11% (51)	4% (20)	4% (20)	62% (284)	6% (27)	460
Ideo: Conservative (5-7)	9% (66)	12% (91)	15% (121)	8% (63)	50% (388)	7% (53)	781
Educ: College	14% (210)	11% (161)	8% (125)	5% (81)	53% (803)	9% (134)	1513
Educ: Bachelors degree	8% (34)	9% (42)	10% (42)	4% (17)	65% (288)	5% (21)	444
Educ: Post-grad	11% (27)	11% (27)	9% (21)	4% (9)	59% (145)	6% (14)	244

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Table BRD33: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there		Somewhat more likely to shop there		Somewhat less likely to shop there		Much less likely to shop there		Makes no difference either way		Don't know/No opinion		Total N
Adults	12%	(271)	10%	(230)	9%	(188)	5%	(107)	56%	(1235)	8%	(170)	2201
Income: Under 50k	15%	(183)	10%	(126)	8%	(101)	5%	(62)	53%	(671)	9%	(112)	1255
Income: 50k-100k	9%	(58)	11%	(68)	9%	(57)	5%	(33)	59%	(370)	6%	(38)	625
Income: 100k+	9%	(30)	11%	(36)	9%	(29)	4%	(12)	60%	(194)	6%	(20)	321
Ethnicity: White	11%	(198)	10%	(171)	10%	(167)	5%	(93)	57%	(983)	6%	(110)	1723
Ethnicity: Hispanic	21%	(74)	13%	(46)	6%	(20)	3%	(10)	50%	(174)	7%	(26)	350
Ethnicity: Afr. Am.	16%	(44)	8%	(22)	4%	(10)	2%	(5)	58%	(160)	12%	(33)	274
Ethnicity: Other	14%	(29)	18%	(37)	5%	(11)	4%	(9)	45%	(92)	13%	(26)	204
Relig: Protestant	8%	(38)	10%	(48)	17%	(85)	9%	(44)	51%	(253)	5%	(27)	494
Relig: Roman Catholic	13%	(54)	14%	(55)	9%	(38)	5%	(18)	54%	(221)	5%	(21)	406
Relig: Something Else	15%	(38)	8%	(20)	3%	(8)	2%	(6)	62%	(152)	9%	(23)	246
Relig: Evangelical	12%	(95)	11%	(89)	8%	(64)	3%	(27)	59%	(478)	7%	(54)	807
Relig: Non-Evang. Catholics	10%	(35)	10%	(33)	20%	(66)	12%	(41)	43%	(147)	5%	(17)	339
Relig: All Christian	11%	(129)	11%	(123)	11%	(131)	6%	(68)	55%	(625)	6%	(70)	1147
Relig: All Non-Christian	20%	(57)	14%	(39)	9%	(24)	4%	(12)	45%	(127)	8%	(22)	282
Community: Urban	16%	(92)	11%	(60)	7%	(37)	3%	(19)	55%	(313)	8%	(43)	564
Community: Suburban	11%	(109)	10%	(100)	8%	(79)	4%	(43)	59%	(590)	7%	(71)	993
Community: Rural	11%	(70)	11%	(70)	11%	(71)	7%	(45)	52%	(332)	9%	(56)	644
Employ: Private Sector	12%	(77)	11%	(73)	9%	(57)	5%	(32)	57%	(364)	6%	(39)	642
Employ: Government	12%	(19)	12%	(21)	6%	(10)	5%	(8)	59%	(99)	6%	(9)	167
Employ: Self-Employed	17%	(32)	11%	(20)	9%	(18)	2%	(4)	51%	(95)	10%	(18)	186
Employ: Homemaker	17%	(28)	6%	(10)	4%	(7)	5%	(8)	57%	(97)	11%	(19)	169
Employ: Student	14%	(12)	15%	(13)	5%	(4)	2%	(2)	58%	(48)	6%	(5)	82
Employ: Retired	7%	(31)	10%	(48)	14%	(67)	7%	(33)	58%	(271)	4%	(20)	471
Employ: Unemployed	16%	(39)	13%	(30)	5%	(13)	3%	(8)	49%	(118)	14%	(33)	241
Employ: Other	13%	(32)	7%	(16)	5%	(12)	5%	(12)	59%	(144)	11%	(26)	242
Military HH: Yes	16%	(62)	12%	(46)	10%	(39)	7%	(26)	47%	(182)	7%	(29)	384
Military HH: No	11%	(209)	10%	(184)	8%	(148)	4%	(81)	58%	(1053)	8%	(141)	1817
RD/WT: Right Direction	12%	(106)	14%	(123)	15%	(133)	8%	(74)	43%	(382)	9%	(76)	894
RD/WT: Wrong Track	13%	(165)	8%	(108)	4%	(55)	3%	(33)	65%	(853)	7%	(94)	1307

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Table BRD33: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there		Somewhat more likely to shop there		Somewhat less likely to shop there		Much less likely to shop there		Makes no difference either way		Don't know/No opinion		Total N
Adults	12%	(271)	10%	(230)	9%	(188)	5%	(107)	56%	(1235)	8%	(170)	2201
Trump Job Approve	12%	(115)	12%	(116)	14%	(134)	8%	(79)	45%	(430)	8%	(78)	953
Trump Job Disapprove	13%	(148)	9%	(102)	4%	(48)	2%	(25)	65%	(725)	6%	(66)	1113
Trump Job Strongly Approve	12%	(56)	12%	(58)	17%	(84)	10%	(51)	40%	(190)	9%	(43)	482
Trump Job Somewhat Approve	13%	(59)	12%	(57)	11%	(50)	6%	(28)	51%	(240)	8%	(36)	471
Trump Job Somewhat Disapprove	16%	(43)	13%	(36)	6%	(17)	4%	(10)	59%	(162)	2%	(6)	275
Trump Job Strongly Disapprove	12%	(104)	8%	(66)	4%	(31)	2%	(15)	67%	(564)	7%	(59)	838
#1 Issue: Economy	14%	(83)	13%	(79)	7%	(46)	3%	(21)	54%	(333)	9%	(52)	615
#1 Issue: Security	11%	(42)	10%	(38)	14%	(53)	9%	(34)	48%	(183)	9%	(33)	383
#1 Issue: Health Care	11%	(41)	11%	(38)	5%	(20)	4%	(13)	61%	(219)	8%	(29)	360
#1 Issue: Medicare / Social Security	9%	(27)	10%	(32)	13%	(43)	6%	(19)	59%	(187)	4%	(11)	318
#1 Issue: Women's Issues	12%	(16)	9%	(12)	8%	(11)	6%	(7)	57%	(74)	7%	(9)	128
#1 Issue: Education	17%	(30)	6%	(11)	4%	(8)	1%	(2)	61%	(107)	10%	(18)	175
#1 Issue: Energy	23%	(20)	12%	(10)	1%	(0)	1%	(1)	60%	(51)	3%	(3)	85
#1 Issue: Other	9%	(12)	8%	(10)	6%	(7)	7%	(9)	60%	(81)	11%	(15)	136
2016 Vote: Hillary Clinton	14%	(94)	9%	(60)	4%	(25)	2%	(13)	67%	(457)	5%	(34)	683
2016 Vote: Donald Trump	12%	(86)	11%	(79)	17%	(116)	9%	(60)	44%	(312)	7%	(49)	702
2016 Vote: Someone else	9%	(19)	9%	(20)	7%	(15)	5%	(11)	63%	(133)	6%	(13)	211
2016 Vote: Didnt Vote	12%	(73)	12%	(71)	5%	(28)	4%	(23)	55%	(332)	12%	(73)	600
Voted in 2014: Yes	11%	(159)	10%	(145)	10%	(145)	6%	(78)	56%	(781)	6%	(81)	1388
Voted in 2014: No	14%	(112)	11%	(86)	5%	(43)	4%	(29)	56%	(454)	11%	(89)	813
2012 Vote: Barack Obama	13%	(111)	10%	(86)	5%	(42)	2%	(19)	64%	(545)	6%	(49)	853
2012 Vote: Mitt Romney	8%	(43)	12%	(64)	17%	(94)	9%	(49)	48%	(261)	6%	(34)	544
2012 Vote: Other	13%	(14)	14%	(15)	12%	(13)	9%	(10)	47%	(51)	5%	(5)	108
2012 Vote: Didn't Vote	15%	(103)	10%	(66)	5%	(36)	4%	(29)	54%	(377)	12%	(82)	692
4-Region: Northeast	11%	(45)	9%	(37)	7%	(28)	7%	(27)	59%	(230)	7%	(27)	394
4-Region: Midwest	12%	(56)	8%	(38)	10%	(46)	4%	(20)	58%	(267)	8%	(36)	462
4-Region: South	12%	(97)	11%	(91)	10%	(83)	5%	(42)	54%	(443)	8%	(68)	825
4-Region: West	14%	(74)	13%	(65)	6%	(31)	4%	(18)	57%	(294)	7%	(38)	520

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Table BRD33: *If a store or business used the term Happy Holidays, would that make you more or less likely to shop there, or would it make no difference either way?*

Demographic	Much more likely to shop there		Somewhat more likely to shop there		Somewhat less likely to shop there		Much less likely to shop there		Makes no difference either way		Don't know/No opinion		Total N
Adults	12%	(271)	10%	(230)	9%	(188)	5%	(107)	56%	(1235)	8%	(170)	2201
Favorable of Trump	13%	(121)	13%	(117)	14%	(132)	9%	(82)	44%	(416)	7%	(67)	935
Unfavorable of Trump	12%	(133)	9%	(101)	4%	(42)	2%	(19)	67%	(739)	7%	(72)	1106
Very Favorable of Trump	14%	(71)	12%	(64)	18%	(93)	10%	(55)	37%	(196)	9%	(49)	527
Somewhat Favorable of Trump	12%	(50)	13%	(54)	10%	(39)	7%	(27)	54%	(219)	5%	(18)	408
Somewhat Unfavorable of Trump	13%	(28)	14%	(31)	4%	(10)	3%	(6)	63%	(143)	3%	(7)	226
Very Unfavorable of Trump	12%	(105)	8%	(70)	4%	(33)	1%	(13)	68%	(595)	7%	(65)	881
Political correctness	12%	(129)	11%	(117)	13%	(141)	7%	(78)	48%	(499)	7%	(77)	1041
Prejudice	12%	(142)	10%	(113)	4%	(47)	2%	(29)	63%	(736)	8%	(93)	1160

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

Table BRD34: Which of the following come closest to your point of view, even if neither is exactly right?

Demographic	There is too much political correctness in the United States today		There is too much prejudice in the United States today		Total N
Adults	47%	(1041)	53%	(1160)	2201
Gender: Male	51%	(537)	49%	(525)	1062
Gender: Female	44%	(503)	56%	(635)	1139
Age: 18-29	42%	(194)	58%	(269)	463
Age: 30-44	49%	(272)	51%	(279)	550
Age: 45-54	53%	(198)	47%	(175)	373
Age: 55-64	49%	(185)	51%	(193)	378
Age: 65+	44%	(192)	56%	(244)	436
Generation Z: 18-21	41%	(69)	59%	(97)	166
Millennial: Age 22-37	47%	(294)	53%	(337)	631
Generation X: Age 38-53	51%	(278)	49%	(270)	549
Boomers: Age 54-72	46%	(346)	54%	(408)	754
PID: Dem (no lean)	24%	(165)	76%	(535)	701
PID: Ind (no lean)	45%	(271)	55%	(330)	601
PID: Rep (no lean)	67%	(605)	33%	(295)	900
PID/Gender: Dem Men	26%	(78)	74%	(228)	306
PID/Gender: Dem Women	22%	(87)	78%	(308)	395
PID/Gender: Ind Men	45%	(143)	55%	(177)	319
PID/Gender: Ind Women	45%	(128)	55%	(154)	282
PID/Gender: Rep Men	72%	(317)	28%	(121)	437
PID/Gender: Rep Women	62%	(288)	38%	(174)	462
Ideo: Liberal (1-3)	23%	(153)	77%	(500)	653
Ideo: Moderate (4)	47%	(215)	53%	(245)	460
Ideo: Conservative (5-7)	71%	(555)	29%	(226)	781
Educ: College	47%	(715)	53%	(798)	1513
Educ: Bachelors degree	48%	(215)	52%	(229)	444
Educ: Post-grad	45%	(111)	55%	(133)	244

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Table BRD34: Which of the following come closest to your point of view, even if neither is exactly right?

Demographic	There is too much political correctness in the United States today		There is too much prejudice in the United States today		Total N
Adults	47%	(1041)	53%	(1160)	2201
Income: Under 50k	44%	(547)	56%	(708)	1255
Income: 50k-100k	49%	(308)	51%	(317)	625
Income: 100k+	58%	(186)	42%	(135)	321
Ethnicity: White	52%	(892)	48%	(830)	1723
Ethnicity: Hispanic	41%	(144)	59%	(206)	350
Ethnicity: Afr. Am.	22%	(62)	78%	(213)	274
Ethnicity: Other	43%	(87)	57%	(117)	204
Relig: Protestant	59%	(290)	41%	(204)	494
Relig: Roman Catholic	48%	(197)	52%	(210)	406
Relig: Something Else	38%	(94)	62%	(151)	246
Relig: Evangelical	46%	(373)	54%	(435)	807
Relig: Non-Evang. Catholics	62%	(209)	38%	(131)	339
Relig: All Christian	51%	(581)	49%	(565)	1147
Relig: All Non-Christian	46%	(130)	54%	(153)	282
Community: Urban	39%	(221)	61%	(343)	564
Community: Suburban	50%	(493)	50%	(499)	993
Community: Rural	51%	(326)	49%	(318)	644
Employ: Private Sector	56%	(358)	44%	(284)	642
Employ: Government	42%	(70)	58%	(97)	167
Employ: Self-Employed	49%	(92)	51%	(95)	186
Employ: Homemaker	44%	(75)	56%	(95)	169
Employ: Student	40%	(33)	60%	(49)	82
Employ: Retired	43%	(202)	57%	(269)	471
Employ: Unemployed	44%	(106)	56%	(135)	241
Employ: Other	43%	(105)	57%	(137)	242
Military HH: Yes	51%	(197)	49%	(188)	384
Military HH: No	46%	(844)	54%	(972)	1817
RD/WT: Right Direction	71%	(632)	29%	(262)	894
RD/WT: Wrong Track	31%	(409)	69%	(898)	1307

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Table BRD34: Which of the following come closest to your point of view, even if neither is exactly right?

Demographic	There is too much political correctness in the United States today		There is too much prejudice in the United States today		Total N
	%	(N)	%	(N)	
Adults	47%	(1041)	53%	(1160)	2201
Trump Job Approve	72%	(682)	28%	(270)	953
Trump Job Disapprove	27%	(296)	73%	(817)	1113
Trump Job Strongly Approve	76%	(367)	24%	(115)	482
Trump Job Somewhat Approve	67%	(315)	33%	(155)	471
Trump Job Somewhat Disapprove	40%	(111)	60%	(164)	275
Trump Job Strongly Disapprove	22%	(185)	78%	(653)	838
#1 Issue: Economy	55%	(336)	45%	(279)	615
#1 Issue: Security	69%	(264)	31%	(120)	383
#1 Issue: Health Care	39%	(140)	61%	(221)	360
#1 Issue: Medicare / Social Security	34%	(109)	66%	(210)	318
#1 Issue: Women's Issues	33%	(43)	67%	(85)	128
#1 Issue: Education	35%	(61)	65%	(114)	175
#1 Issue: Energy	37%	(31)	63%	(54)	85
#1 Issue: Other	43%	(58)	57%	(78)	136
2016 Vote: Hillary Clinton	21%	(146)	79%	(536)	683
2016 Vote: Donald Trump	76%	(533)	24%	(169)	702
2016 Vote: Someone else	55%	(115)	45%	(96)	211
2016 Vote: Didnt Vote	41%	(246)	59%	(354)	600
Voted in 2014: Yes	48%	(667)	52%	(721)	1388
Voted in 2014: No	46%	(374)	54%	(439)	813
2012 Vote: Barack Obama	28%	(235)	72%	(618)	853
2012 Vote: Mitt Romney	76%	(412)	24%	(132)	544
2012 Vote: Other	69%	(75)	31%	(33)	108
2012 Vote: Didn't Vote	46%	(319)	54%	(373)	692
4-Region: Northeast	46%	(179)	54%	(214)	394
4-Region: Midwest	48%	(221)	52%	(241)	462
4-Region: South	48%	(393)	52%	(432)	825
4-Region: West	48%	(248)	52%	(272)	520
Favorable of Trump	71%	(668)	29%	(267)	935
Unfavorable of Trump	27%	(297)	73%	(809)	1106

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Table BRD34: Which of the following come closest to your point of view, even if neither is exactly right?

Demographic	There is too much political correctness in the United States today		There is too much prejudice in the United States today		Total N
Adults	47%	(1041)	53%	(1160)	2201
Very Favorable of Trump	74%	(392)	26%	(136)	527
Somewhat Favorable of Trump	68%	(276)	32%	(132)	408
Somewhat Unfavorable of Trump	47%	(106)	53%	(120)	226
Very Unfavorable of Trump	22%	(191)	78%	(690)	881
Political correctness	100%	(1041)	—	(0)	1041
Prejudice	—	(0)	100%	(1160)	1160

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

**Table BRD35_1: Do you agree or disagree with the following statements:
 Political correctness is a problem in the United States today.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	47% (1040)	28% (618)	7% (157)	6% (136)	11% (250)	2201
Gender: Male	51% (541)	27% (288)	8% (80)	6% (64)	8% (90)	1062
Gender: Female	44% (499)	29% (330)	7% (77)	6% (72)	14% (159)	1139
Age: 18-29	41% (190)	29% (132)	8% (36)	6% (28)	17% (77)	463
Age: 30-44	44% (242)	28% (154)	8% (42)	7% (39)	13% (73)	550
Age: 45-54	52% (194)	28% (104)	6% (23)	5% (17)	10% (35)	373
Age: 55-64	49% (187)	31% (116)	7% (28)	5% (20)	7% (28)	378
Age: 65+	52% (227)	26% (111)	7% (29)	8% (33)	8% (36)	436
Generation Z: 18-21	29% (49)	32% (54)	10% (16)	4% (7)	24% (40)	166
Millennial: Age 22-37	45% (283)	28% (174)	7% (43)	7% (47)	13% (84)	631
Generation X: Age 38-53	49% (267)	28% (151)	7% (40)	5% (29)	11% (61)	549
Boomers: Age 54-72	51% (382)	29% (217)	7% (52)	6% (43)	8% (60)	754
PID: Dem (no lean)	34% (237)	30% (208)	11% (78)	12% (83)	14% (95)	701
PID: Ind (no lean)	43% (259)	32% (191)	7% (42)	6% (34)	12% (75)	601
PID: Rep (no lean)	60% (543)	24% (219)	4% (37)	2% (20)	9% (80)	900
PID/Gender: Dem Men	37% (114)	30% (91)	12% (35)	11% (33)	11% (33)	306
PID/Gender: Dem Women	31% (123)	30% (117)	11% (43)	13% (50)	16% (62)	395
PID/Gender: Ind Men	41% (130)	33% (106)	9% (30)	6% (20)	10% (33)	319
PID/Gender: Ind Women	46% (129)	30% (85)	4% (12)	5% (14)	15% (41)	282
PID/Gender: Rep Men	68% (296)	21% (91)	3% (15)	2% (10)	6% (24)	437
PID/Gender: Rep Women	53% (247)	28% (128)	5% (23)	2% (9)	12% (56)	462
Ideo: Liberal (1-3)	31% (200)	30% (195)	13% (86)	15% (98)	11% (74)	653
Ideo: Moderate (4)	42% (193)	39% (181)	7% (32)	3% (16)	8% (38)	460
Ideo: Conservative (5-7)	67% (523)	22% (173)	3% (24)	3% (20)	5% (41)	781
Educ: College	50% (755)	27% (410)	6% (89)	4% (60)	13% (199)	1513
Educ: Bachelors degree	42% (188)	29% (128)	9% (41)	11% (48)	9% (39)	444
Educ: Post-grad	40% (98)	33% (80)	11% (27)	11% (28)	5% (12)	244

Continued on next page

Table BRD35_1: Do you agree or disagree with the following statements:
Political correctness is a problem in the United States today.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	47%	(1040)	28%	(618)	7%	(157)	6%	(136)	11%	(250)	2201
Income: Under 50k	47%	(587)	27%	(343)	6%	(81)	5%	(67)	14%	(176)	1255
Income: 50k-100k	49%	(304)	27%	(171)	7%	(47)	8%	(52)	8%	(52)	625
Income: 100k+	46%	(149)	32%	(104)	9%	(30)	5%	(17)	7%	(21)	321
Ethnicity: White	49%	(849)	29%	(504)	6%	(109)	6%	(105)	9%	(155)	1723
Ethnicity: Hispanic	48%	(169)	26%	(91)	9%	(30)	6%	(21)	11%	(39)	350
Ethnicity: Afr. Am.	39%	(106)	21%	(57)	11%	(29)	8%	(22)	22%	(60)	274
Ethnicity: Other	42%	(85)	28%	(56)	9%	(19)	5%	(9)	17%	(34)	204
Relig: Protestant	58%	(288)	25%	(126)	4%	(19)	6%	(28)	7%	(33)	494
Relig: Roman Catholic	46%	(188)	36%	(146)	6%	(26)	4%	(18)	7%	(29)	406
Relig: Something Else	41%	(100)	27%	(65)	10%	(24)	9%	(21)	15%	(36)	246
Relig: Evangelical	44%	(355)	31%	(254)	8%	(63)	7%	(56)	10%	(79)	807
Relig: Non-Evang. Catholics	65%	(222)	25%	(83)	2%	(6)	3%	(10)	5%	(18)	339
Relig: All Christian	50%	(576)	29%	(337)	6%	(69)	6%	(66)	9%	(98)	1147
Relig: All Non-Christian	55%	(156)	21%	(60)	7%	(19)	3%	(8)	14%	(39)	282
Community: Urban	41%	(231)	28%	(157)	9%	(53)	9%	(52)	13%	(71)	564
Community: Suburban	49%	(484)	29%	(283)	7%	(67)	6%	(63)	10%	(96)	993
Community: Rural	51%	(326)	28%	(177)	6%	(38)	3%	(21)	13%	(83)	644
Employ: Private Sector	50%	(324)	28%	(180)	7%	(42)	8%	(48)	7%	(48)	642
Employ: Government	46%	(77)	25%	(42)	11%	(18)	9%	(16)	9%	(15)	167
Employ: Self-Employed	41%	(77)	31%	(58)	8%	(15)	8%	(15)	11%	(21)	186
Employ: Homemaker	43%	(73)	30%	(51)	8%	(13)	3%	(6)	15%	(26)	169
Employ: Student	38%	(32)	35%	(29)	7%	(6)	9%	(7)	11%	(9)	82
Employ: Retired	50%	(237)	27%	(126)	7%	(33)	6%	(30)	9%	(45)	471
Employ: Unemployed	47%	(113)	26%	(62)	5%	(13)	3%	(8)	19%	(45)	241
Employ: Other	45%	(109)	28%	(69)	7%	(18)	2%	(6)	17%	(40)	242
Military HH: Yes	55%	(212)	28%	(106)	6%	(22)	5%	(21)	6%	(24)	384
Military HH: No	46%	(828)	28%	(512)	7%	(136)	6%	(115)	12%	(226)	1817
RD/WT: Right Direction	61%	(548)	25%	(220)	5%	(44)	2%	(19)	7%	(63)	894
RD/WT: Wrong Track	38%	(492)	30%	(398)	9%	(113)	9%	(118)	14%	(187)	1307

Continued on next page

Table BRD35_1: Do you agree or disagree with the following statements:
 Political correctness is a problem in the United States today.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	47% (1040)	28% (618)	7% (157)	6% (136)	11% (250)	2201
Trump Job Approve	63% (600)	25% (243)	3% (33)	2% (17)	6% (59)	953
Trump Job Disapprove	35% (395)	32% (353)	10% (114)	11% (118)	12% (134)	1113
Trump Job Strongly Approve	73% (351)	17% (80)	3% (14)	2% (11)	5% (25)	482
Trump Job Somewhat Approve	53% (249)	35% (163)	4% (19)	1% (6)	7% (35)	471
Trump Job Somewhat Disapprove	36% (98)	44% (121)	9% (24)	2% (6)	9% (26)	275
Trump Job Strongly Disapprove	35% (297)	28% (231)	11% (90)	13% (112)	13% (108)	838
#1 Issue: Economy	48% (294)	29% (176)	6% (40)	6% (34)	12% (71)	615
#1 Issue: Security	67% (256)	22% (83)	2% (9)	3% (10)	7% (25)	383
#1 Issue: Health Care	40% (144)	34% (122)	8% (29)	8% (28)	11% (38)	360
#1 Issue: Medicare / Social Security	43% (136)	29% (91)	10% (33)	7% (23)	11% (36)	318
#1 Issue: Women's Issues	24% (31)	36% (46)	14% (18)	13% (17)	13% (17)	128
#1 Issue: Education	45% (79)	31% (54)	4% (7)	7% (13)	13% (22)	175
#1 Issue: Energy	46% (40)	25% (22)	4% (3)	5% (4)	19% (16)	85
#1 Issue: Other	46% (62)	17% (23)	14% (19)	6% (8)	18% (24)	136
2016 Vote: Hillary Clinton	31% (212)	30% (207)	12% (82)	15% (99)	12% (82)	683
2016 Vote: Donald Trump	68% (479)	23% (158)	3% (22)	2% (12)	4% (31)	702
2016 Vote: Someone else	44% (92)	37% (78)	8% (17)	5% (10)	6% (13)	211
2016 Vote: Didnt Vote	43% (256)	28% (170)	6% (36)	2% (15)	20% (123)	600
Voted in 2014: Yes	50% (688)	27% (380)	8% (108)	8% (109)	7% (103)	1388
Voted in 2014: No	43% (352)	29% (238)	6% (49)	3% (28)	18% (146)	813
2012 Vote: Barack Obama	35% (301)	30% (255)	12% (103)	12% (101)	11% (92)	853
2012 Vote: Mitt Romney	69% (376)	23% (123)	2% (10)	3% (14)	4% (22)	544
2012 Vote: Other	59% (64)	34% (37)	2% (2)	1% (1)	4% (4)	108
2012 Vote: Didn't Vote	43% (299)	29% (198)	6% (43)	3% (20)	19% (131)	692
4-Region: Northeast	47% (187)	28% (110)	7% (29)	5% (19)	12% (49)	394
4-Region: Midwest	44% (202)	30% (139)	7% (34)	6% (30)	12% (57)	462
4-Region: South	49% (406)	26% (214)	7% (59)	6% (50)	12% (96)	825
4-Region: West	47% (245)	30% (155)	7% (35)	7% (38)	9% (47)	520
Favorable of Trump	65% (611)	24% (229)	3% (28)	2% (16)	6% (52)	935
Unfavorable of Trump	35% (383)	32% (351)	11% (117)	11% (117)	12% (138)	1106

Continued on next page

Table BRD35_1: Do you agree or disagree with the following statements:
Political correctness is a problem in the United States today.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	47%	(1040)	28%	(618)	7%	(157)	6%	(136)	11%	(250)	2201
Very Favorable of Trump	73%	(386)	16%	(84)	3%	(16)	2%	(12)	6%	(29)	527
Somewhat Favorable of Trump	55%	(225)	36%	(145)	3%	(12)	1%	(4)	6%	(23)	408
Somewhat Unfavorable of Trump	39%	(88)	41%	(91)	10%	(22)	2%	(5)	9%	(20)	226
Very Unfavorable of Trump	34%	(295)	29%	(260)	11%	(95)	13%	(112)	13%	(118)	881
Political correctness	66%	(686)	24%	(246)	3%	(35)	2%	(19)	5%	(56)	1041
Prejudice	31%	(354)	32%	(372)	11%	(122)	10%	(118)	17%	(194)	1160

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

Table BRD35_4: Do you agree or disagree with the following statements:
 Prejudice or hate speech is a problem in the United States today.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	57% (1254)	26% (578)	7% (161)	4% (92)	5% (116)	2201
Gender: Male	51% (540)	29% (312)	9% (99)	6% (59)	5% (52)	1062
Gender: Female	63% (713)	23% (266)	5% (62)	3% (33)	6% (64)	1139
Age: 18-29	54% (251)	25% (116)	8% (37)	3% (16)	9% (43)	463
Age: 30-44	54% (299)	26% (142)	9% (48)	5% (28)	6% (34)	550
Age: 45-54	53% (198)	28% (103)	8% (31)	5% (20)	6% (21)	373
Age: 55-64	63% (238)	25% (95)	7% (26)	4% (14)	2% (6)	378
Age: 65+	62% (269)	28% (122)	4% (19)	3% (15)	3% (12)	436
Generation Z: 18-21	51% (84)	28% (46)	9% (15)	2% (3)	10% (17)	166
Millennial: Age 22-37	53% (335)	26% (161)	8% (49)	5% (33)	8% (54)	631
Generation X: Age 38-53	55% (304)	26% (145)	9% (49)	5% (25)	5% (25)	549
Boomers: Age 54-72	63% (474)	26% (194)	5% (40)	4% (29)	2% (17)	754
PID: Dem (no lean)	73% (509)	18% (128)	4% (28)	1% (10)	4% (26)	701
PID: Ind (no lean)	53% (318)	31% (186)	5% (30)	3% (21)	8% (45)	601
PID: Rep (no lean)	47% (426)	29% (264)	11% (103)	7% (62)	5% (45)	900
PID/Gender: Dem Men	68% (209)	22% (66)	5% (16)	2% (5)	3% (9)	306
PID/Gender: Dem Women	76% (300)	16% (62)	3% (12)	1% (4)	4% (16)	395
PID/Gender: Ind Men	50% (160)	33% (107)	7% (21)	4% (12)	6% (20)	319
PID/Gender: Ind Women	56% (159)	28% (79)	3% (9)	3% (9)	9% (25)	282
PID/Gender: Rep Men	39% (171)	32% (139)	14% (62)	10% (42)	5% (22)	437
PID/Gender: Rep Women	55% (254)	27% (125)	9% (40)	4% (20)	5% (23)	462
Ideo: Liberal (1-3)	71% (462)	20% (129)	5% (32)	2% (10)	3% (20)	653
Ideo: Moderate (4)	59% (270)	29% (133)	6% (27)	3% (13)	3% (16)	460
Ideo: Conservative (5-7)	43% (337)	34% (268)	11% (88)	7% (58)	4% (31)	781
Educ: College	55% (834)	26% (395)	7% (113)	5% (74)	6% (97)	1513
Educ: Bachelors degree	59% (263)	28% (125)	8% (34)	2% (8)	3% (13)	444
Educ: Post-grad	64% (157)	24% (58)	5% (13)	4% (10)	3% (6)	244

Continued on next page

Table BRD35_4: Do you agree or disagree with the following statements:
Prejudice or hate speech is a problem in the United States today.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	57% (1254)	26% (578)	7% (161)	4% (92)	5% (116)	2201
Income: Under 50k	57% (710)	25% (318)	7% (94)	4% (50)	7% (83)	1255
Income: 50k-100k	59% (368)	27% (171)	6% (36)	4% (27)	4% (24)	625
Income: 100k+	55% (176)	28% (90)	10% (31)	5% (15)	3% (10)	321
Ethnicity: White	55% (949)	29% (500)	8% (131)	4% (74)	4% (68)	1723
Ethnicity: Hispanic	57% (199)	25% (86)	8% (29)	5% (17)	5% (18)	350
Ethnicity: Afr. Am.	71% (194)	14% (38)	5% (13)	2% (5)	9% (24)	274
Ethnicity: Other	54% (110)	20% (40)	8% (17)	7% (14)	12% (23)	204
Relig: Protestant	56% (275)	30% (146)	8% (40)	5% (26)	1% (7)	494
Relig: Roman Catholic	53% (217)	30% (123)	9% (36)	4% (15)	4% (15)	406
Relig: Something Else	61% (151)	21% (52)	6% (14)	5% (13)	7% (16)	246
Relig: Evangelical	58% (466)	26% (212)	7% (59)	5% (38)	4% (33)	807
Relig: Non-Evang. Catholics	52% (177)	32% (109)	9% (32)	5% (16)	2% (6)	339
Relig: All Christian	56% (643)	28% (321)	8% (90)	5% (54)	3% (39)	1147
Relig: All Non-Christian	56% (157)	25% (71)	8% (23)	4% (10)	8% (21)	282
Community: Urban	62% (351)	22% (125)	8% (43)	2% (14)	5% (31)	564
Community: Suburban	58% (573)	27% (264)	8% (75)	4% (44)	4% (37)	993
Community: Rural	51% (330)	29% (189)	7% (43)	5% (35)	8% (48)	644
Employ: Private Sector	54% (346)	32% (203)	8% (53)	4% (27)	2% (14)	642
Employ: Government	59% (99)	23% (38)	9% (14)	6% (11)	3% (5)	167
Employ: Self-Employed	52% (97)	30% (56)	8% (14)	5% (9)	6% (10)	186
Employ: Homemaker	58% (99)	24% (41)	7% (12)	4% (7)	6% (10)	169
Employ: Student	53% (44)	31% (25)	5% (4)	3% (2)	8% (7)	82
Employ: Retired	62% (293)	26% (124)	6% (26)	3% (14)	3% (14)	471
Employ: Unemployed	52% (126)	22% (53)	6% (16)	5% (12)	14% (34)	241
Employ: Other	62% (150)	15% (37)	9% (22)	4% (10)	9% (22)	242
Military HH: Yes	56% (217)	26% (100)	10% (40)	5% (20)	2% (7)	384
Military HH: No	57% (1037)	26% (477)	7% (121)	4% (72)	6% (110)	1817
RD/WT: Right Direction	39% (350)	35% (311)	13% (118)	8% (71)	5% (43)	894
RD/WT: Wrong Track	69% (904)	20% (267)	3% (42)	2% (21)	6% (73)	1307

Continued on next page

Table BRD35_4: Do you agree or disagree with the following statements:
 Prejudice or hate speech is a problem in the United States today.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	57% (1254)	26% (578)	7% (161)	4% (92)	5% (116)	2201
Trump Job Approve	40% (382)	36% (342)	12% (114)	8% (75)	4% (40)	953
Trump Job Disapprove	73% (816)	18% (205)	3% (38)	1% (16)	3% (38)	1113
Trump Job Strongly Approve	42% (202)	27% (129)	16% (75)	11% (53)	5% (23)	482
Trump Job Somewhat Approve	38% (179)	45% (213)	8% (39)	5% (23)	4% (17)	471
Trump Job Somewhat Disapprove	54% (149)	33% (92)	7% (19)	2% (6)	3% (9)	275
Trump Job Strongly Disapprove	80% (667)	13% (113)	2% (19)	1% (10)	3% (29)	838
#1 Issue: Economy	53% (327)	29% (176)	7% (42)	5% (28)	7% (42)	615
#1 Issue: Security	44% (168)	33% (125)	12% (47)	9% (35)	2% (9)	383
#1 Issue: Health Care	62% (224)	25% (90)	5% (19)	3% (10)	5% (18)	360
#1 Issue: Medicare / Social Security	61% (196)	28% (88)	6% (18)	2% (6)	3% (11)	318
#1 Issue: Women's Issues	66% (84)	20% (25)	5% (7)	3% (3)	7% (9)	128
#1 Issue: Education	64% (111)	22% (38)	7% (12)	3% (5)	5% (9)	175
#1 Issue: Energy	61% (52)	25% (21)	6% (5)	1% (0)	8% (6)	85
#1 Issue: Other	67% (91)	10% (14)	9% (13)	3% (5)	10% (13)	136
2016 Vote: Hillary Clinton	76% (519)	17% (114)	3% (19)	1% (9)	3% (21)	683
2016 Vote: Donald Trump	42% (293)	36% (253)	10% (74)	9% (63)	3% (19)	702
2016 Vote: Someone else	52% (109)	31% (66)	8% (17)	4% (8)	6% (12)	211
2016 Vote: Didnt Vote	55% (328)	24% (144)	9% (51)	2% (13)	11% (64)	600
Voted in 2014: Yes	60% (834)	26% (358)	7% (93)	4% (62)	3% (42)	1388
Voted in 2014: No	52% (420)	27% (220)	8% (67)	4% (31)	9% (75)	813
2012 Vote: Barack Obama	72% (611)	20% (169)	4% (38)	2% (16)	2% (18)	853
2012 Vote: Mitt Romney	42% (227)	35% (192)	10% (54)	9% (51)	4% (20)	544
2012 Vote: Other	50% (54)	36% (38)	5% (6)	5% (5)	4% (4)	108
2012 Vote: Didn't Vote	52% (357)	26% (178)	9% (63)	3% (20)	11% (74)	692
4-Region: Northeast	57% (224)	29% (112)	8% (30)	3% (10)	4% (17)	394
4-Region: Midwest	58% (268)	27% (126)	7% (31)	4% (17)	4% (19)	462
4-Region: South	60% (493)	23% (187)	6% (52)	4% (34)	7% (58)	825
4-Region: West	52% (268)	29% (152)	9% (47)	6% (31)	4% (22)	520
Favorable of Trump	42% (391)	35% (328)	12% (113)	8% (74)	3% (30)	935
Unfavorable of Trump	72% (800)	20% (217)	4% (39)	1% (14)	3% (36)	1106

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Table BRD35_4: Do you agree or disagree with the following statements:
Prejudice or hate speech is a problem in the United States today.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	57% (1254)	26% (578)	7% (161)	4% (92)	5% (116)	2201
Very Favorable of Trump	44% (231)	28% (146)	13% (71)	11% (58)	4% (22)	527
Somewhat Favorable of Trump	39% (160)	44% (181)	10% (42)	4% (17)	2% (8)	408
Somewhat Unfavorable of Trump	50% (113)	37% (83)	9% (19)	3% (6)	2% (5)	226
Very Unfavorable of Trump	78% (687)	15% (135)	2% (19)	1% (8)	4% (32)	881
Political correctness	37% (386)	36% (376)	12% (130)	8% (87)	6% (62)	1041
Prejudice	75% (867)	17% (202)	3% (31)	— (6)	5% (54)	1160

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	463	21%
	Age: 30-44	550	25%
	Age: 45-54	373	17%
	Age: 55-64	378	17%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	166	8%
	Millennial: Age 22-37	631	29%
	Generation X: Age 38-53	549	25%
	Boomers: Age 54-72	754	34%
	N	2099	
xpid3	PID: Dem (no lean)	701	32%
	PID: Ind (no lean)	601	27%
	PID: Rep (no lean)	900	41%
	N	2201	
xpidGender	PID/Gender: Dem Men	306	14%
	PID/Gender: Dem Women	395	18%
	PID/Gender: Ind Men	319	15%
	PID/Gender: Ind Women	282	13%
	PID/Gender: Rep Men	437	20%
	PID/Gender: Rep Women	462	21%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	653	30%
	Ideo: Moderate (4)	460	21%
	Ideo: Conservative (5-7)	781	36%
	N	1894	
xeduc3	Educ: College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1255	57%
	Income: 50k-100k	625	28%
	Income: 100k+	321	15%
	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	494	22%
	Relig: Roman Catholic	406	18%
	Relig: Something Else	246	11%
	N	1147	
xreligion1	Relig: Jewish	39	2%
xreligion2	Relig: Evangelical	807	37%
	Relig: Non-Evang. Catholics	339	15%
	N	1147	
xreligion3	Relig: All Christian	1147	52%
	Relig: All Non-Christian	282	13%
	N	1429	
xdemUsr	Community: Urban	564	26%
	Community: Suburban	993	45%
	Community: Rural	644	29%
	N	2201	
xdemEmploy	Employ: Private Sector	642	29%
	Employ: Government	167	8%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	169	8%
	Employ: Student	82	4%
	Employ: Retired	471	21%
	Employ: Unemployed	241	11%
	Employ: Other	242	11%
	N	2201	
xdemMilHH1	Military HH: Yes	384	17%
	Military HH: No	1817	83%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	894	41%
	RD/WT: Wrong Track	1307	59%
	N	2201	
Trump_Approve	Trump Job Approve	953	43%
	Trump Job Disapprove	1113	51%
	N	2066	
Trump_Approve2	Trump Job Strongly Approve	482	22%
	Trump Job Somewhat Approve	471	21%
	Trump Job Somewhat Disapprove	275	13%
	Trump Job Strongly Disapprove	838	38%
	N	2066	
xnr3	#1 Issue: Economy	615	28%
	#1 Issue: Security	383	17%
	#1 Issue: Health Care	360	16%
	#1 Issue: Medicare / Social Security	318	14%
	#1 Issue: Women's Issues	128	6%
	#1 Issue: Education	175	8%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	136	6%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	683	31%
	2016 Vote: Donald Trump	702	32%
	2016 Vote: Someone else	211	10%
	2016 Vote: Didnt Vote	600	27%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1388	63%
	Voted in 2014: No	813	37%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	853	39%
	2012 Vote: Mitt Romney	544	25%
	2012 Vote: Other	108	5%
	2012 Vote: Didn't Vote	692	31%
	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	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	935	42%
	Unfavorable of Trump	1106	50%
	N	2042	
Trump_Fav_FULL	Very Favorable of Trump	527	24%
	Somewhat Favorable of Trump	408	19%
	Somewhat Unfavorable of Trump	226	10%
	Very Unfavorable of Trump	881	40%
	N	2042	
BRDdem1	Political correctness	1041	47%
BRDdem2	Prejudice	1160	53%

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



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