



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: Didn't 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?*

<b>Demographic</b>	<b>Shopping</b>	<b>Dining out</b>	<b>Traveling</b>	<b>Saving for retirement</b>	<b>Paying down debt</b>	<b>None of the above</b>	<b>Total N</b>
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

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

<b>Demographic</b>	<b>Online</b>		<b>In-store</b>		<b>Equally from online and in-store</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
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

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

<b>Demographic</b>	<b>Online</b>		<b>In-store</b>		<b>Equally from online and in-store</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
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

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

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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
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

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

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

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

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**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

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

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**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

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**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

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

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

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
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

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

Continued on next page

**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

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	42%	(121)	58%	(168)	290
Gender: Male	43%	(70)	57%	(94)	164
Gender: Female	41%	(51)	59%	(75)	126
Age: 18-29	48%	(44)	52%	(48)	92
Age: 30-44	37%	(38)	63%	(65)	103
Age: 45-54	55%	(27)	45%	(23)	50
Millennial: Age 22-37	38%	(50)	62%	(82)	132
Generation X: Age 38-53	52%	(35)	48%	(32)	67
Boomers: Age 54-72	30%	(15)	70%	(36)	51
PID: Dem (no lean)	38%	(29)	62%	(47)	75
PID: Ind (no lean)	34%	(27)	66%	(53)	80
PID: Rep (no lean)	49%	(65)	51%	(69)	134
PID/Gender: Rep Men	48%	(39)	52%	(43)	83
PID/Gender: Rep Women	51%	(26)	49%	(25)	52
Ideo: Liberal (1-3)	39%	(40)	61%	(62)	102
Ideo: Conservative (5-7)	47%	(48)	53%	(54)	102
Educ: College	36%	(73)	64%	(131)	204
Educ: Bachelors degree	56%	(33)	44%	(26)	59
Income: Under 50k	33%	(54)	67%	(108)	162
Income: 50k-100k	48%	(41)	52%	(44)	85
Ethnicity: White	43%	(93)	57%	(124)	216
Ethnicity: Hispanic	51%	(32)	49%	(31)	64
Relig: Roman Catholic	43%	(26)	57%	(35)	62
Relig: Evangelical	41%	(40)	59%	(57)	97
Relig: All Christian	40%	(50)	60%	(77)	127
Community: Urban	52%	(44)	48%	(41)	85
Community: Suburban	41%	(50)	59%	(71)	121
Community: Rural	33%	(27)	67%	(56)	84
Employ: Private Sector	46%	(50)	54%	(59)	109

Continued on next page

**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	42%	(121)	58%	(168)	290
Military HH: Yes	40%	(24)	60%	(36)	59
Military HH: No	42%	(98)	58%	(133)	230
RD/WT: Right Direction	41%	(60)	59%	(85)	146
RD/WT: Wrong Track	42%	(61)	58%	(83)	144
Trump Job Approve	43%	(66)	57%	(89)	155
Trump Job Disapprove	44%	(54)	56%	(68)	122
Trump Job Strongly Approve	44%	(40)	56%	(51)	90
Trump Job Somewhat Approve	41%	(27)	59%	(38)	65
Trump Job Strongly Disapprove	38%	(31)	62%	(52)	83
#1 Issue: Economy	43%	(45)	57%	(60)	105
#1 Issue: Security	47%	(27)	53%	(30)	56
2016 Vote: Hillary Clinton	43%	(27)	57%	(36)	63
2016 Vote: Donald Trump	46%	(49)	54%	(58)	107
2016 Vote: Didnt Vote	37%	(36)	63%	(62)	99
Voted in 2014: Yes	41%	(64)	59%	(92)	156
Voted in 2014: No	43%	(58)	57%	(76)	133
2012 Vote: Barack Obama	37%	(36)	63%	(62)	98
2012 Vote: Mitt Romney	50%	(29)	50%	(28)	57
2012 Vote: Didn't Vote	42%	(53)	58%	(73)	125
4-Region: Northeast	45%	(26)	55%	(32)	57
4-Region: Midwest	45%	(25)	55%	(30)	55
4-Region: South	38%	(39)	62%	(64)	103
4-Region: West	42%	(31)	58%	(42)	73
Favorable of Trump	40%	(63)	60%	(93)	156
Unfavorable of Trump	44%	(51)	56%	(65)	116
Very Favorable of Trump	41%	(39)	59%	(57)	95
Somewhat Favorable of Trump	39%	(24)	61%	(37)	60
Very Unfavorable of Trump	42%	(33)	58%	(46)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	22%	(63)	78%	(226)	290
Gender: Male	28%	(46)	72%	(118)	164
Gender: Female	14%	(18)	86%	(108)	126
Age: 18-29	13%	(12)	87%	(80)	92
Age: 30-44	19%	(20)	81%	(83)	103
Age: 45-54	30%	(15)	70%	(35)	50
Millennial: Age 22-37	15%	(20)	85%	(112)	132
Generation X: Age 38-53	31%	(21)	69%	(46)	67
Boomers: Age 54-72	33%	(17)	67%	(34)	51
PID: Dem (no lean)	7%	(5)	93%	(70)	75
PID: Ind (no lean)	15%	(12)	85%	(68)	80
PID: Rep (no lean)	34%	(46)	66%	(89)	134
PID/Gender: Rep Men	43%	(36)	57%	(47)	83
PID/Gender: Rep Women	19%	(10)	81%	(42)	52
Ideo: Liberal (1-3)	12%	(12)	88%	(90)	102
Ideo: Conservative (5-7)	40%	(41)	60%	(61)	102
Educ: College	18%	(36)	82%	(168)	204
Educ: Bachelors degree	27%	(16)	73%	(43)	59
Income: Under 50k	18%	(29)	82%	(133)	162
Income: 50k-100k	22%	(19)	78%	(66)	85
Ethnicity: White	24%	(52)	76%	(165)	216
Ethnicity: Hispanic	14%	(9)	86%	(55)	64
Relig: Roman Catholic	21%	(13)	79%	(49)	62
Relig: Evangelical	20%	(20)	80%	(78)	97
Relig: All Christian	27%	(34)	73%	(93)	127
Community: Urban	15%	(13)	85%	(72)	85
Community: Suburban	27%	(32)	73%	(89)	121
Community: Rural	22%	(18)	78%	(66)	84
Employ: Private Sector	30%	(33)	70%	(77)	109

Continued on next page

**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	22%	(63)	78%	(226)	290
Military HH: Yes	31%	(18)	69%	(41)	59
Military HH: No	19%	(45)	81%	(186)	230
RD/WT: Right Direction	33%	(49)	67%	(97)	146
RD/WT: Wrong Track	10%	(14)	90%	(130)	144
Trump Job Approve	31%	(48)	69%	(107)	155
Trump Job Disapprove	11%	(14)	89%	(108)	122
Trump Job Strongly Approve	44%	(40)	56%	(51)	90
Trump Job Somewhat Approve	14%	(9)	86%	(56)	65
Trump Job Strongly Disapprove	11%	(9)	89%	(74)	83
#1 Issue: Economy	25%	(27)	75%	(78)	105
#1 Issue: Security	30%	(17)	70%	(39)	56
2016 Vote: Hillary Clinton	13%	(8)	87%	(55)	63
2016 Vote: Donald Trump	36%	(38)	64%	(69)	107
2016 Vote: Didnt Vote	11%	(11)	89%	(88)	99
Voted in 2014: Yes	28%	(44)	72%	(112)	156
Voted in 2014: No	14%	(19)	86%	(115)	133
2012 Vote: Barack Obama	19%	(19)	81%	(79)	98
2012 Vote: Mitt Romney	50%	(28)	50%	(29)	57
2012 Vote: Didn't Vote	10%	(12)	90%	(113)	125
4-Region: Northeast	17%	(10)	83%	(48)	57
4-Region: Midwest	25%	(14)	75%	(41)	55
4-Region: South	21%	(22)	79%	(81)	103
4-Region: West	24%	(17)	76%	(56)	73
Favorable of Trump	31%	(48)	69%	(108)	156
Unfavorable of Trump	11%	(13)	89%	(103)	116
Very Favorable of Trump	39%	(37)	61%	(59)	95
Somewhat Favorable of Trump	18%	(11)	82%	(49)	60
Very Unfavorable of Trump	7%	(6)	93%	(73)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	45%	(130)	55%	(160)	290
Gender: Male	42%	(69)	58%	(95)	164
Gender: Female	48%	(61)	52%	(65)	126
Age: 18-29	53%	(49)	47%	(43)	92
Age: 30-44	45%	(46)	55%	(57)	103
Age: 45-54	29%	(14)	71%	(35)	50
Millennial: Age 22-37	51%	(68)	49%	(64)	132
Generation X: Age 38-53	34%	(23)	66%	(45)	67
Boomers: Age 54-72	45%	(23)	55%	(28)	51
PID: Dem (no lean)	53%	(40)	47%	(35)	75
PID: Ind (no lean)	53%	(43)	47%	(37)	80
PID: Rep (no lean)	35%	(47)	65%	(87)	134
PID/Gender: Rep Men	33%	(27)	67%	(55)	83
PID/Gender: Rep Women	38%	(19)	62%	(32)	52
Ideo: Liberal (1-3)	51%	(52)	49%	(50)	102
Ideo: Conservative (5-7)	38%	(38)	62%	(63)	102
Educ: College	47%	(97)	53%	(108)	204
Educ: Bachelors degree	41%	(24)	59%	(35)	59
Income: Under 50k	46%	(74)	54%	(88)	162
Income: 50k-100k	49%	(41)	51%	(44)	85
Ethnicity: White	47%	(103)	53%	(114)	216
Ethnicity: Hispanic	35%	(23)	65%	(41)	64
Relig: Roman Catholic	49%	(30)	51%	(31)	62
Relig: Evangelical	49%	(48)	51%	(49)	97
Relig: All Christian	47%	(59)	53%	(68)	127
Community: Urban	37%	(32)	63%	(53)	85
Community: Suburban	44%	(54)	56%	(67)	121
Community: Rural	53%	(44)	47%	(40)	84
Employ: Private Sector	47%	(51)	53%	(58)	109

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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	45%	(130)	55%	(160)	290
Military HH: Yes	50%	(30)	50%	(30)	59
Military HH: No	43%	(100)	57%	(130)	230
RD/WT: Right Direction	41%	(60)	59%	(86)	146
RD/WT: Wrong Track	48%	(70)	52%	(74)	144
Trump Job Approve	41%	(64)	59%	(91)	155
Trump Job Disapprove	48%	(58)	52%	(64)	122
Trump Job Strongly Approve	40%	(36)	60%	(54)	90
Trump Job Somewhat Approve	42%	(27)	58%	(37)	65
Trump Job Strongly Disapprove	50%	(42)	50%	(41)	83
#1 Issue: Economy	39%	(41)	61%	(64)	105
#1 Issue: Security	43%	(24)	57%	(32)	56
2016 Vote: Hillary Clinton	47%	(30)	53%	(34)	63
2016 Vote: Donald Trump	36%	(39)	64%	(68)	107
2016 Vote: Didnt Vote	50%	(49)	50%	(49)	99
Voted in 2014: Yes	41%	(64)	59%	(92)	156
Voted in 2014: No	49%	(66)	51%	(68)	133
2012 Vote: Barack Obama	51%	(50)	49%	(48)	98
2012 Vote: Mitt Romney	30%	(17)	70%	(40)	57
2012 Vote: Didn't Vote	46%	(58)	54%	(67)	125
4-Region: Northeast	45%	(26)	55%	(32)	57
4-Region: Midwest	43%	(24)	57%	(32)	55
4-Region: South	51%	(53)	49%	(50)	103
4-Region: West	37%	(27)	63%	(46)	73
Favorable of Trump	40%	(62)	60%	(94)	156
Unfavorable of Trump	48%	(56)	52%	(61)	116
Very Favorable of Trump	34%	(32)	66%	(63)	95
Somewhat Favorable of Trump	49%	(30)	51%	(31)	60
Very Unfavorable of Trump	53%	(42)	47%	(37)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	18%	(51)	82%	(239)	290
Gender: Male	18%	(29)	82%	(134)	164
Gender: Female	17%	(22)	83%	(104)	126
Age: 18-29	27%	(25)	73%	(67)	92
Age: 30-44	15%	(16)	85%	(87)	103
Age: 45-54	18%	(9)	82%	(41)	50
Millennial: Age 22-37	17%	(22)	83%	(110)	132
Generation X: Age 38-53	19%	(13)	81%	(54)	67
Boomers: Age 54-72	6%	(3)	94%	(48)	51
PID: Dem (no lean)	14%	(10)	86%	(65)	75
PID: Ind (no lean)	19%	(15)	81%	(65)	80
PID: Rep (no lean)	19%	(25)	81%	(109)	134
PID/Gender: Rep Men	22%	(18)	78%	(64)	83
PID/Gender: Rep Women	14%	(7)	86%	(44)	52
Ideo: Liberal (1-3)	18%	(18)	82%	(84)	102
Ideo: Conservative (5-7)	21%	(22)	79%	(80)	102
Educ: College	16%	(34)	84%	(171)	204
Educ: Bachelors degree	18%	(11)	82%	(49)	59
Income: Under 50k	16%	(26)	84%	(136)	162
Income: 50k-100k	24%	(20)	76%	(65)	85
Ethnicity: White	17%	(38)	83%	(179)	216
Ethnicity: Hispanic	11%	(7)	89%	(56)	64
Relig: Roman Catholic	13%	(8)	87%	(54)	62
Relig: Evangelical	18%	(18)	82%	(79)	97
Relig: All Christian	16%	(21)	84%	(107)	127
Community: Urban	17%	(15)	83%	(70)	85
Community: Suburban	18%	(22)	82%	(99)	121
Community: Rural	17%	(14)	83%	(69)	84
Employ: Private Sector	20%	(21)	80%	(88)	109

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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	18%	(51)	82%	(239)	290
Military HH: Yes	10%	(6)	90%	(53)	59
Military HH: No	20%	(45)	80%	(185)	230
RD/WT: Right Direction	19%	(28)	81%	(117)	146
RD/WT: Wrong Track	16%	(23)	84%	(121)	144
Trump Job Approve	15%	(23)	85%	(132)	155
Trump Job Disapprove	21%	(25)	79%	(97)	122
Trump Job Strongly Approve	17%	(16)	83%	(75)	90
Trump Job Somewhat Approve	12%	(7)	88%	(57)	65
Trump Job Strongly Disapprove	17%	(14)	83%	(69)	83
#1 Issue: Economy	19%	(20)	81%	(85)	105
#1 Issue: Security	17%	(10)	83%	(46)	56
2016 Vote: Hillary Clinton	20%	(13)	80%	(51)	63
2016 Vote: Donald Trump	13%	(14)	87%	(93)	107
2016 Vote: Didnt Vote	18%	(18)	82%	(81)	99
Voted in 2014: Yes	17%	(27)	83%	(129)	156
Voted in 2014: No	18%	(24)	82%	(109)	133
2012 Vote: Barack Obama	17%	(17)	83%	(81)	98
2012 Vote: Mitt Romney	15%	(8)	85%	(48)	57
2012 Vote: Didn't Vote	18%	(22)	82%	(103)	125
4-Region: Northeast	18%	(10)	82%	(47)	57
4-Region: Midwest	27%	(15)	73%	(41)	55
4-Region: South	17%	(18)	83%	(85)	103
4-Region: West	11%	(8)	89%	(65)	73
Favorable of Trump	14%	(22)	86%	(134)	156
Unfavorable of Trump	22%	(25)	78%	(91)	116
Very Favorable of Trump	16%	(15)	84%	(80)	95
Somewhat Favorable of Trump	11%	(7)	89%	(54)	60
Very Unfavorable of Trump	18%	(14)	82%	(64)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	16%	(47)	84%	(242)	290
Gender: Male	15%	(25)	85%	(139)	164
Gender: Female	18%	(23)	82%	(103)	126
Age: 18-29	18%	(16)	82%	(75)	92
Age: 30-44	18%	(19)	82%	(84)	103
Age: 45-54	16%	(8)	84%	(42)	50
Millennial: Age 22-37	18%	(23)	82%	(109)	132
Generation X: Age 38-53	20%	(13)	80%	(54)	67
Boomers: Age 54-72	8%	(4)	92%	(47)	51
PID: Dem (no lean)	19%	(14)	81%	(61)	75
PID: Ind (no lean)	19%	(15)	81%	(65)	80
PID: Rep (no lean)	14%	(18)	86%	(116)	134
PID/Gender: Rep Men	13%	(11)	87%	(72)	83
PID/Gender: Rep Women	15%	(8)	85%	(44)	52
Ideo: Liberal (1-3)	18%	(18)	82%	(84)	102
Ideo: Conservative (5-7)	14%	(15)	86%	(87)	102
Educ: College	14%	(29)	86%	(176)	204
Educ: Bachelors degree	23%	(14)	77%	(45)	59
Income: Under 50k	15%	(24)	85%	(138)	162
Income: 50k-100k	19%	(16)	81%	(69)	85
Ethnicity: White	15%	(32)	85%	(184)	216
Ethnicity: Hispanic	21%	(13)	79%	(50)	64
Relig: Roman Catholic	17%	(11)	83%	(51)	62
Relig: Evangelical	15%	(15)	85%	(82)	97
Relig: All Christian	15%	(19)	85%	(108)	127
Community: Urban	16%	(13)	84%	(71)	85
Community: Suburban	18%	(21)	82%	(100)	121
Community: Rural	15%	(13)	85%	(71)	84
Employ: Private Sector	16%	(17)	84%	(92)	109

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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	16%	(47)	84%	(242)	290
Military HH: Yes	18%	(11)	82%	(48)	59
Military HH: No	16%	(36)	84%	(194)	230
RD/WT: Right Direction	17%	(25)	83%	(121)	146
RD/WT: Wrong Track	16%	(22)	84%	(121)	144
Trump Job Approve	18%	(27)	82%	(128)	155
Trump Job Disapprove	16%	(19)	84%	(103)	122
Trump Job Strongly Approve	15%	(14)	85%	(77)	90
Trump Job Somewhat Approve	21%	(14)	79%	(51)	65
Trump Job Strongly Disapprove	13%	(11)	87%	(72)	83
#1 Issue: Economy	22%	(23)	78%	(82)	105
#1 Issue: Security	9%	(5)	91%	(51)	56
2016 Vote: Hillary Clinton	18%	(11)	82%	(52)	63
2016 Vote: Donald Trump	20%	(21)	80%	(86)	107
2016 Vote: Didnt Vote	13%	(13)	87%	(86)	99
Voted in 2014: Yes	19%	(29)	81%	(127)	156
Voted in 2014: No	13%	(18)	87%	(115)	133
2012 Vote: Barack Obama	11%	(11)	89%	(87)	98
2012 Vote: Mitt Romney	15%	(9)	85%	(48)	57
2012 Vote: Didn't Vote	21%	(26)	79%	(99)	125
4-Region: Northeast	19%	(11)	81%	(47)	57
4-Region: Midwest	10%	(6)	90%	(50)	55
4-Region: South	17%	(18)	83%	(86)	103
4-Region: West	18%	(13)	82%	(60)	73
Favorable of Trump	16%	(25)	84%	(131)	156
Unfavorable of Trump	19%	(22)	81%	(94)	116
Very Favorable of Trump	18%	(17)	82%	(78)	95
Somewhat Favorable of Trump	13%	(8)	87%	(53)	60
Very Unfavorable of Trump	13%	(11)	87%	(68)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	7%	(21)	93%	(269)	290
Gender: Male	11%	(18)	89%	(146)	164
Gender: Female	3%	(3)	97%	(123)	126
Age: 18-29	3%	(3)	97%	(89)	92
Age: 30-44	14%	(14)	86%	(89)	103
Age: 45-54	5%	(2)	95%	(47)	50
Millennial: Age 22-37	9%	(12)	91%	(120)	132
Generation X: Age 38-53	9%	(6)	91%	(61)	67
Boomers: Age 54-72	—	(0)	100%	(51)	51
PID: Dem (no lean)	7%	(5)	93%	(70)	75
PID: Ind (no lean)	2%	(2)	98%	(78)	80
PID: Rep (no lean)	10%	(14)	90%	(120)	134
PID/Gender: Rep Men	13%	(11)	87%	(72)	83
PID/Gender: Rep Women	6%	(3)	94%	(48)	52
Ideo: Liberal (1-3)	6%	(6)	94%	(96)	102
Ideo: Conservative (5-7)	11%	(11)	89%	(90)	102
Educ: College	5%	(9)	95%	(195)	204
Educ: Bachelors degree	12%	(7)	88%	(52)	59
Income: Under 50k	4%	(6)	96%	(156)	162
Income: 50k-100k	7%	(6)	93%	(79)	85
Ethnicity: White	8%	(17)	92%	(199)	216
Ethnicity: Hispanic	6%	(4)	94%	(60)	64
Relig: Roman Catholic	8%	(5)	92%	(57)	62
Relig: Evangelical	5%	(5)	95%	(92)	97
Relig: All Christian	7%	(9)	93%	(119)	127
Community: Urban	10%	(8)	90%	(77)	85
Community: Suburban	8%	(10)	92%	(111)	121
Community: Rural	4%	(3)	96%	(81)	84
Employ: Private Sector	12%	(13)	88%	(96)	109

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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	7%	(21)	93%	(269)	290
Military HH: Yes	14%	(9)	86%	(51)	59
Military HH: No	5%	(12)	95%	(218)	230
RD/WT: Right Direction	11%	(16)	89%	(130)	146
RD/WT: Wrong Track	4%	(5)	96%	(139)	144
Trump Job Approve	11%	(17)	89%	(138)	155
Trump Job Disapprove	3%	(4)	97%	(118)	122
Trump Job Strongly Approve	14%	(12)	86%	(78)	90
Trump Job Somewhat Approve	8%	(5)	92%	(60)	65
Trump Job Strongly Disapprove	3%	(3)	97%	(80)	83
#1 Issue: Economy	6%	(6)	94%	(99)	105
#1 Issue: Security	11%	(6)	89%	(50)	56
2016 Vote: Hillary Clinton	11%	(7)	89%	(56)	63
2016 Vote: Donald Trump	12%	(12)	88%	(94)	107
2016 Vote: Didnt Vote	—	(0)	100%	(98)	99
Voted in 2014: Yes	12%	(18)	88%	(138)	156
Voted in 2014: No	2%	(3)	98%	(131)	133
2012 Vote: Barack Obama	10%	(10)	90%	(88)	98
2012 Vote: Mitt Romney	15%	(8)	85%	(48)	57
2012 Vote: Didn't Vote	1%	(2)	99%	(124)	125
4-Region: Northeast	6%	(3)	94%	(54)	57
4-Region: Midwest	11%	(6)	89%	(49)	55
4-Region: South	5%	(5)	95%	(98)	103
4-Region: West	8%	(6)	92%	(67)	73
Favorable of Trump	11%	(17)	89%	(139)	156
Unfavorable of Trump	4%	(4)	96%	(112)	116
Very Favorable of Trump	10%	(10)	90%	(86)	95
Somewhat Favorable of Trump	11%	(7)	89%	(54)	60
Very Unfavorable of Trump	4%	(3)	96%	(76)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	10%	(28)	90%	(262)	290
Gender: Male	11%	(17)	89%	(146)	164
Gender: Female	8%	(10)	92%	(116)	126
Age: 18-29	16%	(15)	84%	(77)	92
Age: 30-44	8%	(8)	92%	(95)	103
Age: 45-54	7%	(3)	93%	(47)	50
Millennial: Age 22-37	10%	(13)	90%	(119)	132
Generation X: Age 38-53	10%	(7)	90%	(61)	67
Boomers: Age 54-72	2%	(1)	98%	(50)	51
PID: Dem (no lean)	17%	(12)	83%	(63)	75
PID: Ind (no lean)	10%	(8)	90%	(72)	80
PID: Rep (no lean)	5%	(7)	95%	(127)	134
PID/Gender: Rep Men	8%	(7)	92%	(76)	83
PID/Gender: Rep Women	1%	(1)	99%	(51)	52
Ideo: Liberal (1-3)	15%	(15)	85%	(87)	102
Ideo: Conservative (5-7)	5%	(6)	95%	(96)	102
Educ: College	8%	(16)	92%	(188)	204
Educ: Bachelors degree	15%	(9)	85%	(50)	59
Income: Under 50k	9%	(14)	91%	(148)	162
Income: 50k-100k	9%	(8)	91%	(77)	85
Ethnicity: White	6%	(13)	94%	(204)	216
Ethnicity: Hispanic	9%	(6)	91%	(58)	64
Relig: Roman Catholic	6%	(4)	94%	(58)	62
Relig: Evangelical	4%	(4)	96%	(93)	97
Relig: All Christian	6%	(8)	94%	(119)	127
Community: Urban	6%	(5)	94%	(80)	85
Community: Suburban	10%	(13)	90%	(108)	121
Community: Rural	12%	(10)	88%	(74)	84
Employ: Private Sector	12%	(14)	88%	(96)	109

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**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	10%	(28)	90%	(262)	290
Military HH: Yes	12%	(7)	88%	(52)	59
Military HH: No	9%	(21)	91%	(210)	230
RD/WT: Right Direction	10%	(14)	90%	(131)	146
RD/WT: Wrong Track	9%	(13)	91%	(131)	144
Trump Job Approve	8%	(13)	92%	(142)	155
Trump Job Disapprove	11%	(13)	89%	(109)	122
Trump Job Strongly Approve	10%	(9)	90%	(81)	90
Trump Job Somewhat Approve	6%	(4)	94%	(61)	65
Trump Job Strongly Disapprove	8%	(6)	92%	(77)	83
#1 Issue: Economy	12%	(13)	88%	(93)	105
#1 Issue: Security	15%	(8)	85%	(48)	56
2016 Vote: Hillary Clinton	14%	(9)	86%	(55)	63
2016 Vote: Donald Trump	5%	(5)	95%	(102)	107
2016 Vote: Didnt Vote	13%	(13)	87%	(86)	99
Voted in 2014: Yes	10%	(15)	90%	(141)	156
Voted in 2014: No	9%	(13)	91%	(121)	133
2012 Vote: Barack Obama	11%	(11)	89%	(86)	98
2012 Vote: Mitt Romney	9%	(5)	91%	(52)	57
2012 Vote: Didn't Vote	9%	(12)	91%	(113)	125
4-Region: Northeast	15%	(9)	85%	(49)	57
4-Region: Midwest	10%	(6)	90%	(50)	55
4-Region: South	6%	(6)	94%	(97)	103
4-Region: West	10%	(7)	90%	(66)	73
Favorable of Trump	10%	(16)	90%	(140)	156
Unfavorable of Trump	10%	(11)	90%	(105)	116
Very Favorable of Trump	9%	(9)	91%	(87)	95
Somewhat Favorable of Trump	11%	(7)	89%	(54)	60
Very Unfavorable of Trump	5%	(4)	95%	(75)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	4%	(11)	96%	(278)	290
Gender: Male	5%	(8)	95%	(156)	164
Gender: Female	3%	(3)	97%	(123)	126
Age: 18-29	3%	(3)	97%	(88)	92
Age: 30-44	4%	(4)	96%	(99)	103
Age: 45-54	2%	(1)	98%	(49)	50
Millennial: Age 22-37	6%	(7)	94%	(125)	132
Generation X: Age 38-53	1%	(1)	99%	(66)	67
Boomers: Age 54-72	5%	(3)	95%	(48)	51
PID: Dem (no lean)	8%	(6)	92%	(70)	75
PID: Ind (no lean)	4%	(3)	96%	(77)	80
PID: Rep (no lean)	2%	(2)	98%	(132)	134
PID/Gender: Rep Men	1%	(1)	99%	(82)	83
PID/Gender: Rep Women	3%	(2)	97%	(50)	52
Ideo: Liberal (1-3)	5%	(5)	95%	(97)	102
Ideo: Conservative (5-7)	1%	(1)	99%	(101)	102
Educ: College	4%	(8)	96%	(196)	204
Educ: Bachelors degree	5%	(3)	95%	(56)	59
Income: Under 50k	4%	(7)	96%	(155)	162
Income: 50k-100k	5%	(4)	95%	(81)	85
Ethnicity: White	4%	(8)	96%	(208)	216
Ethnicity: Hispanic	2%	(1)	98%	(62)	64
Relig: Roman Catholic	—	(0)	100%	(62)	62
Relig: Evangelical	1%	(1)	99%	(96)	97
Relig: All Christian	1%	(1)	99%	(127)	127
Community: Urban	3%	(3)	97%	(82)	85
Community: Suburban	5%	(5)	95%	(115)	121
Community: Rural	3%	(3)	97%	(81)	84
Employ: Private Sector	4%	(5)	96%	(105)	109

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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	4%	(11)	96%	(278)	290
Military HH: Yes	—	(0)	100%	(59)	59
Military HH: No	5%	(11)	95%	(219)	230
RD/WT: Right Direction	1%	(1)	99%	(144)	146
RD/WT: Wrong Track	7%	(10)	93%	(134)	144
Trump Job Approve	1%	(2)	99%	(153)	155
Trump Job Disapprove	6%	(8)	94%	(114)	122
Trump Job Strongly Approve	—	(0)	100%	(90)	90
Trump Job Somewhat Approve	3%	(2)	97%	(63)	65
Trump Job Strongly Disapprove	7%	(5)	93%	(77)	83
#1 Issue: Economy	3%	(3)	97%	(102)	105
#1 Issue: Security	2%	(1)	98%	(55)	56
2016 Vote: Hillary Clinton	3%	(2)	97%	(61)	63
2016 Vote: Donald Trump	2%	(3)	98%	(104)	107
2016 Vote: Didnt Vote	5%	(5)	95%	(94)	99
Voted in 2014: Yes	5%	(8)	95%	(148)	156
Voted in 2014: No	3%	(4)	97%	(130)	133
2012 Vote: Barack Obama	6%	(6)	94%	(92)	98
2012 Vote: Mitt Romney	3%	(2)	97%	(55)	57
2012 Vote: Didn't Vote	3%	(4)	97%	(122)	125
4-Region: Northeast	3%	(2)	97%	(56)	57
4-Region: Midwest	2%	(1)	98%	(54)	55
4-Region: South	3%	(3)	97%	(100)	103
4-Region: West	7%	(5)	93%	(69)	73
Favorable of Trump	2%	(3)	98%	(153)	156
Unfavorable of Trump	7%	(8)	93%	(108)	116
Very Favorable of Trump	—	(0)	100%	(95)	95
Somewhat Favorable of Trump	5%	(3)	95%	(58)	60
Very Unfavorable of Trump	7%	(5)	93%	(73)	79

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	37%	(258)	63%	(444)	702
Gender: Male	34%	(108)	66%	(208)	316
Gender: Female	39%	(150)	61%	(236)	386
Age: 18-29	29%	(45)	71%	(110)	154
Age: 30-44	36%	(68)	64%	(120)	188
Age: 45-54	39%	(41)	61%	(64)	105
Age: 55-64	33%	(42)	67%	(83)	125
Age: 65+	48%	(63)	52%	(67)	131
Generation Z: 18-21	20%	(11)	80%	(42)	53
Millennial: Age 22-37	33%	(69)	67%	(140)	209
Generation X: Age 38-53	39%	(69)	61%	(107)	176
Boomers: Age 54-72	42%	(101)	58%	(140)	241
PID: Dem (no lean)	43%	(110)	57%	(145)	255
PID: Ind (no lean)	34%	(64)	66%	(127)	191
PID: Rep (no lean)	33%	(84)	67%	(173)	257
PID/Gender: Dem Men	42%	(45)	58%	(62)	107
PID/Gender: Dem Women	44%	(65)	56%	(82)	147
PID/Gender: Ind Men	31%	(32)	69%	(70)	102
PID/Gender: Ind Women	36%	(32)	64%	(57)	89
PID/Gender: Rep Men	29%	(31)	71%	(76)	107
PID/Gender: Rep Women	35%	(53)	65%	(97)	149
Ideo: Liberal (1-3)	39%	(91)	61%	(145)	236
Ideo: Moderate (4)	47%	(64)	53%	(74)	138
Ideo: Conservative (5-7)	34%	(74)	66%	(140)	214
Educ: College	35%	(177)	65%	(327)	504
Educ: Bachelors degree	45%	(58)	55%	(70)	128
Educ: Post-grad	33%	(23)	67%	(47)	70

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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	37%	(258)	63%	(444)	702
Income: Under 50k	40%	(179)	60%	(270)	449
Income: 50k-100k	34%	(62)	66%	(119)	181
Income: 100k+	23%	(17)	77%	(55)	72
Ethnicity: White	40%	(202)	60%	(307)	509
Ethnicity: Hispanic	36%	(43)	64%	(78)	122
Ethnicity: Afr. Am.	31%	(39)	69%	(86)	125
Ethnicity: Other	26%	(17)	74%	(51)	68
Relig: Protestant	41%	(62)	59%	(88)	150
Relig: Roman Catholic	31%	(39)	69%	(87)	126
Relig: Something Else	27%	(21)	73%	(57)	78
Relig: Evangelical	35%	(83)	65%	(156)	239
Relig: Non-Evang. Catholics	34%	(39)	66%	(76)	115
Relig: All Christian	35%	(122)	65%	(232)	354
Relig: All Non-Christian	35%	(37)	65%	(67)	104
Community: Urban	34%	(63)	66%	(122)	185
Community: Suburban	38%	(111)	62%	(182)	293
Community: Rural	37%	(84)	63%	(140)	224
Employ: Private Sector	37%	(71)	63%	(123)	194
Employ: Government	28%	(15)	72%	(38)	52
Employ: Self-Employed	38%	(22)	62%	(36)	58
Employ: Retired	45%	(64)	55%	(79)	143
Employ: Unemployed	44%	(40)	56%	(51)	91
Employ: Other	23%	(21)	77%	(70)	90
Military HH: Yes	38%	(45)	62%	(75)	120
Military HH: No	37%	(213)	63%	(369)	582
RD/WT: Right Direction	32%	(78)	68%	(170)	248
RD/WT: Wrong Track	40%	(180)	60%	(274)	454
Trump Job Approve	34%	(85)	66%	(166)	251
Trump Job Disapprove	40%	(160)	60%	(239)	399

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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	37%	(258)	63%	(444)	702
Trump Job Strongly Approve	32%	(38)	68%	(82)	121
Trump Job Somewhat Approve	36%	(47)	64%	(84)	131
Trump Job Somewhat Disapprove	42%	(42)	58%	(58)	100
Trump Job Strongly Disapprove	39%	(118)	61%	(181)	299
#1 Issue: Economy	36%	(64)	64%	(112)	176
#1 Issue: Security	32%	(33)	68%	(70)	103
#1 Issue: Health Care	40%	(53)	60%	(79)	133
#1 Issue: Medicare / Social Security	44%	(49)	56%	(61)	109
#1 Issue: Education	22%	(13)	78%	(49)	62
#1 Issue: Other	28%	(14)	72%	(36)	50
2016 Vote: Hillary Clinton	45%	(111)	55%	(134)	244
2016 Vote: Donald Trump	33%	(64)	67%	(127)	191
2016 Vote: Someone else	37%	(25)	63%	(43)	68
2016 Vote: Didnt Vote	29%	(57)	71%	(137)	195
Voted in 2014: Yes	40%	(174)	60%	(262)	436
Voted in 2014: No	32%	(84)	68%	(183)	267
2012 Vote: Barack Obama	43%	(127)	57%	(171)	298
2012 Vote: Mitt Romney	35%	(51)	65%	(93)	144
2012 Vote: Didn't Vote	31%	(69)	69%	(154)	223
4-Region: Northeast	37%	(49)	63%	(82)	131
4-Region: Midwest	41%	(61)	59%	(89)	150
4-Region: South	41%	(110)	59%	(159)	269
4-Region: West	25%	(38)	75%	(114)	152
Favorable of Trump	33%	(83)	67%	(171)	254
Unfavorable of Trump	42%	(164)	58%	(225)	389
Very Favorable of Trump	32%	(43)	68%	(90)	133
Somewhat Favorable of Trump	33%	(40)	67%	(81)	121
Somewhat Unfavorable of Trump	46%	(32)	54%	(38)	70
Very Unfavorable of Trump	41%	(132)	59%	(188)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	10%	(68)	90%	(634)	702
Gender: Male	11%	(36)	89%	(280)	316
Gender: Female	8%	(32)	92%	(354)	386
Age: 18-29	7%	(11)	93%	(143)	154
Age: 30-44	7%	(12)	93%	(176)	188
Age: 45-54	13%	(14)	87%	(91)	105
Age: 55-64	11%	(14)	89%	(111)	125
Age: 65+	13%	(17)	87%	(113)	131
Generation Z: 18-21	9%	(5)	91%	(48)	53
Millennial: Age 22-37	6%	(13)	94%	(195)	209
Generation X: Age 38-53	10%	(17)	90%	(159)	176
Boomers: Age 54-72	12%	(30)	88%	(211)	241
PID: Dem (no lean)	11%	(29)	89%	(226)	255
PID: Ind (no lean)	15%	(28)	85%	(163)	191
PID: Rep (no lean)	4%	(11)	96%	(245)	257
PID/Gender: Dem Men	16%	(17)	84%	(90)	107
PID/Gender: Dem Women	8%	(12)	92%	(136)	147
PID/Gender: Ind Men	15%	(16)	85%	(86)	102
PID/Gender: Ind Women	14%	(12)	86%	(77)	89
PID/Gender: Rep Men	3%	(3)	97%	(104)	107
PID/Gender: Rep Women	5%	(8)	95%	(141)	149
Ideo: Liberal (1-3)	17%	(41)	83%	(195)	236
Ideo: Moderate (4)	10%	(14)	90%	(124)	138
Ideo: Conservative (5-7)	3%	(7)	97%	(207)	214
Educ: College	8%	(40)	92%	(464)	504
Educ: Bachelors degree	13%	(17)	87%	(111)	128
Educ: Post-grad	16%	(11)	84%	(59)	70

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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	10%	(68)	90%	(634)	702
Income: Under 50k	8%	(34)	92%	(415)	449
Income: 50k-100k	12%	(22)	88%	(159)	181
Income: 100k+	17%	(13)	83%	(60)	72
Ethnicity: White	10%	(51)	90%	(458)	509
Ethnicity: Hispanic	9%	(11)	91%	(111)	122
Ethnicity: Afr. Am.	8%	(11)	92%	(115)	125
Ethnicity: Other	10%	(6)	90%	(62)	68
Relig: Protestant	11%	(16)	89%	(134)	150
Relig: Roman Catholic	6%	(7)	94%	(119)	126
Relig: Something Else	15%	(11)	85%	(66)	78
Relig: Evangelical	12%	(29)	88%	(210)	239
Relig: Non-Evang. Catholics	5%	(6)	95%	(109)	115
Relig: All Christian	10%	(35)	90%	(319)	354
Relig: All Non-Christian	3%	(4)	97%	(100)	104
Community: Urban	8%	(16)	92%	(170)	185
Community: Suburban	12%	(36)	88%	(257)	293
Community: Rural	8%	(17)	92%	(207)	224
Employ: Private Sector	9%	(17)	91%	(177)	194
Employ: Government	19%	(10)	81%	(43)	52
Employ: Self-Employed	21%	(12)	79%	(46)	58
Employ: Retired	12%	(17)	88%	(126)	143
Employ: Unemployed	6%	(5)	94%	(86)	91
Employ: Other	4%	(4)	96%	(87)	90
Military HH: Yes	5%	(6)	95%	(114)	120
Military HH: No	11%	(62)	89%	(520)	582
RD/WT: Right Direction	2%	(6)	98%	(242)	248
RD/WT: Wrong Track	14%	(62)	86%	(392)	454
Trump Job Approve	1%	(3)	99%	(249)	251
Trump Job Disapprove	15%	(59)	85%	(339)	399

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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	10%	(68)	90%	(634)	702
Trump Job Strongly Approve	—	(0)	100%	(121)	121
Trump Job Somewhat Approve	2%	(3)	98%	(128)	131
Trump Job Somewhat Disapprove	9%	(9)	91%	(91)	100
Trump Job Strongly Disapprove	17%	(50)	83%	(248)	299
#1 Issue: Economy	8%	(14)	92%	(162)	176
#1 Issue: Security	3%	(3)	97%	(100)	103
#1 Issue: Health Care	11%	(14)	89%	(118)	133
#1 Issue: Medicare / Social Security	10%	(11)	90%	(98)	109
#1 Issue: Education	10%	(6)	90%	(56)	62
#1 Issue: Other	20%	(10)	80%	(40)	50
2016 Vote: Hillary Clinton	17%	(41)	83%	(203)	244
2016 Vote: Donald Trump	3%	(6)	97%	(185)	191
2016 Vote: Someone else	8%	(6)	92%	(63)	68
2016 Vote: Didnt Vote	8%	(15)	92%	(179)	195
Voted in 2014: Yes	11%	(46)	89%	(390)	436
Voted in 2014: No	8%	(23)	92%	(244)	267
2012 Vote: Barack Obama	15%	(46)	85%	(252)	298
2012 Vote: Mitt Romney	4%	(6)	96%	(138)	144
2012 Vote: Didn't Vote	7%	(16)	93%	(207)	223
4-Region: Northeast	12%	(16)	88%	(115)	131
4-Region: Midwest	11%	(17)	89%	(134)	150
4-Region: South	9%	(25)	91%	(244)	269
4-Region: West	7%	(10)	93%	(142)	152
Favorable of Trump	2%	(6)	98%	(248)	254
Unfavorable of Trump	15%	(60)	85%	(329)	389
Very Favorable of Trump	1%	(2)	99%	(131)	133
Somewhat Favorable of Trump	3%	(4)	97%	(117)	121
Somewhat Unfavorable of Trump	5%	(3)	95%	(66)	70
Very Unfavorable of Trump	18%	(57)	82%	(263)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	23%	(165)	77%	(537)	702
Gender: Male	24%	(75)	76%	(241)	316
Gender: Female	23%	(90)	77%	(296)	386
Age: 18-29	17%	(26)	83%	(128)	154
Age: 30-44	26%	(48)	74%	(139)	188
Age: 45-54	30%	(31)	70%	(74)	105
Age: 55-64	19%	(24)	81%	(101)	125
Age: 65+	27%	(35)	73%	(95)	131
Generation Z: 18-21	20%	(11)	80%	(42)	53
Millennial: Age 22-37	24%	(49)	76%	(159)	209
Generation X: Age 38-53	24%	(42)	76%	(134)	176
Boomers: Age 54-72	23%	(55)	77%	(186)	241
PID: Dem (no lean)	24%	(62)	76%	(193)	255
PID: Ind (no lean)	22%	(41)	78%	(150)	191
PID: Rep (no lean)	24%	(62)	76%	(195)	257
PID/Gender: Dem Men	29%	(31)	71%	(76)	107
PID/Gender: Dem Women	20%	(30)	80%	(117)	147
PID/Gender: Ind Men	18%	(18)	82%	(83)	102
PID/Gender: Ind Women	26%	(23)	74%	(66)	89
PID/Gender: Rep Men	24%	(25)	76%	(82)	107
PID/Gender: Rep Women	25%	(37)	75%	(112)	149
Ideo: Liberal (1-3)	23%	(54)	77%	(182)	236
Ideo: Moderate (4)	23%	(32)	77%	(106)	138
Ideo: Conservative (5-7)	25%	(53)	75%	(161)	214
Educ: College	23%	(118)	77%	(386)	504
Educ: Bachelors degree	21%	(27)	79%	(102)	128
Educ: Post-grad	29%	(21)	71%	(50)	70

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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	23%	(165)	77%	(537)	702
Income: Under 50k	21%	(94)	79%	(356)	449
Income: 50k-100k	27%	(48)	73%	(133)	181
Income: 100k+	32%	(23)	68%	(49)	72
Ethnicity: White	23%	(117)	77%	(392)	509
Ethnicity: Hispanic	19%	(23)	81%	(98)	122
Ethnicity: Afr. Am.	27%	(34)	73%	(91)	125
Ethnicity: Other	21%	(14)	79%	(54)	68
Relig: Protestant	28%	(41)	72%	(109)	150
Relig: Roman Catholic	28%	(35)	72%	(91)	126
Relig: Something Else	21%	(16)	79%	(62)	78
Relig: Evangelical	26%	(63)	74%	(176)	239
Relig: Non-Evang. Catholics	26%	(30)	74%	(85)	115
Relig: All Christian	26%	(93)	74%	(261)	354
Relig: All Non-Christian	15%	(15)	85%	(89)	104
Community: Urban	21%	(40)	79%	(146)	185
Community: Suburban	25%	(73)	75%	(220)	293
Community: Rural	23%	(52)	77%	(172)	224
Employ: Private Sector	25%	(49)	75%	(145)	194
Employ: Government	27%	(14)	73%	(38)	52
Employ: Self-Employed	26%	(15)	74%	(43)	58
Employ: Retired	27%	(38)	73%	(105)	143
Employ: Unemployed	13%	(12)	87%	(80)	91
Employ: Other	21%	(19)	79%	(71)	90
Military HH: Yes	21%	(25)	79%	(95)	120
Military HH: No	24%	(140)	76%	(442)	582
RD/WT: Right Direction	19%	(47)	81%	(201)	248
RD/WT: Wrong Track	26%	(118)	74%	(336)	454
Trump Job Approve	22%	(56)	78%	(195)	251
Trump Job Disapprove	24%	(97)	76%	(302)	399

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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	23%	(165)	77%	(537)	702
Trump Job Strongly Approve	21%	(25)	79%	(95)	121
Trump Job Somewhat Approve	24%	(31)	76%	(100)	131
Trump Job Somewhat Disapprove	25%	(25)	75%	(75)	100
Trump Job Strongly Disapprove	24%	(72)	76%	(227)	299
#1 Issue: Economy	28%	(50)	72%	(126)	176
#1 Issue: Security	19%	(19)	81%	(84)	103
#1 Issue: Health Care	17%	(23)	83%	(110)	133
#1 Issue: Medicare / Social Security	25%	(27)	75%	(82)	109
#1 Issue: Education	28%	(18)	72%	(45)	62
#1 Issue: Other	16%	(8)	84%	(42)	50
2016 Vote: Hillary Clinton	25%	(61)	75%	(183)	244
2016 Vote: Donald Trump	21%	(39)	79%	(152)	191
2016 Vote: Someone else	23%	(16)	77%	(53)	68
2016 Vote: Didnt Vote	25%	(48)	75%	(146)	195
Voted in 2014: Yes	22%	(96)	78%	(340)	436
Voted in 2014: No	26%	(69)	74%	(197)	267
2012 Vote: Barack Obama	23%	(68)	77%	(229)	298
2012 Vote: Mitt Romney	26%	(38)	74%	(106)	144
2012 Vote: Didn't Vote	25%	(55)	75%	(168)	223
4-Region: Northeast	27%	(35)	73%	(96)	131
4-Region: Midwest	26%	(39)	74%	(111)	150
4-Region: South	24%	(64)	76%	(205)	269
4-Region: West	18%	(27)	82%	(125)	152
Favorable of Trump	23%	(57)	77%	(197)	254
Unfavorable of Trump	23%	(88)	77%	(301)	389
Very Favorable of Trump	19%	(25)	81%	(108)	133
Somewhat Favorable of Trump	27%	(32)	73%	(89)	121
Somewhat Unfavorable of Trump	26%	(18)	74%	(51)	70
Very Unfavorable of Trump	22%	(70)	78%	(250)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	13%	(91)	87%	(611)	702
Gender: Male	14%	(43)	86%	(273)	316
Gender: Female	12%	(48)	88%	(338)	386
Age: 18-29	19%	(29)	81%	(125)	154
Age: 30-44	13%	(25)	87%	(163)	188
Age: 45-54	14%	(14)	86%	(91)	105
Age: 55-64	12%	(15)	88%	(110)	125
Age: 65+	6%	(8)	94%	(123)	131
Generation Z: 18-21	22%	(12)	78%	(41)	53
Millennial: Age 22-37	16%	(33)	84%	(176)	209
Generation X: Age 38-53	13%	(23)	87%	(153)	176
Boomers: Age 54-72	10%	(23)	90%	(218)	241
PID: Dem (no lean)	13%	(32)	87%	(223)	255
PID: Ind (no lean)	16%	(30)	84%	(161)	191
PID: Rep (no lean)	11%	(29)	89%	(227)	257
PID/Gender: Dem Men	13%	(14)	87%	(94)	107
PID/Gender: Dem Women	12%	(18)	88%	(129)	147
PID/Gender: Ind Men	15%	(15)	85%	(87)	102
PID/Gender: Ind Women	17%	(15)	83%	(74)	89
PID/Gender: Rep Men	14%	(15)	86%	(93)	107
PID/Gender: Rep Women	10%	(15)	90%	(135)	149
Ideo: Liberal (1-3)	17%	(39)	83%	(197)	236
Ideo: Moderate (4)	14%	(19)	86%	(119)	138
Ideo: Conservative (5-7)	10%	(21)	90%	(193)	214
Educ: College	14%	(72)	86%	(432)	504
Educ: Bachelors degree	11%	(14)	89%	(114)	128
Educ: Post-grad	8%	(6)	92%	(64)	70

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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	13%	(91)	87%	(611)	702
Income: Under 50k	15%	(70)	85%	(380)	449
Income: 50k-100k	9%	(17)	91%	(164)	181
Income: 100k+	6%	(5)	94%	(67)	72
Ethnicity: White	13%	(64)	87%	(445)	509
Ethnicity: Hispanic	18%	(22)	82%	(100)	122
Ethnicity: Afr. Am.	15%	(19)	85%	(107)	125
Ethnicity: Other	13%	(9)	87%	(59)	68
Relig: Protestant	10%	(15)	90%	(135)	150
Relig: Roman Catholic	15%	(19)	85%	(107)	126
Relig: Something Else	15%	(11)	85%	(66)	78
Relig: Evangelical	15%	(36)	85%	(203)	239
Relig: Non-Evang. Catholics	8%	(10)	92%	(105)	115
Relig: All Christian	13%	(46)	87%	(308)	354
Relig: All Non-Christian	10%	(11)	90%	(93)	104
Community: Urban	14%	(27)	86%	(158)	185
Community: Suburban	13%	(39)	87%	(254)	293
Community: Rural	11%	(26)	89%	(198)	224
Employ: Private Sector	10%	(19)	90%	(175)	194
Employ: Government	2%	(1)	98%	(51)	52
Employ: Self-Employed	30%	(17)	70%	(40)	58
Employ: Retired	6%	(9)	94%	(134)	143
Employ: Unemployed	27%	(24)	73%	(67)	91
Employ: Other	8%	(7)	92%	(84)	90
Military HH: Yes	7%	(9)	93%	(112)	120
Military HH: No	14%	(83)	86%	(499)	582
RD/WT: Right Direction	11%	(28)	89%	(221)	248
RD/WT: Wrong Track	14%	(64)	86%	(390)	454
Trump Job Approve	7%	(17)	93%	(235)	251
Trump Job Disapprove	16%	(63)	84%	(336)	399

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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	13%	(91)	87%	(611)	702
Trump Job Strongly Approve	6%	(8)	94%	(113)	121
Trump Job Somewhat Approve	7%	(9)	93%	(122)	131
Trump Job Somewhat Disapprove	13%	(13)	87%	(87)	100
Trump Job Strongly Disapprove	17%	(50)	83%	(248)	299
#1 Issue: Economy	13%	(22)	87%	(154)	176
#1 Issue: Security	9%	(10)	91%	(93)	103
#1 Issue: Health Care	12%	(16)	88%	(116)	133
#1 Issue: Medicare / Social Security	8%	(9)	92%	(100)	109
#1 Issue: Education	19%	(12)	81%	(51)	62
#1 Issue: Other	16%	(8)	84%	(42)	50
2016 Vote: Hillary Clinton	11%	(28)	89%	(217)	244
2016 Vote: Donald Trump	7%	(14)	93%	(177)	191
2016 Vote: Someone else	17%	(11)	83%	(57)	68
2016 Vote: Didnt Vote	17%	(34)	83%	(161)	195
Voted in 2014: Yes	12%	(51)	88%	(385)	436
Voted in 2014: No	15%	(40)	85%	(226)	267
2012 Vote: Barack Obama	13%	(40)	87%	(258)	298
2012 Vote: Mitt Romney	11%	(16)	89%	(128)	144
2012 Vote: Didn't Vote	13%	(30)	87%	(193)	223
4-Region: Northeast	9%	(11)	91%	(120)	131
4-Region: Midwest	11%	(16)	89%	(134)	150
4-Region: South	12%	(32)	88%	(237)	269
4-Region: West	21%	(32)	79%	(120)	152
Favorable of Trump	9%	(22)	91%	(232)	254
Unfavorable of Trump	14%	(55)	86%	(334)	389
Very Favorable of Trump	8%	(10)	92%	(123)	133
Somewhat Favorable of Trump	10%	(12)	90%	(109)	121
Somewhat Unfavorable of Trump	8%	(6)	92%	(64)	70
Very Unfavorable of Trump	16%	(50)	84%	(270)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	45%	(319)	55%	(383)	702
Gender: Male	46%	(146)	54%	(171)	316
Gender: Female	45%	(173)	55%	(213)	386
Age: 18-29	58%	(90)	42%	(64)	154
Age: 30-44	52%	(98)	48%	(90)	188
Age: 45-54	43%	(45)	57%	(60)	105
Age: 55-64	40%	(50)	60%	(74)	125
Age: 65+	27%	(36)	73%	(95)	131
Generation Z: 18-21	53%	(28)	47%	(25)	53
Millennial: Age 22-37	63%	(132)	37%	(77)	209
Generation X: Age 38-53	40%	(70)	60%	(106)	176
Boomers: Age 54-72	33%	(79)	67%	(162)	241
PID: Dem (no lean)	43%	(108)	57%	(146)	255
PID: Ind (no lean)	47%	(90)	53%	(101)	191
PID: Rep (no lean)	47%	(121)	53%	(136)	257
PID/Gender: Dem Men	42%	(45)	58%	(62)	107
PID/Gender: Dem Women	43%	(63)	57%	(84)	147
PID/Gender: Ind Men	47%	(48)	53%	(54)	102
PID/Gender: Ind Women	47%	(42)	53%	(47)	89
PID/Gender: Rep Men	49%	(53)	51%	(55)	107
PID/Gender: Rep Women	45%	(68)	55%	(81)	149
Ideo: Liberal (1-3)	45%	(107)	55%	(129)	236
Ideo: Moderate (4)	49%	(67)	51%	(71)	138
Ideo: Conservative (5-7)	45%	(96)	55%	(118)	214
Educ: College	45%	(229)	55%	(275)	504
Educ: Bachelors degree	42%	(53)	58%	(75)	128
Educ: Post-grad	53%	(37)	47%	(33)	70

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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	45%	(319)	55%	(383)	702
Income: Under 50k	42%	(188)	58%	(261)	449
Income: 50k-100k	53%	(95)	47%	(85)	181
Income: 100k+	50%	(36)	50%	(36)	72
Ethnicity: White	44%	(226)	56%	(284)	509
Ethnicity: Hispanic	39%	(47)	61%	(75)	122
Ethnicity: Afr. Am.	46%	(58)	54%	(67)	125
Ethnicity: Other	52%	(36)	48%	(32)	68
Relig: Protestant	45%	(67)	55%	(83)	150
Relig: Roman Catholic	37%	(47)	63%	(79)	126
Relig: Something Else	51%	(40)	49%	(38)	78
Relig: Evangelical	43%	(103)	57%	(137)	239
Relig: Non-Evang. Catholics	45%	(51)	55%	(64)	115
Relig: All Christian	43%	(154)	57%	(200)	354
Relig: All Non-Christian	38%	(40)	62%	(64)	104
Community: Urban	42%	(77)	58%	(108)	185
Community: Suburban	50%	(146)	50%	(147)	293
Community: Rural	43%	(96)	57%	(128)	224
Employ: Private Sector	51%	(99)	49%	(95)	194
Employ: Government	60%	(32)	40%	(21)	52
Employ: Self-Employed	54%	(31)	46%	(26)	58
Employ: Retired	35%	(50)	65%	(93)	143
Employ: Unemployed	35%	(31)	65%	(60)	91
Employ: Other	38%	(34)	62%	(56)	90
Military HH: Yes	41%	(49)	59%	(71)	120
Military HH: No	46%	(270)	54%	(312)	582
RD/WT: Right Direction	43%	(108)	57%	(140)	248
RD/WT: Wrong Track	47%	(211)	53%	(243)	454
Trump Job Approve	44%	(110)	56%	(142)	251
Trump Job Disapprove	47%	(186)	53%	(212)	399

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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	45%	(319)	55%	(383)	702
Trump Job Strongly Approve	38%	(45)	62%	(75)	121
Trump Job Somewhat Approve	49%	(64)	51%	(66)	131
Trump Job Somewhat Disapprove	50%	(50)	50%	(50)	100
Trump Job Strongly Disapprove	46%	(136)	54%	(163)	299
#1 Issue: Economy	50%	(88)	50%	(88)	176
#1 Issue: Security	50%	(52)	50%	(52)	103
#1 Issue: Health Care	52%	(69)	48%	(63)	133
#1 Issue: Medicare / Social Security	21%	(23)	79%	(86)	109
#1 Issue: Education	52%	(32)	48%	(30)	62
#1 Issue: Other	43%	(22)	57%	(28)	50
2016 Vote: Hillary Clinton	47%	(115)	53%	(129)	244
2016 Vote: Donald Trump	43%	(83)	57%	(109)	191
2016 Vote: Someone else	38%	(26)	62%	(42)	68
2016 Vote: Didnt Vote	49%	(95)	51%	(100)	195
Voted in 2014: Yes	44%	(192)	56%	(243)	436
Voted in 2014: No	48%	(127)	52%	(140)	267
2012 Vote: Barack Obama	45%	(134)	55%	(163)	298
2012 Vote: Mitt Romney	42%	(61)	58%	(83)	144
2012 Vote: Didn't Vote	51%	(114)	49%	(109)	223
4-Region: Northeast	48%	(63)	52%	(68)	131
4-Region: Midwest	39%	(58)	61%	(92)	150
4-Region: South	50%	(136)	50%	(134)	269
4-Region: West	42%	(63)	58%	(89)	152
Favorable of Trump	43%	(108)	57%	(146)	254
Unfavorable of Trump	49%	(189)	51%	(200)	389
Very Favorable of Trump	39%	(52)	61%	(81)	133
Somewhat Favorable of Trump	46%	(56)	54%	(65)	121
Somewhat Unfavorable of Trump	58%	(41)	42%	(29)	70
Very Unfavorable of Trump	47%	(149)	53%	(171)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	39%	(277)	61%	(426)	702
Gender: Male	36%	(114)	64%	(202)	316
Gender: Female	42%	(163)	58%	(223)	386
Age: 18-29	33%	(51)	67%	(103)	154
Age: 30-44	38%	(71)	62%	(117)	188
Age: 45-54	42%	(44)	58%	(61)	105
Age: 55-64	41%	(51)	59%	(73)	125
Age: 65+	46%	(60)	54%	(71)	131
Generation Z: 18-21	8%	(4)	92%	(49)	53
Millennial: Age 22-37	39%	(82)	61%	(127)	209
Generation X: Age 38-53	45%	(79)	55%	(97)	176
Boomers: Age 54-72	42%	(101)	58%	(140)	241
PID: Dem (no lean)	44%	(112)	56%	(143)	255
PID: Ind (no lean)	35%	(67)	65%	(124)	191
PID: Rep (no lean)	38%	(98)	62%	(159)	257
PID/Gender: Dem Men	38%	(41)	62%	(67)	107
PID/Gender: Dem Women	48%	(71)	52%	(76)	147
PID/Gender: Ind Men	30%	(31)	70%	(71)	102
PID/Gender: Ind Women	41%	(37)	59%	(53)	89
PID/Gender: Rep Men	40%	(43)	60%	(65)	107
PID/Gender: Rep Women	37%	(55)	63%	(94)	149
Ideo: Liberal (1-3)	36%	(86)	64%	(150)	236
Ideo: Moderate (4)	49%	(67)	51%	(70)	138
Ideo: Conservative (5-7)	41%	(87)	59%	(127)	214
Educ: College	37%	(184)	63%	(320)	504
Educ: Bachelors degree	51%	(66)	49%	(63)	128
Educ: Post-grad	39%	(27)	61%	(43)	70

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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	39%	(277)	61%	(426)	702
Income: Under 50k	36%	(160)	64%	(289)	449
Income: 50k-100k	49%	(89)	51%	(92)	181
Income: 100k+	39%	(28)	61%	(44)	72
Ethnicity: White	39%	(199)	61%	(310)	509
Ethnicity: Hispanic	27%	(33)	73%	(89)	122
Ethnicity: Afr. Am.	45%	(56)	55%	(69)	125
Ethnicity: Other	32%	(22)	68%	(46)	68
Relig: Protestant	46%	(69)	54%	(82)	150
Relig: Roman Catholic	40%	(50)	60%	(76)	126
Relig: Something Else	33%	(26)	67%	(52)	78
Relig: Evangelical	40%	(96)	60%	(144)	239
Relig: Non-Evang. Catholics	43%	(49)	57%	(66)	115
Relig: All Christian	41%	(145)	59%	(209)	354
Relig: All Non-Christian	39%	(40)	61%	(64)	104
Community: Urban	35%	(65)	65%	(120)	185
Community: Suburban	41%	(121)	59%	(173)	293
Community: Rural	41%	(91)	59%	(133)	224
Employ: Private Sector	50%	(98)	50%	(96)	194
Employ: Government	41%	(22)	59%	(31)	52
Employ: Self-Employed	36%	(20)	64%	(37)	58
Employ: Retired	41%	(58)	59%	(85)	143
Employ: Unemployed	26%	(24)	74%	(67)	91
Employ: Other	31%	(28)	69%	(62)	90
Military HH: Yes	46%	(56)	54%	(65)	120
Military HH: No	38%	(221)	62%	(361)	582
RD/WT: Right Direction	33%	(83)	67%	(165)	248
RD/WT: Wrong Track	43%	(194)	57%	(260)	454
Trump Job Approve	39%	(97)	61%	(154)	251
Trump Job Disapprove	42%	(166)	58%	(232)	399

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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	39%	(277)	61%	(426)	702
Trump Job Strongly Approve	38%	(46)	62%	(74)	121
Trump Job Somewhat Approve	39%	(51)	61%	(80)	131
Trump Job Somewhat Disapprove	49%	(49)	51%	(51)	100
Trump Job Strongly Disapprove	39%	(118)	61%	(181)	299
#1 Issue: Economy	34%	(59)	66%	(117)	176
#1 Issue: Security	39%	(41)	61%	(62)	103
#1 Issue: Health Care	44%	(58)	56%	(74)	133
#1 Issue: Medicare / Social Security	43%	(47)	57%	(62)	109
#1 Issue: Education	36%	(22)	64%	(40)	62
#1 Issue: Other	37%	(18)	63%	(32)	50
2016 Vote: Hillary Clinton	47%	(115)	53%	(130)	244
2016 Vote: Donald Trump	39%	(75)	61%	(116)	191
2016 Vote: Someone else	52%	(36)	48%	(33)	68
2016 Vote: Didnt Vote	26%	(51)	74%	(143)	195
Voted in 2014: Yes	44%	(194)	56%	(242)	436
Voted in 2014: No	31%	(83)	69%	(184)	267
2012 Vote: Barack Obama	45%	(133)	55%	(164)	298
2012 Vote: Mitt Romney	40%	(57)	60%	(87)	144
2012 Vote: Didn't Vote	32%	(72)	68%	(151)	223
4-Region: Northeast	46%	(60)	54%	(71)	131
4-Region: Midwest	48%	(72)	52%	(78)	150
4-Region: South	38%	(103)	62%	(166)	269
4-Region: West	27%	(42)	73%	(110)	152
Favorable of Trump	40%	(101)	60%	(153)	254
Unfavorable of Trump	41%	(160)	59%	(229)	389
Very Favorable of Trump	40%	(53)	60%	(80)	133
Somewhat Favorable of Trump	39%	(48)	61%	(73)	121
Somewhat Unfavorable of Trump	41%	(29)	59%	(41)	70
Very Unfavorable of Trump	41%	(132)	59%	(188)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	4% (30)	96% (672)	702
Gender: Male	5% (16)	95% (300)	316
Gender: Female	4% (14)	96% (372)	386
Age: 18-29	3% (5)	97% (150)	154
Age: 30-44	4% (8)	96% (180)	188
Age: 45-54	4% (4)	96% (101)	105
Age: 55-64	6% (8)	94% (117)	125
Age: 65+	4% (5)	96% (125)	131
Generation Z: 18-21	7% (4)	93% (49)	53
Millennial: Age 22-37	4% (7)	96% (202)	209
Generation X: Age 38-53	3% (6)	97% (170)	176
Boomers: Age 54-72	5% (13)	95% (228)	241
PID: Dem (no lean)	4% (10)	96% (244)	255
PID: Ind (no lean)	5% (9)	95% (182)	191
PID: Rep (no lean)	4% (11)	96% (246)	257
PID/Gender: Dem Men	3% (3)	97% (104)	107
PID/Gender: Dem Women	5% (7)	95% (140)	147
PID/Gender: Ind Men	7% (7)	93% (94)	102
PID/Gender: Ind Women	2% (2)	98% (87)	89
PID/Gender: Rep Men	5% (6)	95% (102)	107
PID/Gender: Rep Women	3% (5)	97% (144)	149
Ideo: Liberal (1-3)	6% (14)	94% (222)	236
Ideo: Moderate (4)	5% (7)	95% (130)	138
Ideo: Conservative (5-7)	2% (5)	98% (209)	214
Educ: College	4% (19)	96% (485)	504
Educ: Bachelors degree	4% (5)	96% (123)	128
Educ: Post-grad	9% (6)	91% (64)	70

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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	4%	(30)	96%	(672)	702
Income: Under 50k	2%	(11)	98%	(438)	449
Income: 50k-100k	7%	(12)	93%	(169)	181
Income: 100k+	10%	(7)	90%	(65)	72
Ethnicity: White	5%	(27)	95%	(482)	509
Ethnicity: Hispanic	2%	(2)	98%	(120)	122
Ethnicity: Afr. Am.	1%	(1)	99%	(124)	125
Ethnicity: Other	4%	(2)	96%	(66)	68
Relig: Protestant	6%	(9)	94%	(142)	150
Relig: Roman Catholic	4%	(4)	96%	(122)	126
Relig: Something Else	4%	(3)	96%	(75)	78
Relig: Evangelical	6%	(13)	94%	(226)	239
Relig: Non-Evang. Catholics	3%	(3)	97%	(112)	115
Relig: All Christian	5%	(16)	95%	(338)	354
Relig: All Non-Christian	—	(0)	100%	(103)	104
Community: Urban	2%	(4)	98%	(181)	185
Community: Suburban	5%	(16)	95%	(277)	293
Community: Rural	5%	(11)	95%	(213)	224
Employ: Private Sector	5%	(9)	95%	(185)	194
Employ: Government	7%	(4)	93%	(49)	52
Employ: Self-Employed	7%	(4)	93%	(54)	58
Employ: Retired	6%	(9)	94%	(134)	143
Employ: Unemployed	—	(0)	100%	(91)	91
Employ: Other	1%	(1)	99%	(90)	90
Military HH: Yes	5%	(6)	95%	(114)	120
Military HH: No	4%	(24)	96%	(558)	582
RD/WT: Right Direction	3%	(7)	97%	(241)	248
RD/WT: Wrong Track	5%	(23)	95%	(431)	454
Trump Job Approve	3%	(7)	97%	(244)	251
Trump Job Disapprove	5%	(19)	95%	(379)	399

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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	4%	(30)	96%	(672)	702
Trump Job Strongly Approve	2%	(3)	98%	(118)	121
Trump Job Somewhat Approve	3%	(5)	97%	(126)	131
Trump Job Somewhat Disapprove	1%	(1)	99%	(99)	100
Trump Job Strongly Disapprove	6%	(18)	94%	(281)	299
#1 Issue: Economy	3%	(5)	97%	(172)	176
#1 Issue: Security	5%	(5)	95%	(98)	103
#1 Issue: Health Care	5%	(7)	95%	(125)	133
#1 Issue: Medicare / Social Security	3%	(3)	97%	(106)	109
#1 Issue: Education	2%	(1)	98%	(61)	62
#1 Issue: Other	9%	(5)	91%	(45)	50
2016 Vote: Hillary Clinton	6%	(14)	94%	(231)	244
2016 Vote: Donald Trump	4%	(8)	96%	(183)	191
2016 Vote: Someone else	3%	(2)	97%	(66)	68
2016 Vote: Didnt Vote	3%	(7)	97%	(188)	195
Voted in 2014: Yes	5%	(20)	95%	(416)	436
Voted in 2014: No	4%	(11)	96%	(256)	267
2012 Vote: Barack Obama	5%	(15)	95%	(282)	298
2012 Vote: Mitt Romney	6%	(8)	94%	(136)	144
2012 Vote: Didn't Vote	3%	(6)	97%	(217)	223
4-Region: Northeast	8%	(11)	92%	(120)	131
4-Region: Midwest	2%	(3)	98%	(147)	150
4-Region: South	5%	(13)	95%	(256)	269
4-Region: West	2%	(3)	98%	(149)	152
Favorable of Trump	3%	(7)	97%	(247)	254
Unfavorable of Trump	6%	(23)	94%	(366)	389
Very Favorable of Trump	3%	(5)	97%	(128)	133
Somewhat Favorable of Trump	2%	(2)	98%	(119)	121
Somewhat Unfavorable of Trump	4%	(3)	96%	(67)	70
Very Unfavorable of Trump	6%	(20)	94%	(300)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	39%	(272)	61%	(430)	702
Gender: Male	33%	(104)	67%	(212)	316
Gender: Female	43%	(168)	57%	(218)	386
Age: 18-29	40%	(62)	60%	(92)	154
Age: 30-44	36%	(68)	64%	(120)	188
Age: 45-54	42%	(44)	58%	(61)	105
Age: 55-64	34%	(43)	66%	(82)	125
Age: 65+	43%	(56)	57%	(75)	131
Generation Z: 18-21	41%	(22)	59%	(31)	53
Millennial: Age 22-37	41%	(86)	59%	(123)	209
Generation X: Age 38-53	35%	(61)	65%	(115)	176
Boomers: Age 54-72	39%	(94)	61%	(147)	241
PID: Dem (no lean)	44%	(113)	56%	(142)	255
PID: Ind (no lean)	39%	(75)	61%	(116)	191
PID: Rep (no lean)	33%	(84)	67%	(173)	257
PID/Gender: Dem Men	45%	(48)	55%	(59)	107
PID/Gender: Dem Women	44%	(65)	56%	(82)	147
PID/Gender: Ind Men	34%	(35)	66%	(67)	102
PID/Gender: Ind Women	45%	(40)	55%	(49)	89
PID/Gender: Rep Men	20%	(22)	80%	(86)	107
PID/Gender: Rep Women	42%	(62)	58%	(87)	149
Ideo: Liberal (1-3)	47%	(111)	53%	(125)	236
Ideo: Moderate (4)	42%	(58)	58%	(80)	138
Ideo: Conservative (5-7)	31%	(65)	69%	(149)	214
Educ: College	40%	(200)	60%	(304)	504
Educ: Bachelors degree	37%	(47)	63%	(81)	128
Educ: Post-grad	35%	(25)	65%	(45)	70

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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	39%	(272)	61%	(430)	702
Income: Under 50k	44%	(199)	56%	(250)	449
Income: 50k-100k	32%	(58)	68%	(123)	181
Income: 100k+	21%	(15)	79%	(57)	72
Ethnicity: White	41%	(206)	59%	(303)	509
Ethnicity: Hispanic	39%	(47)	61%	(75)	122
Ethnicity: Afr. Am.	33%	(41)	67%	(84)	125
Ethnicity: Other	36%	(25)	64%	(43)	68
Relig: Protestant	34%	(51)	66%	(99)	150
Relig: Roman Catholic	42%	(53)	58%	(73)	126
Relig: Something Else	41%	(32)	59%	(46)	78
Relig: Evangelical	44%	(104)	56%	(135)	239
Relig: Non-Evang. Catholics	28%	(33)	72%	(82)	115
Relig: All Christian	39%	(137)	61%	(217)	354
Relig: All Non-Christian	40%	(41)	60%	(62)	104
Community: Urban	33%	(61)	67%	(124)	185
Community: Suburban	41%	(121)	59%	(172)	293
Community: Rural	40%	(90)	60%	(134)	224
Employ: Private Sector	37%	(72)	63%	(122)	194
Employ: Government	40%	(21)	60%	(31)	52
Employ: Self-Employed	40%	(23)	60%	(34)	58
Employ: Retired	36%	(52)	64%	(91)	143
Employ: Unemployed	40%	(36)	60%	(55)	91
Employ: Other	35%	(31)	65%	(59)	90
Military HH: Yes	36%	(43)	64%	(77)	120
Military HH: No	39%	(229)	61%	(353)	582
RD/WT: Right Direction	32%	(79)	68%	(169)	248
RD/WT: Wrong Track	43%	(193)	57%	(261)	454
Trump Job Approve	29%	(73)	71%	(178)	251
Trump Job Disapprove	45%	(181)	55%	(218)	399

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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	39%	(272)	61%	(430)	702
Trump Job Strongly Approve	22%	(27)	78%	(94)	121
Trump Job Somewhat Approve	36%	(47)	64%	(84)	131
Trump Job Somewhat Disapprove	44%	(44)	56%	(56)	100
Trump Job Strongly Disapprove	46%	(137)	54%	(162)	299
#1 Issue: Economy	42%	(75)	58%	(101)	176
#1 Issue: Security	25%	(26)	75%	(77)	103
#1 Issue: Health Care	39%	(52)	61%	(81)	133
#1 Issue: Medicare / Social Security	41%	(45)	59%	(64)	109
#1 Issue: Education	31%	(19)	69%	(43)	62
#1 Issue: Other	36%	(18)	64%	(32)	50
2016 Vote: Hillary Clinton	45%	(110)	55%	(135)	244
2016 Vote: Donald Trump	27%	(52)	73%	(139)	191
2016 Vote: Someone else	39%	(27)	61%	(42)	68
2016 Vote: Didnt Vote	43%	(83)	57%	(111)	195
Voted in 2014: Yes	40%	(172)	60%	(264)	436
Voted in 2014: No	38%	(100)	62%	(166)	267
2012 Vote: Barack Obama	45%	(134)	55%	(163)	298
2012 Vote: Mitt Romney	30%	(43)	70%	(101)	144
2012 Vote: Didn't Vote	39%	(87)	61%	(135)	223
4-Region: Northeast	34%	(45)	66%	(86)	131
4-Region: Midwest	40%	(60)	60%	(90)	150
4-Region: South	43%	(116)	57%	(153)	269
4-Region: West	34%	(51)	66%	(101)	152
Favorable of Trump	27%	(68)	73%	(186)	254
Unfavorable of Trump	48%	(186)	52%	(203)	389
Very Favorable of Trump	23%	(31)	77%	(102)	133
Somewhat Favorable of Trump	30%	(37)	70%	(84)	121
Somewhat Unfavorable of Trump	44%	(31)	56%	(39)	70
Very Unfavorable of Trump	49%	(155)	51%	(165)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	12%	(82)	88%	(621)	702
Gender: Male	11%	(35)	89%	(282)	316
Gender: Female	12%	(47)	88%	(339)	386
Age: 18-29	14%	(21)	86%	(133)	154
Age: 30-44	11%	(21)	89%	(166)	188
Age: 45-54	13%	(14)	87%	(91)	105
Age: 55-64	10%	(12)	90%	(112)	125
Age: 65+	10%	(13)	90%	(118)	131
Generation Z: 18-21	15%	(8)	85%	(45)	53
Millennial: Age 22-37	14%	(29)	86%	(180)	209
Generation X: Age 38-53	11%	(19)	89%	(157)	176
Boomers: Age 54-72	10%	(23)	90%	(218)	241
PID: Dem (no lean)	13%	(32)	87%	(223)	255
PID: Ind (no lean)	11%	(21)	89%	(170)	191
PID: Rep (no lean)	11%	(29)	89%	(228)	257
PID/Gender: Dem Men	13%	(14)	87%	(93)	107
PID/Gender: Dem Women	12%	(18)	88%	(129)	147
PID/Gender: Ind Men	8%	(9)	92%	(93)	102
PID/Gender: Ind Women	14%	(12)	86%	(77)	89
PID/Gender: Rep Men	11%	(12)	89%	(95)	107
PID/Gender: Rep Women	11%	(17)	89%	(132)	149
Ideo: Liberal (1-3)	14%	(34)	86%	(202)	236
Ideo: Moderate (4)	10%	(14)	90%	(124)	138
Ideo: Conservative (5-7)	11%	(24)	89%	(190)	214
Educ: College	12%	(62)	88%	(442)	504
Educ: Bachelors degree	6%	(8)	94%	(120)	128
Educ: Post-grad	16%	(11)	84%	(59)	70

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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	12%	(82)	88%	(621)	702
Income: Under 50k	11%	(48)	89%	(401)	449
Income: 50k-100k	14%	(26)	86%	(155)	181
Income: 100k+	11%	(8)	89%	(64)	72
Ethnicity: White	12%	(61)	88%	(448)	509
Ethnicity: Hispanic	11%	(14)	89%	(108)	122
Ethnicity: Afr. Am.	8%	(10)	92%	(115)	125
Ethnicity: Other	16%	(11)	84%	(57)	68
Relig: Protestant	12%	(18)	88%	(133)	150
Relig: Roman Catholic	12%	(15)	88%	(111)	126
Relig: Something Else	9%	(7)	91%	(70)	78
Relig: Evangelical	11%	(26)	89%	(214)	239
Relig: Non-Evang. Catholics	13%	(14)	87%	(101)	115
Relig: All Christian	11%	(40)	89%	(314)	354
Relig: All Non-Christian	18%	(18)	82%	(85)	104
Community: Urban	12%	(22)	88%	(164)	185
Community: Suburban	11%	(31)	89%	(262)	293
Community: Rural	13%	(29)	87%	(195)	224
Employ: Private Sector	12%	(23)	88%	(171)	194
Employ: Government	11%	(6)	89%	(46)	52
Employ: Self-Employed	10%	(5)	90%	(52)	58
Employ: Retired	12%	(17)	88%	(126)	143
Employ: Unemployed	11%	(10)	89%	(81)	91
Employ: Other	13%	(12)	87%	(78)	90
Military HH: Yes	14%	(17)	86%	(103)	120
Military HH: No	11%	(65)	89%	(517)	582
RD/WT: Right Direction	12%	(29)	88%	(220)	248
RD/WT: Wrong Track	12%	(53)	88%	(401)	454
Trump Job Approve	12%	(31)	88%	(221)	251
Trump Job Disapprove	12%	(48)	88%	(350)	399

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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	12% (82)	88% (621)	702
Trump Job Strongly Approve	13% (16)	87% (105)	121
Trump Job Somewhat Approve	11% (15)	89% (116)	131
Trump Job Somewhat Disapprove	11% (11)	89% (89)	100
Trump Job Strongly Disapprove	13% (38)	87% (261)	299
#1 Issue: Economy	16% (28)	84% (148)	176
#1 Issue: Security	6% (6)	94% (97)	103
#1 Issue: Health Care	8% (10)	92% (122)	133
#1 Issue: Medicare / Social Security	9% (10)	91% (99)	109
#1 Issue: Education	16% (10)	84% (53)	62
#1 Issue: Other	14% (7)	86% (43)	50
2016 Vote: Hillary Clinton	11% (27)	89% (217)	244
2016 Vote: Donald Trump	11% (20)	89% (171)	191
2016 Vote: Someone else	20% (14)	80% (55)	68
2016 Vote: Didnt Vote	11% (21)	89% (174)	195
Voted in 2014: Yes	12% (51)	88% (385)	436
Voted in 2014: No	12% (31)	88% (236)	267
2012 Vote: Barack Obama	13% (38)	87% (260)	298
2012 Vote: Mitt Romney	11% (16)	89% (128)	144
2012 Vote: Didn't Vote	10% (22)	90% (201)	223
4-Region: Northeast	9% (12)	91% (119)	131
4-Region: Midwest	11% (16)	89% (134)	150
4-Region: South	14% (37)	86% (232)	269
4-Region: West	11% (17)	89% (135)	152
Favorable of Trump	12% (30)	88% (224)	254
Unfavorable of Trump	12% (48)	88% (342)	389
Very Favorable of Trump	12% (15)	88% (118)	133
Somewhat Favorable of Trump	12% (14)	88% (107)	121
Somewhat Unfavorable of Trump	17% (12)	83% (58)	70
Very Unfavorable of Trump	11% (36)	89% (284)	320

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	6% (43)	94% (659)	702
Gender: Male	5% (17)	95% (299)	316
Gender: Female	7% (26)	93% (360)	386
Age: 18-29	5% (7)	95% (147)	154
Age: 30-44	6% (11)	94% (177)	188
Age: 45-54	4% (4)	96% (101)	105
Age: 55-64	8% (11)	92% (114)	125
Age: 65+	8% (10)	92% (121)	131
Generation Z: 18-21	6% (3)	94% (50)	53
Millennial: Age 22-37	6% (12)	94% (197)	209
Generation X: Age 38-53	4% (7)	96% (169)	176
Boomers: Age 54-72	8% (20)	92% (221)	241
PID: Dem (no lean)	5% (14)	95% (241)	255
PID: Ind (no lean)	8% (15)	92% (176)	191
PID: Rep (no lean)	6% (15)	94% (242)	257
PID/Gender: Dem Men	6% (6)	94% (101)	107
PID/Gender: Dem Women	5% (7)	95% (140)	147
PID/Gender: Ind Men	7% (7)	93% (95)	102
PID/Gender: Ind Women	9% (8)	91% (81)	89
PID/Gender: Rep Men	3% (4)	97% (104)	107
PID/Gender: Rep Women	7% (11)	93% (138)	149
Ideo: Liberal (1-3)	4% (10)	96% (226)	236
Ideo: Moderate (4)	4% (6)	96% (132)	138
Ideo: Conservative (5-7)	6% (13)	94% (201)	214
Educ: College	6% (31)	94% (473)	504
Educ: Bachelors degree	6% (8)	94% (120)	128
Educ: Post-grad	6% (4)	94% (66)	70

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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	6%	(43)	94%	(659)	702
Income: Under 50k	6%	(27)	94%	(423)	449
Income: 50k-100k	6%	(11)	94%	(170)	181
Income: 100k+	7%	(5)	93%	(67)	72
Ethnicity: White	5%	(28)	95%	(481)	509
Ethnicity: Hispanic	6%	(7)	94%	(115)	122
Ethnicity: Afr. Am.	7%	(8)	93%	(117)	125
Ethnicity: Other	10%	(7)	90%	(61)	68
Relig: Protestant	5%	(8)	95%	(143)	150
Relig: Roman Catholic	4%	(5)	96%	(121)	126
Relig: Something Else	13%	(10)	87%	(68)	78
Relig: Evangelical	7%	(18)	93%	(222)	239
Relig: Non-Evang. Catholics	5%	(6)	95%	(109)	115
Relig: All Christian	7%	(23)	93%	(331)	354
Relig: All Non-Christian	5%	(6)	95%	(98)	104
Community: Urban	10%	(19)	90%	(166)	185
Community: Suburban	5%	(15)	95%	(278)	293
Community: Rural	4%	(9)	96%	(215)	224
Employ: Private Sector	3%	(6)	97%	(188)	194
Employ: Government	2%	(1)	98%	(51)	52
Employ: Self-Employed	2%	(1)	98%	(56)	58
Employ: Retired	7%	(11)	93%	(132)	143
Employ: Unemployed	13%	(11)	87%	(80)	91
Employ: Other	11%	(10)	89%	(80)	90
Military HH: Yes	4%	(5)	96%	(116)	120
Military HH: No	7%	(38)	93%	(543)	582
RD/WT: Right Direction	5%	(13)	95%	(235)	248
RD/WT: Wrong Track	7%	(30)	93%	(424)	454
Trump Job Approve	7%	(17)	93%	(234)	251
Trump Job Disapprove	5%	(20)	95%	(379)	399

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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	6%	(43)	94%	(659)	702
Trump Job Strongly Approve	9%	(11)	91%	(110)	121
Trump Job Somewhat Approve	5%	(6)	95%	(124)	131
Trump Job Somewhat Disapprove	3%	(3)	97%	(97)	100
Trump Job Strongly Disapprove	6%	(17)	94%	(282)	299
#1 Issue: Economy	7%	(12)	93%	(164)	176
#1 Issue: Security	6%	(7)	94%	(97)	103
#1 Issue: Health Care	3%	(4)	97%	(129)	133
#1 Issue: Medicare / Social Security	4%	(4)	96%	(105)	109
#1 Issue: Education	4%	(2)	96%	(60)	62
#1 Issue: Other	25%	(12)	75%	(37)	50
2016 Vote: Hillary Clinton	5%	(13)	95%	(232)	244
2016 Vote: Donald Trump	6%	(12)	94%	(179)	191
2016 Vote: Someone else	9%	(6)	91%	(62)	68
2016 Vote: Didnt Vote	6%	(13)	94%	(182)	195
Voted in 2014: Yes	7%	(31)	93%	(405)	436
Voted in 2014: No	5%	(13)	95%	(254)	267
2012 Vote: Barack Obama	6%	(17)	94%	(281)	298
2012 Vote: Mitt Romney	6%	(9)	94%	(135)	144
2012 Vote: Didn't Vote	6%	(13)	94%	(209)	223
4-Region: Northeast	4%	(5)	96%	(126)	131
4-Region: Midwest	7%	(10)	93%	(140)	150
4-Region: South	7%	(19)	93%	(251)	269
4-Region: West	6%	(9)	94%	(143)	152
Favorable of Trump	7%	(17)	93%	(237)	254
Unfavorable of Trump	5%	(21)	95%	(368)	389
Very Favorable of Trump	6%	(8)	94%	(124)	133
Somewhat Favorable of Trump	7%	(8)	93%	(113)	121
Somewhat Unfavorable of Trump	2%	(1)	98%	(68)	70
Very Unfavorable of Trump	6%	(20)	94%	(300)	320

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

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

Continued on next page

**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: Didn't 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)	

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

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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)	— (6)	7% (153)	5% (100)	— (8)	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)	— (1)	11% (45)	50% (206)	5% (19)	— (1)	8% (34)	2% (10)	— (1)	13% (52)	4% (16)	408
Somewhat Unfavorable of Trump	11% (25)	1% (3)	4% (9)	40% (90)	6% (13)	— (0)	11% (24)	6% (12)	— (1)	14% (32)	7% (17)	226
Very Unfavorable of Trump	8% (66)	— (3)	10% (86)	43% (375)	4% (37)	— (1)	7% (65)	6% (52)	— (0)	13% (116)	9% (79)	881

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

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

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**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

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**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

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

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**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

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**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: Didn't 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

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

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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
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

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
#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

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

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

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

<b>Demographic</b>	<b>Yes, definitely</b>		<b>Yes, probably</b>		<b>No, probably not</b>		<b>No, definitely not</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
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

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	25%	(98)	75%	(301)	399
Gender: Male	27%	(60)	73%	(164)	223
Gender: Female	22%	(38)	78%	(138)	176
Age: 18-29	28%	(33)	72%	(83)	116
Age: 30-44	26%	(36)	74%	(105)	141
Age: 45-54	18%	(12)	82%	(55)	67
Millennial: Age 22-37	27%	(45)	73%	(119)	164
Generation X: Age 38-53	22%	(25)	78%	(90)	115
Boomers: Age 54-72	24%	(19)	76%	(60)	79
PID: Dem (no lean)	22%	(28)	78%	(101)	129
PID: Ind (no lean)	30%	(30)	70%	(71)	101
PID: Rep (no lean)	24%	(40)	76%	(129)	169
PID/Gender: Dem Men	22%	(15)	78%	(53)	68
PID/Gender: Dem Women	22%	(13)	78%	(48)	61
PID/Gender: Ind Men	36%	(20)	64%	(34)	54
PID/Gender: Rep Men	25%	(25)	75%	(76)	101
PID/Gender: Rep Women	22%	(15)	78%	(53)	68
Ideo: Liberal (1-3)	29%	(40)	71%	(97)	137
Ideo: Moderate (4)	18%	(16)	82%	(73)	90
Ideo: Conservative (5-7)	24%	(31)	76%	(97)	128
Educ: College	19%	(50)	81%	(210)	259
Educ: Bachelors degree	33%	(31)	67%	(61)	92
Income: Under 50k	20%	(38)	80%	(150)	188
Income: 50k-100k	27%	(34)	73%	(93)	127
Income: 100k+	31%	(26)	69%	(58)	85
Ethnicity: White	26%	(79)	74%	(225)	305
Ethnicity: Hispanic	21%	(21)	79%	(78)	99
Relig: Protestant	22%	(16)	78%	(58)	74
Relig: Roman Catholic	17%	(14)	83%	(68)	82
Relig: Evangelical	22%	(29)	78%	(102)	130
Relig: Non-Evang. Catholics	17%	(11)	83%	(54)	65

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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	25%	(98)	75%	(301)	399
Relig: All Christian	20%	(40)	80%	(156)	195
Relig: All Non-Christian	21%	(14)	79%	(52)	66
Community: Urban	20%	(24)	80%	(96)	121
Community: Suburban	24%	(40)	76%	(128)	168
Community: Rural	30%	(34)	70%	(77)	111
Employ: Private Sector	28%	(60)	72%	(158)	218
Employ: Other	24%	(13)	76%	(41)	54
Military HH: Yes	21%	(12)	79%	(42)	54
Military HH: No	25%	(87)	75%	(259)	346
RD/WT: Right Direction	22%	(39)	78%	(140)	179
RD/WT: Wrong Track	27%	(59)	73%	(161)	221
Trump Job Approve	24%	(42)	76%	(134)	176
Trump Job Disapprove	25%	(52)	75%	(152)	204
Trump Job Strongly Approve	24%	(23)	76%	(71)	94
Trump Job Somewhat Approve	23%	(19)	77%	(63)	83
Trump Job Somewhat Disapprove	24%	(15)	76%	(50)	65
Trump Job Strongly Disapprove	26%	(36)	74%	(103)	139
#1 Issue: Economy	22%	(27)	78%	(94)	121
#1 Issue: Security	32%	(20)	68%	(44)	64
#1 Issue: Health Care	22%	(15)	78%	(55)	70
#1 Issue: Education	22%	(12)	78%	(42)	54
2016 Vote: Hillary Clinton	22%	(28)	78%	(101)	129
2016 Vote: Donald Trump	21%	(26)	79%	(102)	128
2016 Vote: Didnt Vote	30%	(29)	70%	(68)	97
Voted in 2014: Yes	24%	(61)	76%	(197)	258
Voted in 2014: No	26%	(37)	74%	(104)	141
2012 Vote: Barack Obama	25%	(42)	75%	(129)	171
2012 Vote: Mitt Romney	25%	(23)	75%	(68)	91
2012 Vote: Didn't Vote	26%	(31)	74%	(87)	118

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**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	25%	(98)	75%	(301)	399
4-Region: Northeast	33%	(24)	67%	(48)	72
4-Region: Midwest	32%	(27)	68%	(56)	83
4-Region: South	23%	(34)	77%	(118)	152
4-Region: West	15%	(14)	85%	(79)	93
Favorable of Trump	24%	(43)	76%	(137)	181
Unfavorable of Trump	27%	(53)	73%	(142)	194
Very Favorable of Trump	24%	(25)	76%	(76)	101
Somewhat Favorable of Trump	24%	(19)	76%	(61)	80
Somewhat Unfavorable of Trump	28%	(16)	72%	(41)	57
Very Unfavorable of Trump	27%	(37)	73%	(101)	138

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	43%	(173)	57%	(227)	399
Gender: Male	43%	(95)	57%	(128)	223
Gender: Female	44%	(78)	56%	(98)	176
Age: 18-29	40%	(46)	60%	(70)	116
Age: 30-44	52%	(73)	48%	(67)	141
Age: 45-54	47%	(32)	53%	(35)	67
Millennial: Age 22-37	49%	(80)	51%	(83)	164
Generation X: Age 38-53	50%	(57)	50%	(58)	115
Boomers: Age 54-72	27%	(21)	73%	(58)	79
PID: Dem (no lean)	39%	(51)	61%	(78)	129
PID: Ind (no lean)	41%	(41)	59%	(60)	101
PID: Rep (no lean)	48%	(80)	52%	(89)	169
PID/Gender: Dem Men	42%	(29)	58%	(39)	68
PID/Gender: Dem Women	36%	(22)	64%	(39)	61
PID/Gender: Ind Men	32%	(17)	68%	(37)	54
PID/Gender: Rep Men	48%	(49)	52%	(52)	101
PID/Gender: Rep Women	47%	(32)	53%	(36)	68
Ideo: Liberal (1-3)	39%	(54)	61%	(83)	137
Ideo: Moderate (4)	48%	(43)	52%	(46)	90
Ideo: Conservative (5-7)	44%	(56)	56%	(72)	128
Educ: College	44%	(115)	56%	(144)	259
Educ: Bachelors degree	45%	(41)	55%	(50)	92
Income: Under 50k	45%	(84)	55%	(104)	188
Income: 50k-100k	41%	(52)	59%	(75)	127
Income: 100k+	44%	(37)	56%	(47)	85
Ethnicity: White	47%	(143)	53%	(162)	305
Ethnicity: Hispanic	35%	(35)	65%	(64)	99
Relig: Protestant	43%	(32)	57%	(42)	74
Relig: Roman Catholic	44%	(36)	56%	(46)	82
Relig: Evangelical	45%	(59)	55%	(71)	130
Relig: Non-Evang. Catholics	43%	(28)	57%	(38)	65

Continued on next page

**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	43%	(173)	57%	(227)	399
Relig: All Christian	44%	(87)	56%	(109)	195
Relig: All Non-Christian	44%	(29)	56%	(37)	66
Community: Urban	40%	(49)	60%	(72)	121
Community: Suburban	43%	(72)	57%	(96)	168
Community: Rural	47%	(52)	53%	(59)	111
Employ: Private Sector	47%	(102)	53%	(116)	218
Employ: Other	43%	(23)	57%	(31)	54
Military HH: Yes	53%	(28)	47%	(26)	54
Military HH: No	42%	(144)	58%	(201)	346
RD/WT: Right Direction	47%	(84)	53%	(95)	179
RD/WT: Wrong Track	40%	(89)	60%	(132)	221
Trump Job Approve	46%	(81)	54%	(95)	176
Trump Job Disapprove	40%	(81)	60%	(122)	204
Trump Job Strongly Approve	46%	(43)	54%	(51)	94
Trump Job Somewhat Approve	46%	(38)	54%	(45)	83
Trump Job Somewhat Disapprove	46%	(30)	54%	(35)	65
Trump Job Strongly Disapprove	37%	(52)	63%	(87)	139
#1 Issue: Economy	48%	(58)	52%	(64)	121
#1 Issue: Security	40%	(26)	60%	(38)	64
#1 Issue: Health Care	48%	(33)	52%	(37)	70
#1 Issue: Education	49%	(27)	51%	(27)	54
2016 Vote: Hillary Clinton	41%	(52)	59%	(77)	129
2016 Vote: Donald Trump	50%	(64)	50%	(64)	128
2016 Vote: Didnt Vote	41%	(40)	59%	(58)	97
Voted in 2014: Yes	44%	(114)	56%	(144)	258
Voted in 2014: No	41%	(58)	59%	(83)	141
2012 Vote: Barack Obama	42%	(72)	58%	(98)	171
2012 Vote: Mitt Romney	44%	(40)	56%	(51)	91
2012 Vote: Didn't Vote	43%	(51)	57%	(67)	118

Continued on next page

**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	43%	(173)	57%	(227)	399
4-Region: Northeast	41%	(30)	59%	(42)	72
4-Region: Midwest	46%	(38)	54%	(45)	83
4-Region: South	49%	(75)	51%	(77)	152
4-Region: West	33%	(30)	67%	(62)	93
Favorable of Trump	46%	(82)	54%	(98)	181
Unfavorable of Trump	43%	(83)	57%	(111)	194
Very Favorable of Trump	44%	(44)	56%	(57)	101
Somewhat Favorable of Trump	48%	(38)	52%	(41)	80
Somewhat Unfavorable of Trump	46%	(26)	54%	(30)	57
Very Unfavorable of Trump	41%	(57)	59%	(81)	138

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	27%	(107)	73%	(292)	399
Gender: Male	30%	(67)	70%	(156)	223
Gender: Female	23%	(40)	77%	(136)	176
Age: 18-29	28%	(33)	72%	(84)	116
Age: 30-44	27%	(38)	73%	(103)	141
Age: 45-54	28%	(19)	72%	(48)	67
Millennial: Age 22-37	31%	(51)	69%	(112)	164
Generation X: Age 38-53	24%	(27)	76%	(88)	115
Boomers: Age 54-72	25%	(20)	75%	(59)	79
PID: Dem (no lean)	36%	(47)	64%	(82)	129
PID: Ind (no lean)	23%	(23)	77%	(78)	101
PID: Rep (no lean)	22%	(38)	78%	(132)	169
PID/Gender: Dem Men	43%	(30)	57%	(39)	68
PID/Gender: Dem Women	28%	(17)	72%	(44)	61
PID/Gender: Ind Men	18%	(10)	82%	(44)	54
PID/Gender: Rep Men	27%	(28)	73%	(73)	101
PID/Gender: Rep Women	14%	(10)	86%	(58)	68
Ideo: Liberal (1-3)	32%	(43)	68%	(93)	137
Ideo: Moderate (4)	38%	(34)	62%	(55)	90
Ideo: Conservative (5-7)	16%	(20)	84%	(108)	128
Educ: College	29%	(74)	71%	(185)	259
Educ: Bachelors degree	21%	(19)	79%	(72)	92
Income: Under 50k	30%	(57)	70%	(131)	188
Income: 50k-100k	19%	(25)	81%	(102)	127
Income: 100k+	30%	(25)	70%	(59)	85
Ethnicity: White	25%	(77)	75%	(227)	305
Ethnicity: Hispanic	38%	(38)	62%	(61)	99
Relig: Protestant	19%	(14)	81%	(60)	74
Relig: Roman Catholic	36%	(30)	64%	(52)	82
Relig: Evangelical	26%	(34)	74%	(96)	130
Relig: Non-Evang. Catholics	30%	(19)	70%	(46)	65

Continued on next page



**Table BRD21\_3NET: How will you use or spend your holiday bonus? Please select all that apply. - Buy things for yourself**

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	27%	(107)	73%	(292)	399
Relig: All Christian	27%	(53)	73%	(142)	195
Relig: All Non-Christian	34%	(23)	66%	(43)	66
Community: Urban	37%	(44)	63%	(76)	121
Community: Suburban	27%	(46)	73%	(122)	168
Community: Rural	15%	(17)	85%	(94)	111
Employ: Private Sector	25%	(55)	75%	(163)	218
Employ: Other	31%	(17)	69%	(37)	54
Military HH: Yes	31%	(17)	69%	(37)	54
Military HH: No	26%	(91)	74%	(255)	346
RD/WT: Right Direction	25%	(44)	75%	(135)	179
RD/WT: Wrong Track	29%	(63)	71%	(157)	221
Trump Job Approve	22%	(39)	78%	(137)	176
Trump Job Disapprove	32%	(65)	68%	(139)	204
Trump Job Strongly Approve	22%	(20)	78%	(73)	94
Trump Job Somewhat Approve	23%	(19)	77%	(64)	83
Trump Job Somewhat Disapprove	33%	(21)	67%	(44)	65
Trump Job Strongly Disapprove	32%	(44)	68%	(95)	139
#1 Issue: Economy	29%	(35)	71%	(86)	121
#1 Issue: Security	23%	(15)	77%	(49)	64
#1 Issue: Health Care	22%	(16)	78%	(54)	70
#1 Issue: Education	36%	(19)	64%	(35)	54
2016 Vote: Hillary Clinton	39%	(50)	61%	(79)	129
2016 Vote: Donald Trump	18%	(24)	82%	(104)	128
2016 Vote: Didnt Vote	24%	(24)	76%	(74)	97
Voted in 2014: Yes	32%	(82)	68%	(177)	258
Voted in 2014: No	18%	(26)	82%	(115)	141
2012 Vote: Barack Obama	36%	(61)	64%	(109)	171
2012 Vote: Mitt Romney	22%	(20)	78%	(71)	91
2012 Vote: Didn't Vote	20%	(23)	80%	(95)	118

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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*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	27%	(107)	73%	(292)	399
4-Region: Northeast	19%	(14)	81%	(59)	72
4-Region: Midwest	30%	(25)	70%	(58)	83
4-Region: South	28%	(42)	72%	(110)	152
4-Region: West	29%	(27)	71%	(66)	93
Favorable of Trump	22%	(40)	78%	(141)	181
Unfavorable of Trump	33%	(64)	67%	(131)	194
Very Favorable of Trump	18%	(18)	82%	(83)	101
Somewhat Favorable of Trump	27%	(22)	73%	(58)	80
Somewhat Unfavorable of Trump	38%	(22)	62%	(35)	57
Very Unfavorable of Trump	30%	(42)	70%	(96)	138

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	18%	(73)	82%	(326)	399
Gender: Male	20%	(44)	80%	(179)	223
Gender: Female	17%	(29)	83%	(147)	176
Age: 18-29	19%	(22)	81%	(94)	116
Age: 30-44	23%	(33)	77%	(108)	141
Age: 45-54	21%	(14)	79%	(53)	67
Millennial: Age 22-37	21%	(34)	79%	(130)	164
Generation X: Age 38-53	23%	(26)	77%	(88)	115
Boomers: Age 54-72	8%	(6)	92%	(73)	79
PID: Dem (no lean)	25%	(33)	75%	(97)	129
PID: Ind (no lean)	17%	(17)	83%	(84)	101
PID: Rep (no lean)	14%	(23)	86%	(146)	169
PID/Gender: Dem Men	32%	(22)	68%	(46)	68
PID/Gender: Dem Women	18%	(11)	82%	(50)	61
PID/Gender: Ind Men	14%	(7)	86%	(47)	54
PID/Gender: Rep Men	15%	(15)	85%	(86)	101
PID/Gender: Rep Women	12%	(8)	88%	(60)	68
Ideo: Liberal (1-3)	27%	(37)	73%	(100)	137
Ideo: Moderate (4)	17%	(15)	83%	(74)	90
Ideo: Conservative (5-7)	15%	(19)	85%	(109)	128
Educ: College	18%	(46)	82%	(214)	259
Educ: Bachelors degree	17%	(16)	83%	(76)	92
Income: Under 50k	17%	(32)	83%	(156)	188
Income: 50k-100k	15%	(19)	85%	(108)	127
Income: 100k+	26%	(22)	74%	(63)	85
Ethnicity: White	18%	(55)	82%	(250)	305
Ethnicity: Hispanic	26%	(26)	74%	(73)	99
Relig: Protestant	19%	(14)	81%	(60)	74
Relig: Roman Catholic	26%	(21)	74%	(61)	82
Relig: Evangelical	22%	(28)	78%	(102)	130
Relig: Non-Evang. Catholics	21%	(14)	79%	(52)	65

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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	18%	(73)	82%	(326)	399
Relig: All Christian	22%	(42)	78%	(153)	195
Relig: All Non-Christian	11%	(8)	89%	(58)	66
Community: Urban	27%	(32)	73%	(88)	121
Community: Suburban	17%	(29)	83%	(139)	168
Community: Rural	11%	(12)	89%	(99)	111
Employ: Private Sector	17%	(38)	83%	(181)	218
Employ: Other	6%	(3)	94%	(51)	54
Military HH: Yes	14%	(8)	86%	(46)	54
Military HH: No	19%	(66)	81%	(280)	346
RD/WT: Right Direction	19%	(35)	81%	(144)	179
RD/WT: Wrong Track	18%	(39)	82%	(182)	221
Trump Job Approve	16%	(29)	84%	(148)	176
Trump Job Disapprove	19%	(40)	81%	(164)	204
Trump Job Strongly Approve	19%	(18)	81%	(76)	94
Trump Job Somewhat Approve	13%	(11)	87%	(72)	83
Trump Job Somewhat Disapprove	23%	(15)	77%	(50)	65
Trump Job Strongly Disapprove	18%	(25)	82%	(114)	139
#1 Issue: Economy	28%	(34)	72%	(88)	121
#1 Issue: Security	12%	(7)	88%	(57)	64
#1 Issue: Health Care	12%	(8)	88%	(61)	70
#1 Issue: Education	15%	(8)	85%	(46)	54
2016 Vote: Hillary Clinton	22%	(29)	78%	(100)	129
2016 Vote: Donald Trump	17%	(21)	83%	(107)	128
2016 Vote: Didnt Vote	16%	(16)	84%	(82)	97
Voted in 2014: Yes	21%	(53)	79%	(205)	258
Voted in 2014: No	14%	(20)	86%	(121)	141
2012 Vote: Barack Obama	21%	(37)	79%	(134)	171
2012 Vote: Mitt Romney	14%	(13)	86%	(78)	91
2012 Vote: Didn't Vote	16%	(19)	84%	(99)	118

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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	18%	(73)	82%	(326)	399
4-Region: Northeast	28%	(20)	72%	(52)	72
4-Region: Midwest	17%	(14)	83%	(69)	83
4-Region: South	16%	(25)	84%	(127)	152
4-Region: West	16%	(14)	84%	(78)	93
Favorable of Trump	15%	(27)	85%	(153)	181
Unfavorable of Trump	22%	(43)	78%	(152)	194
Very Favorable of Trump	16%	(16)	84%	(84)	101
Somewhat Favorable of Trump	14%	(11)	86%	(69)	80
Somewhat Unfavorable of Trump	24%	(14)	76%	(43)	57
Very Unfavorable of Trump	21%	(29)	79%	(109)	138

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	39%	(155)	61%	(245)	399
Gender: Male	39%	(87)	61%	(136)	223
Gender: Female	38%	(67)	62%	(109)	176
Age: 18-29	57%	(67)	43%	(50)	116
Age: 30-44	37%	(52)	63%	(89)	141
Age: 45-54	21%	(14)	79%	(53)	67
Millennial: Age 22-37	46%	(75)	54%	(89)	164
Generation X: Age 38-53	28%	(32)	72%	(82)	115
Boomers: Age 54-72	27%	(21)	73%	(58)	79
PID: Dem (no lean)	30%	(39)	70%	(90)	129
PID: Ind (no lean)	47%	(48)	53%	(53)	101
PID: Rep (no lean)	40%	(68)	60%	(101)	169
PID/Gender: Dem Men	33%	(22)	67%	(46)	68
PID/Gender: Dem Women	27%	(17)	73%	(44)	61
PID/Gender: Ind Men	44%	(24)	56%	(30)	54
PID/Gender: Rep Men	41%	(41)	59%	(60)	101
PID/Gender: Rep Women	40%	(27)	60%	(41)	68
Ideo: Liberal (1-3)	34%	(47)	66%	(90)	137
Ideo: Moderate (4)	37%	(33)	63%	(57)	90
Ideo: Conservative (5-7)	39%	(50)	61%	(78)	128
Educ: College	36%	(94)	64%	(166)	259
Educ: Bachelors degree	46%	(42)	54%	(50)	92
Income: Under 50k	36%	(67)	64%	(120)	188
Income: 50k-100k	42%	(54)	58%	(73)	127
Income: 100k+	40%	(34)	60%	(51)	85
Ethnicity: White	36%	(111)	64%	(194)	305
Ethnicity: Hispanic	38%	(37)	62%	(61)	99
Relig: Protestant	38%	(28)	62%	(46)	74
Relig: Roman Catholic	40%	(33)	60%	(49)	82
Relig: Evangelical	43%	(56)	57%	(75)	130
Relig: Non-Evang. Catholics	33%	(22)	67%	(44)	65

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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	39%	(155)	61%	(245)	399
Relig: All Christian	40%	(77)	60%	(118)	195
Relig: All Non-Christian	35%	(23)	65%	(43)	66
Community: Urban	43%	(51)	57%	(69)	121
Community: Suburban	36%	(60)	64%	(107)	168
Community: Rural	39%	(43)	61%	(68)	111
Employ: Private Sector	36%	(80)	64%	(139)	218
Employ: Other	36%	(20)	64%	(34)	54
Military HH: Yes	25%	(13)	75%	(41)	54
Military HH: No	41%	(141)	59%	(204)	346
RD/WT: Right Direction	34%	(61)	66%	(118)	179
RD/WT: Wrong Track	42%	(94)	58%	(127)	221
Trump Job Approve	35%	(62)	65%	(115)	176
Trump Job Disapprove	42%	(86)	58%	(118)	204
Trump Job Strongly Approve	34%	(32)	66%	(62)	94
Trump Job Somewhat Approve	36%	(30)	64%	(53)	83
Trump Job Somewhat Disapprove	49%	(32)	51%	(33)	65
Trump Job Strongly Disapprove	39%	(54)	61%	(85)	139
#1 Issue: Economy	38%	(46)	62%	(75)	121
#1 Issue: Security	42%	(27)	58%	(37)	64
#1 Issue: Health Care	31%	(21)	69%	(48)	70
#1 Issue: Education	54%	(29)	46%	(25)	54
2016 Vote: Hillary Clinton	35%	(46)	65%	(83)	129
2016 Vote: Donald Trump	28%	(36)	72%	(92)	128
2016 Vote: Didnt Vote	56%	(54)	44%	(43)	97
Voted in 2014: Yes	36%	(92)	64%	(166)	258
Voted in 2014: No	44%	(63)	56%	(78)	141
2012 Vote: Barack Obama	34%	(57)	66%	(113)	171
2012 Vote: Mitt Romney	35%	(31)	65%	(60)	91
2012 Vote: Didn't Vote	47%	(55)	53%	(63)	118

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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	39%	(155)	61%	(245)	399
4-Region: Northeast	35%	(25)	65%	(47)	72
4-Region: Midwest	37%	(31)	63%	(52)	83
4-Region: South	36%	(54)	64%	(98)	152
4-Region: West	48%	(44)	52%	(48)	93
Favorable of Trump	33%	(60)	67%	(120)	181
Unfavorable of Trump	42%	(82)	58%	(112)	194
Very Favorable of Trump	33%	(33)	67%	(68)	101
Somewhat Favorable of Trump	34%	(27)	66%	(53)	80
Somewhat Unfavorable of Trump	49%	(27)	51%	(29)	57
Very Unfavorable of Trump	39%	(54)	61%	(83)	138

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	9%	(34)	91%	(365)	399
Gender: Male	12%	(26)	88%	(197)	223
Gender: Female	4%	(8)	96%	(168)	176
Age: 18-29	10%	(12)	90%	(104)	116
Age: 30-44	9%	(12)	91%	(128)	141
Age: 45-54	12%	(8)	88%	(59)	67
Millennial: Age 22-37	10%	(16)	90%	(147)	164
Generation X: Age 38-53	8%	(10)	92%	(105)	115
Boomers: Age 54-72	5%	(4)	95%	(75)	79
PID: Dem (no lean)	9%	(12)	91%	(117)	129
PID: Ind (no lean)	7%	(7)	93%	(94)	101
PID: Rep (no lean)	9%	(15)	91%	(154)	169
PID/Gender: Dem Men	14%	(10)	86%	(59)	68
PID/Gender: Dem Women	4%	(2)	96%	(58)	61
PID/Gender: Ind Men	5%	(3)	95%	(51)	54
PID/Gender: Rep Men	14%	(14)	86%	(87)	101
PID/Gender: Rep Women	2%	(1)	98%	(67)	68
Ideo: Liberal (1-3)	9%	(12)	91%	(125)	137
Ideo: Moderate (4)	13%	(12)	87%	(78)	90
Ideo: Conservative (5-7)	6%	(8)	94%	(120)	128
Educ: College	6%	(16)	94%	(243)	259
Educ: Bachelors degree	9%	(8)	91%	(83)	92
Income: Under 50k	9%	(17)	91%	(170)	188
Income: 50k-100k	6%	(8)	94%	(119)	127
Income: 100k+	11%	(9)	89%	(76)	85
Ethnicity: White	6%	(20)	94%	(285)	305
Ethnicity: Hispanic	9%	(9)	91%	(89)	99
Relig: Protestant	4%	(3)	96%	(71)	74
Relig: Roman Catholic	18%	(15)	82%	(67)	82
Relig: Evangelical	8%	(10)	92%	(120)	130
Relig: Non-Evang. Catholics	12%	(8)	88%	(57)	65

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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	9%	(34)	91%	(365)	399
Relig: All Christian	9%	(18)	91%	(177)	195
Relig: All Non-Christian	11%	(8)	89%	(58)	66
Community: Urban	10%	(12)	90%	(108)	121
Community: Suburban	7%	(11)	93%	(157)	168
Community: Rural	10%	(11)	90%	(100)	111
Employ: Private Sector	9%	(19)	91%	(199)	218
Employ: Other	—	(0)	100%	(54)	54
Military HH: Yes	18%	(9)	82%	(44)	54
Military HH: No	7%	(25)	93%	(321)	346
RD/WT: Right Direction	12%	(21)	88%	(158)	179
RD/WT: Wrong Track	6%	(13)	94%	(207)	221
Trump Job Approve	11%	(19)	89%	(157)	176
Trump Job Disapprove	7%	(15)	93%	(189)	204
Trump Job Strongly Approve	14%	(13)	86%	(81)	94
Trump Job Somewhat Approve	8%	(7)	92%	(76)	83
Trump Job Somewhat Disapprove	10%	(7)	90%	(58)	65
Trump Job Strongly Disapprove	6%	(8)	94%	(131)	139
#1 Issue: Economy	12%	(15)	88%	(106)	121
#1 Issue: Security	7%	(5)	93%	(59)	64
#1 Issue: Health Care	4%	(3)	96%	(67)	70
#1 Issue: Education	4%	(2)	96%	(52)	54
2016 Vote: Hillary Clinton	10%	(13)	90%	(116)	129
2016 Vote: Donald Trump	10%	(13)	90%	(115)	128
2016 Vote: Didnt Vote	7%	(7)	93%	(90)	97
Voted in 2014: Yes	9%	(23)	91%	(235)	258
Voted in 2014: No	8%	(11)	92%	(130)	141
2012 Vote: Barack Obama	11%	(18)	89%	(152)	171
2012 Vote: Mitt Romney	7%	(7)	93%	(84)	91
2012 Vote: Didn't Vote	8%	(9)	92%	(109)	118

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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*

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	9%	(34)	91%	(365)	399
4-Region: Northeast	14%	(10)	86%	(62)	72
4-Region: Midwest	5%	(4)	95%	(79)	83
4-Region: South	10%	(15)	90%	(137)	152
4-Region: West	5%	(5)	95%	(88)	93
Favorable of Trump	10%	(17)	90%	(163)	181
Unfavorable of Trump	7%	(14)	93%	(180)	194
Very Favorable of Trump	11%	(11)	89%	(90)	101
Somewhat Favorable of Trump	8%	(6)	92%	(74)	80
Somewhat Unfavorable of Trump	15%	(8)	85%	(48)	57
Very Unfavorable of Trump	4%	(6)	96%	(132)	138

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	2%	(6)	98%	(393)	399
Gender: Male	1%	(2)	99%	(222)	223
Gender: Female	3%	(5)	97%	(171)	176
Age: 18-29	1%	(1)	99%	(116)	116
Age: 30-44	2%	(2)	98%	(138)	141
Age: 45-54	2%	(1)	98%	(66)	67
Millennial: Age 22-37	1%	(1)	99%	(162)	164
Generation X: Age 38-53	2%	(2)	98%	(112)	115
Boomers: Age 54-72	3%	(2)	97%	(77)	79
PID: Dem (no lean)	1%	(2)	99%	(128)	129
PID: Ind (no lean)	2%	(2)	98%	(99)	101
PID: Rep (no lean)	1%	(2)	99%	(167)	169
PID/Gender: Dem Men	—	(0)	100%	(68)	68
PID/Gender: Dem Women	3%	(2)	97%	(59)	61
PID/Gender: Ind Men	1%	(0)	99%	(54)	54
PID/Gender: Rep Men	1%	(1)	99%	(100)	101
PID/Gender: Rep Women	2%	(1)	98%	(67)	68
Ideo: Liberal (1-3)	1%	(2)	99%	(135)	137
Ideo: Moderate (4)	—	(0)	100%	(90)	90
Ideo: Conservative (5-7)	3%	(4)	97%	(124)	128
Educ: College	2%	(5)	98%	(255)	259
Educ: Bachelors degree	1%	(1)	99%	(91)	92
Income: Under 50k	—	(1)	100%	(187)	188
Income: 50k-100k	3%	(4)	97%	(123)	127
Income: 100k+	2%	(2)	98%	(83)	85
Ethnicity: White	2%	(5)	98%	(300)	305
Ethnicity: Hispanic	—	(0)	100%	(99)	99
Relig: Protestant	1%	(1)	99%	(73)	74
Relig: Roman Catholic	—	(0)	100%	(82)	82
Relig: Evangelical	1%	(1)	99%	(129)	130
Relig: Non-Evang. Catholics	—	(0)	100%	(65)	65

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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	2%	(6)	98%	(393)	399
Relig: All Christian	1%	(1)	99%	(194)	195
Relig: All Non-Christian	2%	(1)	98%	(65)	66
Community: Urban	—	(0)	100%	(121)	121
Community: Suburban	1%	(2)	99%	(166)	168
Community: Rural	3%	(4)	97%	(107)	111
Employ: Private Sector	1%	(2)	99%	(216)	218
Employ: Other	3%	(2)	97%	(52)	54
Military HH: Yes	2%	(1)	98%	(53)	54
Military HH: No	1%	(5)	99%	(341)	346
RD/WT: Right Direction	1%	(3)	99%	(176)	179
RD/WT: Wrong Track	2%	(4)	98%	(217)	221
Trump Job Approve	2%	(3)	98%	(173)	176
Trump Job Disapprove	2%	(3)	98%	(201)	204
Trump Job Strongly Approve	2%	(2)	98%	(92)	94
Trump Job Somewhat Approve	1%	(1)	99%	(82)	83
Trump Job Somewhat Disapprove	1%	(1)	99%	(64)	65
Trump Job Strongly Disapprove	2%	(3)	98%	(136)	139
#1 Issue: Economy	2%	(2)	98%	(119)	121
#1 Issue: Security	—	(0)	100%	(64)	64
#1 Issue: Health Care	2%	(1)	98%	(68)	70
#1 Issue: Education	1%	(1)	99%	(53)	54
2016 Vote: Hillary Clinton	1%	(1)	99%	(128)	129
2016 Vote: Donald Trump	1%	(2)	99%	(126)	128
2016 Vote: Didnt Vote	3%	(3)	97%	(94)	97
Voted in 2014: Yes	1%	(2)	99%	(257)	258
Voted in 2014: No	3%	(5)	97%	(136)	141
2012 Vote: Barack Obama	2%	(3)	98%	(168)	171
2012 Vote: Mitt Romney	—	(0)	100%	(91)	91
2012 Vote: Didn't Vote	2%	(2)	98%	(116)	118

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	2%	(6)	98%	(393)	399
4-Region: Northeast	1%	(1)	99%	(71)	72
4-Region: Midwest	2%	(2)	98%	(81)	83
4-Region: South	2%	(2)	98%	(150)	152
4-Region: West	1%	(1)	99%	(91)	93
Favorable of Trump	1%	(2)	99%	(178)	181
Unfavorable of Trump	2%	(3)	98%	(191)	194
Very Favorable of Trump	2%	(2)	98%	(99)	101
Somewhat Favorable of Trump	1%	(0)	99%	(79)	80
Somewhat Unfavorable of Trump	1%	(1)	99%	(56)	57
Very Unfavorable of Trump	2%	(3)	98%	(135)	138

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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% (398)	399
Gender: Male	— (1)	100% (223)	223
Gender: Female	— (1)	100% (175)	176
Age: 18-29	— (0)	100% (116)	116
Age: 30-44	— (0)	100% (140)	141
Age: 45-54	— (0)	100% (67)	67
Millennial: Age 22-37	— (0)	100% (163)	164
Generation X: Age 38-53	— (0)	100% (114)	115
Boomers: Age 54-72	1% (1)	99% (78)	79
PID: Dem (no lean)	— (0)	100% (129)	129
PID: Ind (no lean)	— (0)	100% (101)	101
PID: Rep (no lean)	1% (2)	99% (168)	169
PID/Gender: Dem Men	— (0)	100% (68)	68
PID/Gender: Dem Women	— (0)	100% (61)	61
PID/Gender: Ind Men	— (0)	100% (54)	54
PID/Gender: Rep Men	1% (1)	99% (100)	101
PID/Gender: Rep Women	1% (1)	99% (67)	68
Ideo: Liberal (1-3)	— (0)	100% (137)	137
Ideo: Moderate (4)	— (0)	100% (90)	90
Ideo: Conservative (5-7)	1% (2)	99% (126)	128
Educ: College	— (0)	100% (259)	259
Educ: Bachelors degree	— (0)	100% (92)	92
Income: Under 50k	— (0)	100% (187)	188
Income: 50k-100k	1% (1)	99% (126)	127
Income: 100k+	— (0)	100% (84)	85
Ethnicity: White	— (1)	100% (304)	305
Ethnicity: Hispanic	— (0)	100% (99)	99
Relig: Protestant	1% (1)	99% (74)	74
Relig: Roman Catholic	1% (0)	99% (81)	82
Relig: Evangelical	— (0)	100% (130)	130
Relig: Non-Evang. Catholics	2% (1)	98% (64)	65

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**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%	(398)	399
Relig: All Christian	1%	(1)	99%	(194)	195
Relig: All Non-Christian	—	(0)	100%	(66)	66
Community: Urban	—	(0)	100%	(121)	121
Community: Suburban	1%	(2)	99%	(166)	168
Community: Rural	—	(0)	100%	(111)	111
Employ: Private Sector	—	(0)	100%	(218)	218
Employ: Other	2%	(1)	98%	(53)	54
Military HH: Yes	1%	(1)	99%	(53)	54
Military HH: No	—	(1)	100%	(345)	346
RD/WT: Right Direction	1%	(1)	99%	(178)	179
RD/WT: Wrong Track	—	(0)	100%	(220)	221
Trump Job Approve	1%	(1)	99%	(175)	176
Trump Job Disapprove	—	(0)	100%	(204)	204
Trump Job Strongly Approve	1%	(1)	99%	(93)	94
Trump Job Somewhat Approve	—	(0)	100%	(83)	83
Trump Job Somewhat Disapprove	—	(0)	100%	(65)	65
Trump Job Strongly Disapprove	—	(0)	100%	(139)	139
#1 Issue: Economy	1%	(1)	99%	(121)	121
#1 Issue: Security	—	(0)	100%	(64)	64
#1 Issue: Health Care	—	(0)	100%	(70)	70
#1 Issue: Education	—	(0)	100%	(54)	54
2016 Vote: Hillary Clinton	—	(0)	100%	(129)	129
2016 Vote: Donald Trump	1%	(1)	99%	(127)	128
2016 Vote: Didn't Vote	1%	(0)	99%	(97)	97
Voted in 2014: Yes	—	(1)	100%	(257)	258
Voted in 2014: No	—	(0)	100%	(140)	141
2012 Vote: Barack Obama	—	(0)	100%	(171)	171
2012 Vote: Mitt Romney	1%	(1)	99%	(90)	91
2012 Vote: Didn't Vote	—	(0)	100%	(117)	118

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**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%	(398)	399
4-Region: Northeast	1%	(1)	99%	(71)	72
4-Region: Midwest	—	(0)	100%	(83)	83
4-Region: South	—	(1)	100%	(151)	152
4-Region: West	—	(0)	100%	(93)	93
Favorable of Trump	1%	(1)	99%	(180)	181
Unfavorable of Trump	—	(0)	100%	(194)	194
Very Favorable of Trump	1%	(1)	99%	(100)	101
Somewhat Favorable of Trump	—	(0)	100%	(80)	80
Somewhat Unfavorable of Trump	—	(0)	100%	(57)	57
Very Unfavorable of Trump	—	(0)	100%	(138)	138

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

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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
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

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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
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

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	33%	(230)	67%	(462)	691
Gender: Male	34%	(127)	66%	(242)	369
Gender: Female	32%	(103)	68%	(219)	322
Age: 18-29	32%	(64)	68%	(133)	197
Age: 30-44	32%	(68)	68%	(145)	213
Age: 45-54	31%	(32)	69%	(72)	104
Age: 55-64	40%	(34)	60%	(50)	84
Age: 65+	34%	(32)	66%	(61)	93
Generation Z: 18-21	38%	(34)	62%	(55)	88
Millennial: Age 22-37	30%	(75)	70%	(174)	249
Generation X: Age 38-53	30%	(50)	70%	(114)	164
Boomers: Age 54-72	37%	(66)	63%	(110)	176
PID: Dem (no lean)	34%	(74)	66%	(142)	216
PID: Ind (no lean)	34%	(68)	66%	(131)	199
PID: Rep (no lean)	31%	(87)	69%	(189)	276
PID/Gender: Dem Men	39%	(44)	61%	(69)	113
PID/Gender: Dem Women	30%	(31)	70%	(73)	103
PID/Gender: Ind Men	38%	(43)	62%	(72)	115
PID/Gender: Ind Women	30%	(25)	70%	(59)	84
PID/Gender: Rep Men	28%	(40)	72%	(102)	141
PID/Gender: Rep Women	35%	(47)	65%	(87)	134
Ideo: Liberal (1-3)	34%	(73)	66%	(139)	213
Ideo: Moderate (4)	32%	(46)	68%	(96)	142
Ideo: Conservative (5-7)	36%	(76)	64%	(135)	211
Educ: College	30%	(160)	70%	(370)	531
Educ: Bachelors degree	53%	(48)	47%	(43)	91
Educ: Post-grad	31%	(21)	69%	(48)	70

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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	33%	(230)	67%	(462)	691
Income: Under 50k	31%	(144)	69%	(319)	463
Income: 50k-100k	33%	(48)	67%	(99)	147
Income: 100k+	46%	(37)	54%	(44)	81
Ethnicity: White	33%	(162)	67%	(323)	485
Ethnicity: Hispanic	24%	(36)	76%	(116)	151
Ethnicity: Afr. Am.	37%	(43)	63%	(73)	116
Ethnicity: Other	27%	(24)	73%	(66)	91
Relig: Protestant	44%	(48)	56%	(61)	108
Relig: Roman Catholic	40%	(43)	60%	(64)	107
Relig: Something Else	26%	(22)	74%	(63)	85
Relig: Evangelical	35%	(77)	65%	(141)	217
Relig: Non-Evang. Catholics	43%	(36)	57%	(47)	82
Relig: All Christian	37%	(112)	63%	(188)	300
Relig: All Non-Christian	26%	(29)	74%	(83)	112
Community: Urban	30%	(64)	70%	(153)	217
Community: Suburban	39%	(97)	61%	(150)	247
Community: Rural	30%	(69)	70%	(159)	228
Employ: Private Sector	34%	(62)	66%	(121)	182
Employ: Government	33%	(19)	67%	(40)	60
Employ: Self-Employed	28%	(20)	72%	(52)	72
Employ: Retired	38%	(41)	62%	(68)	109
Employ: Unemployed	41%	(38)	59%	(53)	91
Employ: Other	24%	(22)	76%	(69)	91
Military HH: Yes	42%	(49)	58%	(69)	118
Military HH: No	31%	(180)	69%	(393)	573
RD/WT: Right Direction	29%	(87)	71%	(212)	300
RD/WT: Wrong Track	36%	(142)	64%	(250)	392
Trump Job Approve	28%	(84)	72%	(214)	298
Trump Job Disapprove	36%	(128)	64%	(223)	352

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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	33%	(230)	67%	(462)	691
Trump Job Strongly Approve	29%	(43)	71%	(104)	147
Trump Job Somewhat Approve	27%	(41)	73%	(110)	151
Trump Job Somewhat Disapprove	38%	(38)	62%	(62)	100
Trump Job Strongly Disapprove	36%	(90)	64%	(161)	251
#1 Issue: Economy	34%	(64)	66%	(123)	187
#1 Issue: Security	41%	(42)	59%	(60)	102
#1 Issue: Health Care	35%	(43)	65%	(82)	126
#1 Issue: Medicare / Social Security	31%	(27)	69%	(58)	85
#1 Issue: Education	25%	(18)	75%	(53)	70
2016 Vote: Hillary Clinton	40%	(78)	60%	(119)	197
2016 Vote: Donald Trump	26%	(48)	74%	(139)	187
2016 Vote: Someone else	34%	(19)	66%	(37)	56
2016 Vote: Didnt Vote	34%	(85)	66%	(164)	249
Voted in 2014: Yes	33%	(124)	67%	(251)	375
Voted in 2014: No	33%	(105)	67%	(211)	316
2012 Vote: Barack Obama	36%	(94)	64%	(167)	261
2012 Vote: Mitt Romney	31%	(38)	69%	(85)	123
2012 Vote: Didn't Vote	31%	(85)	69%	(190)	274
4-Region: Northeast	32%	(33)	68%	(71)	104
4-Region: Midwest	35%	(52)	65%	(96)	148
4-Region: South	34%	(84)	66%	(161)	245
4-Region: West	31%	(61)	69%	(134)	194
Favorable of Trump	29%	(83)	71%	(201)	285
Unfavorable of Trump	37%	(126)	63%	(213)	339
Very Favorable of Trump	32%	(51)	68%	(110)	161
Somewhat Favorable of Trump	26%	(32)	74%	(92)	124
Somewhat Unfavorable of Trump	41%	(35)	59%	(49)	84
Very Unfavorable of Trump	36%	(91)	64%	(164)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	45%	(310)	55%	(381)	691
Gender: Male	39%	(143)	61%	(226)	369
Gender: Female	52%	(167)	48%	(155)	322
Age: 18-29	59%	(117)	41%	(80)	197
Age: 30-44	45%	(95)	55%	(118)	213
Age: 45-54	40%	(42)	60%	(62)	104
Age: 55-64	32%	(27)	68%	(57)	84
Age: 65+	32%	(30)	68%	(64)	93
Generation Z: 18-21	63%	(56)	37%	(33)	88
Millennial: Age 22-37	50%	(123)	50%	(126)	249
Generation X: Age 38-53	43%	(70)	57%	(93)	164
Boomers: Age 54-72	30%	(52)	70%	(124)	176
PID: Dem (no lean)	44%	(94)	56%	(122)	216
PID: Ind (no lean)	45%	(89)	55%	(110)	199
PID: Rep (no lean)	46%	(127)	54%	(149)	276
PID/Gender: Dem Men	39%	(44)	61%	(69)	113
PID/Gender: Dem Women	49%	(51)	51%	(53)	103
PID/Gender: Ind Men	37%	(43)	63%	(72)	115
PID/Gender: Ind Women	55%	(46)	45%	(38)	84
PID/Gender: Rep Men	40%	(57)	60%	(85)	141
PID/Gender: Rep Women	52%	(70)	48%	(64)	134
Ideo: Liberal (1-3)	43%	(92)	57%	(120)	213
Ideo: Moderate (4)	45%	(63)	55%	(79)	142
Ideo: Conservative (5-7)	40%	(85)	60%	(126)	211
Educ: College	46%	(245)	54%	(286)	531
Educ: Bachelors degree	34%	(31)	66%	(60)	91
Educ: Post-grad	49%	(34)	51%	(36)	70

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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	45%	(310)	55%	(381)	691
Income: Under 50k	45%	(207)	55%	(256)	463
Income: 50k-100k	42%	(62)	58%	(85)	147
Income: 100k+	51%	(41)	49%	(40)	81
Ethnicity: White	45%	(216)	55%	(268)	485
Ethnicity: Hispanic	52%	(79)	48%	(72)	151
Ethnicity: Afr. Am.	42%	(49)	58%	(67)	116
Ethnicity: Other	50%	(45)	50%	(46)	91
Relig: Protestant	48%	(52)	52%	(57)	108
Relig: Roman Catholic	42%	(45)	58%	(62)	107
Relig: Something Else	48%	(40)	52%	(44)	85
Relig: Evangelical	47%	(103)	53%	(115)	217
Relig: Non-Evang. Catholics	41%	(34)	59%	(48)	82
Relig: All Christian	46%	(137)	54%	(163)	300
Relig: All Non-Christian	44%	(49)	56%	(63)	112
Community: Urban	43%	(94)	57%	(123)	217
Community: Suburban	47%	(115)	53%	(132)	247
Community: Rural	44%	(101)	56%	(127)	228
Employ: Private Sector	43%	(78)	57%	(105)	182
Employ: Government	54%	(33)	46%	(27)	60
Employ: Self-Employed	43%	(31)	57%	(41)	72
Employ: Retired	33%	(36)	67%	(73)	109
Employ: Unemployed	50%	(45)	50%	(46)	91
Employ: Other	45%	(41)	55%	(49)	91
Military HH: Yes	46%	(55)	54%	(63)	118
Military HH: No	45%	(255)	55%	(318)	573
RD/WT: Right Direction	46%	(136)	54%	(163)	300
RD/WT: Wrong Track	44%	(174)	56%	(218)	392
Trump Job Approve	40%	(120)	60%	(178)	298
Trump Job Disapprove	48%	(170)	52%	(181)	352

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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	45%	(310)	55%	(381)	691
Trump Job Strongly Approve	38%	(56)	62%	(91)	147
Trump Job Somewhat Approve	42%	(64)	58%	(87)	151
Trump Job Somewhat Disapprove	54%	(55)	46%	(46)	100
Trump Job Strongly Disapprove	46%	(116)	54%	(136)	251
#1 Issue: Economy	53%	(99)	47%	(88)	187
#1 Issue: Security	49%	(49)	51%	(52)	102
#1 Issue: Health Care	35%	(44)	65%	(81)	126
#1 Issue: Medicare / Social Security	28%	(24)	72%	(61)	85
#1 Issue: Education	57%	(40)	43%	(31)	70
2016 Vote: Hillary Clinton	42%	(83)	58%	(114)	197
2016 Vote: Donald Trump	38%	(71)	62%	(116)	187
2016 Vote: Someone else	45%	(25)	55%	(30)	56
2016 Vote: Didnt Vote	52%	(129)	48%	(120)	249
Voted in 2014: Yes	40%	(151)	60%	(225)	375
Voted in 2014: No	50%	(159)	50%	(157)	316
2012 Vote: Barack Obama	41%	(107)	59%	(154)	261
2012 Vote: Mitt Romney	35%	(43)	65%	(80)	123
2012 Vote: Didn't Vote	53%	(144)	47%	(130)	274
4-Region: Northeast	36%	(37)	64%	(67)	104
4-Region: Midwest	44%	(65)	56%	(83)	148
4-Region: South	46%	(112)	54%	(133)	245
4-Region: West	49%	(96)	51%	(98)	194
Favorable of Trump	39%	(111)	61%	(173)	285
Unfavorable of Trump	47%	(158)	53%	(181)	339
Very Favorable of Trump	36%	(57)	64%	(103)	161
Somewhat Favorable of Trump	44%	(54)	56%	(70)	124
Somewhat Unfavorable of Trump	45%	(38)	55%	(46)	84
Very Unfavorable of Trump	47%	(120)	53%	(135)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	26%	(183)	74%	(509)	691
Gender: Male	23%	(84)	77%	(285)	369
Gender: Female	31%	(99)	69%	(223)	322
Age: 18-29	35%	(68)	65%	(129)	197
Age: 30-44	29%	(61)	71%	(152)	213
Age: 45-54	20%	(21)	80%	(83)	104
Age: 55-64	16%	(13)	84%	(71)	84
Age: 65+	20%	(19)	80%	(74)	93
Generation Z: 18-21	30%	(27)	70%	(62)	88
Millennial: Age 22-37	35%	(87)	65%	(163)	249
Generation X: Age 38-53	20%	(33)	80%	(131)	164
Boomers: Age 54-72	18%	(32)	82%	(144)	176
PID: Dem (no lean)	27%	(59)	73%	(157)	216
PID: Ind (no lean)	29%	(57)	71%	(142)	199
PID: Rep (no lean)	24%	(66)	76%	(209)	276
PID/Gender: Dem Men	22%	(24)	78%	(89)	113
PID/Gender: Dem Women	34%	(35)	66%	(69)	103
PID/Gender: Ind Men	27%	(31)	73%	(84)	115
PID/Gender: Ind Women	31%	(26)	69%	(58)	84
PID/Gender: Rep Men	20%	(29)	80%	(112)	141
PID/Gender: Rep Women	28%	(38)	72%	(97)	134
Ideo: Liberal (1-3)	26%	(54)	74%	(158)	213
Ideo: Moderate (4)	30%	(43)	70%	(99)	142
Ideo: Conservative (5-7)	24%	(51)	76%	(160)	211
Educ: College	28%	(147)	72%	(384)	531
Educ: Bachelors degree	30%	(27)	70%	(63)	91
Educ: Post-grad	11%	(8)	89%	(62)	70

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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	26%	(183)	74%	(509)	691
Income: Under 50k	27%	(123)	73%	(340)	463
Income: 50k-100k	23%	(35)	77%	(113)	147
Income: 100k+	31%	(25)	69%	(56)	81
Ethnicity: White	28%	(134)	72%	(351)	485
Ethnicity: Hispanic	30%	(46)	70%	(106)	151
Ethnicity: Afr. Am.	25%	(29)	75%	(87)	116
Ethnicity: Other	22%	(20)	78%	(70)	91
Relig: Protestant	18%	(19)	82%	(89)	108
Relig: Roman Catholic	27%	(29)	73%	(78)	107
Relig: Something Else	21%	(17)	79%	(67)	85
Relig: Evangelical	23%	(49)	77%	(168)	217
Relig: Non-Evang. Catholics	20%	(16)	80%	(66)	82
Relig: All Christian	22%	(66)	78%	(234)	300
Relig: All Non-Christian	31%	(35)	69%	(77)	112
Community: Urban	28%	(60)	72%	(156)	217
Community: Suburban	27%	(67)	73%	(180)	247
Community: Rural	24%	(56)	76%	(172)	228
Employ: Private Sector	30%	(55)	70%	(127)	182
Employ: Government	34%	(20)	66%	(40)	60
Employ: Self-Employed	23%	(16)	77%	(56)	72
Employ: Retired	21%	(22)	79%	(87)	109
Employ: Unemployed	27%	(25)	73%	(66)	91
Employ: Other	25%	(22)	75%	(68)	91
Military HH: Yes	26%	(31)	74%	(87)	118
Military HH: No	26%	(151)	74%	(422)	573
RD/WT: Right Direction	26%	(76)	74%	(223)	300
RD/WT: Wrong Track	27%	(106)	73%	(286)	392
Trump Job Approve	27%	(79)	73%	(219)	298
Trump Job Disapprove	26%	(90)	74%	(262)	352

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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	26%	(183)	74%	(509)	691
Trump Job Strongly Approve	21%	(30)	79%	(116)	147
Trump Job Somewhat Approve	32%	(49)	68%	(102)	151
Trump Job Somewhat Disapprove	21%	(21)	79%	(79)	100
Trump Job Strongly Disapprove	27%	(69)	73%	(183)	251
#1 Issue: Economy	28%	(52)	72%	(135)	187
#1 Issue: Security	22%	(22)	78%	(79)	102
#1 Issue: Health Care	31%	(39)	69%	(87)	126
#1 Issue: Medicare / Social Security	21%	(18)	79%	(67)	85
#1 Issue: Education	20%	(14)	80%	(57)	70
2016 Vote: Hillary Clinton	28%	(55)	72%	(141)	197
2016 Vote: Donald Trump	29%	(55)	71%	(132)	187
2016 Vote: Someone else	16%	(9)	84%	(47)	56
2016 Vote: Didn't Vote	25%	(63)	75%	(186)	249
Voted in 2014: Yes	24%	(91)	76%	(284)	375
Voted in 2014: No	29%	(91)	71%	(225)	316
2012 Vote: Barack Obama	27%	(70)	73%	(191)	261
2012 Vote: Mitt Romney	21%	(26)	79%	(97)	123
2012 Vote: Didn't Vote	29%	(80)	71%	(194)	274
4-Region: Northeast	29%	(30)	71%	(74)	104
4-Region: Midwest	27%	(40)	73%	(108)	148
4-Region: South	22%	(53)	78%	(192)	245
4-Region: West	31%	(60)	69%	(134)	194
Favorable of Trump	25%	(70)	75%	(215)	285
Unfavorable of Trump	26%	(89)	74%	(250)	339
Very Favorable of Trump	22%	(36)	78%	(125)	161
Somewhat Favorable of Trump	28%	(34)	72%	(90)	124
Somewhat Unfavorable of Trump	28%	(24)	72%	(60)	84
Very Unfavorable of Trump	26%	(65)	74%	(189)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	9%	(63)	91%	(628)	691
Gender: Male	8%	(29)	92%	(340)	369
Gender: Female	10%	(34)	90%	(288)	322
Age: 18-29	9%	(19)	91%	(179)	197
Age: 30-44	9%	(19)	91%	(193)	213
Age: 45-54	12%	(12)	88%	(91)	104
Age: 55-64	7%	(6)	93%	(79)	84
Age: 65+	7%	(7)	93%	(86)	93
Generation Z: 18-21	12%	(11)	88%	(78)	88
Millennial: Age 22-37	8%	(20)	92%	(229)	249
Generation X: Age 38-53	12%	(19)	88%	(145)	164
Boomers: Age 54-72	5%	(9)	95%	(167)	176
PID: Dem (no lean)	11%	(23)	89%	(194)	216
PID: Ind (no lean)	6%	(11)	94%	(188)	199
PID: Rep (no lean)	11%	(29)	89%	(246)	276
PID/Gender: Dem Men	7%	(8)	93%	(105)	113
PID/Gender: Dem Women	14%	(15)	86%	(89)	103
PID/Gender: Ind Men	4%	(4)	96%	(111)	115
PID/Gender: Ind Women	8%	(7)	92%	(78)	84
PID/Gender: Rep Men	12%	(17)	88%	(125)	141
PID/Gender: Rep Women	9%	(13)	91%	(122)	134
Ideo: Liberal (1-3)	14%	(30)	86%	(183)	213
Ideo: Moderate (4)	6%	(9)	94%	(133)	142
Ideo: Conservative (5-7)	7%	(16)	93%	(195)	211
Educ: College	9%	(47)	91%	(484)	531
Educ: Bachelors degree	9%	(8)	91%	(83)	91
Educ: Post-grad	11%	(8)	89%	(62)	70

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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	9%	(63)	91%	(628)	691
Income: Under 50k	7%	(33)	93%	(430)	463
Income: 50k-100k	12%	(18)	88%	(130)	147
Income: 100k+	15%	(12)	85%	(69)	81
Ethnicity: White	10%	(47)	90%	(438)	485
Ethnicity: Hispanic	5%	(8)	95%	(143)	151
Ethnicity: Afr. Am.	8%	(9)	92%	(107)	116
Ethnicity: Other	8%	(7)	92%	(84)	91
Relig: Protestant	8%	(9)	92%	(100)	108
Relig: Roman Catholic	9%	(10)	91%	(97)	107
Relig: Something Else	8%	(7)	92%	(78)	85
Relig: Evangelical	8%	(18)	92%	(200)	217
Relig: Non-Evang. Catholics	9%	(7)	91%	(75)	82
Relig: All Christian	8%	(25)	92%	(275)	300
Relig: All Non-Christian	11%	(12)	89%	(100)	112
Community: Urban	8%	(18)	92%	(199)	217
Community: Suburban	12%	(30)	88%	(217)	247
Community: Rural	7%	(15)	93%	(213)	228
Employ: Private Sector	10%	(18)	90%	(164)	182
Employ: Government	24%	(14)	76%	(46)	60
Employ: Self-Employed	5%	(4)	95%	(68)	72
Employ: Retired	6%	(7)	94%	(102)	109
Employ: Unemployed	9%	(8)	91%	(83)	91
Employ: Other	4%	(3)	96%	(87)	91
Military HH: Yes	15%	(18)	85%	(101)	118
Military HH: No	8%	(46)	92%	(528)	573
RD/WT: Right Direction	9%	(26)	91%	(273)	300
RD/WT: Wrong Track	9%	(37)	91%	(355)	392
Trump Job Approve	9%	(28)	91%	(270)	298
Trump Job Disapprove	9%	(33)	91%	(319)	352

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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	9%	(63)	91%	(628)	691
Trump Job Strongly Approve	11%	(17)	89%	(130)	147
Trump Job Somewhat Approve	7%	(11)	93%	(140)	151
Trump Job Somewhat Disapprove	15%	(15)	85%	(85)	100
Trump Job Strongly Disapprove	7%	(17)	93%	(234)	251
#1 Issue: Economy	6%	(12)	94%	(175)	187
#1 Issue: Security	8%	(8)	92%	(93)	102
#1 Issue: Health Care	11%	(13)	89%	(112)	126
#1 Issue: Medicare / Social Security	6%	(5)	94%	(79)	85
#1 Issue: Education	14%	(10)	86%	(61)	70
2016 Vote: Hillary Clinton	11%	(22)	89%	(175)	197
2016 Vote: Donald Trump	10%	(18)	90%	(169)	187
2016 Vote: Someone else	6%	(3)	94%	(52)	56
2016 Vote: Didnt Vote	8%	(19)	92%	(230)	249
Voted in 2014: Yes	10%	(38)	90%	(338)	375
Voted in 2014: No	8%	(25)	92%	(291)	316
2012 Vote: Barack Obama	10%	(25)	90%	(236)	261
2012 Vote: Mitt Romney	8%	(10)	92%	(113)	123
2012 Vote: Didn't Vote	9%	(24)	91%	(250)	274
4-Region: Northeast	6%	(6)	94%	(98)	104
4-Region: Midwest	14%	(21)	86%	(127)	148
4-Region: South	9%	(23)	91%	(223)	245
4-Region: West	7%	(13)	93%	(181)	194
Favorable of Trump	9%	(26)	91%	(258)	285
Unfavorable of Trump	10%	(34)	90%	(305)	339
Very Favorable of Trump	10%	(16)	90%	(144)	161
Somewhat Favorable of Trump	8%	(10)	92%	(114)	124
Somewhat Unfavorable of Trump	13%	(11)	87%	(73)	84
Very Unfavorable of Trump	9%	(22)	91%	(232)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	41%	(283)	59%	(408)	691
Gender: Male	40%	(147)	60%	(222)	369
Gender: Female	42%	(136)	58%	(186)	322
Age: 18-29	39%	(77)	61%	(120)	197
Age: 30-44	41%	(88)	59%	(125)	213
Age: 45-54	37%	(38)	63%	(65)	104
Age: 55-64	45%	(38)	55%	(47)	84
Age: 65+	45%	(42)	55%	(51)	93
Generation Z: 18-21	40%	(36)	60%	(53)	88
Millennial: Age 22-37	41%	(102)	59%	(147)	249
Generation X: Age 38-53	36%	(60)	64%	(104)	164
Boomers: Age 54-72	44%	(78)	56%	(98)	176
PID: Dem (no lean)	36%	(78)	64%	(139)	216
PID: Ind (no lean)	43%	(86)	57%	(113)	199
PID: Rep (no lean)	43%	(119)	57%	(156)	276
PID/Gender: Dem Men	33%	(38)	67%	(75)	113
PID/Gender: Dem Women	39%	(40)	61%	(63)	103
PID/Gender: Ind Men	45%	(51)	55%	(64)	115
PID/Gender: Ind Women	42%	(35)	58%	(49)	84
PID/Gender: Rep Men	41%	(59)	59%	(83)	141
PID/Gender: Rep Women	45%	(61)	55%	(74)	134
Ideo: Liberal (1-3)	32%	(67)	68%	(145)	213
Ideo: Moderate (4)	46%	(65)	54%	(77)	142
Ideo: Conservative (5-7)	42%	(89)	58%	(122)	211
Educ: College	40%	(214)	60%	(317)	531
Educ: Bachelors degree	44%	(40)	56%	(51)	91
Educ: Post-grad	42%	(29)	58%	(40)	70

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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	41%	(283)	59%	(408)	691
Income: Under 50k	40%	(184)	60%	(279)	463
Income: 50k-100k	45%	(67)	55%	(81)	147
Income: 100k+	40%	(33)	60%	(48)	81
Ethnicity: White	43%	(209)	57%	(275)	485
Ethnicity: Hispanic	37%	(56)	63%	(96)	151
Ethnicity: Afr. Am.	31%	(36)	69%	(80)	116
Ethnicity: Other	42%	(38)	58%	(53)	91
Relig: Protestant	47%	(51)	53%	(57)	108
Relig: Roman Catholic	37%	(39)	63%	(67)	107
Relig: Something Else	34%	(29)	66%	(56)	85
Relig: Evangelical	36%	(79)	64%	(138)	217
Relig: Non-Evang. Catholics	49%	(40)	51%	(42)	82
Relig: All Christian	40%	(120)	60%	(180)	300
Relig: All Non-Christian	35%	(40)	65%	(72)	112
Community: Urban	32%	(70)	68%	(147)	217
Community: Suburban	46%	(112)	54%	(134)	247
Community: Rural	44%	(101)	56%	(127)	228
Employ: Private Sector	44%	(80)	56%	(102)	182
Employ: Government	43%	(26)	57%	(34)	60
Employ: Self-Employed	38%	(27)	62%	(45)	72
Employ: Retired	46%	(50)	54%	(59)	109
Employ: Unemployed	32%	(29)	68%	(61)	91
Employ: Other	40%	(36)	60%	(54)	91
Military HH: Yes	48%	(57)	52%	(61)	118
Military HH: No	39%	(226)	61%	(347)	573
RD/WT: Right Direction	45%	(135)	55%	(164)	300
RD/WT: Wrong Track	38%	(148)	62%	(244)	392
Trump Job Approve	45%	(134)	55%	(164)	298
Trump Job Disapprove	35%	(123)	65%	(228)	352

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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	41% (283)	59% (408)	691
Trump Job Strongly Approve	43% (63)	57% (84)	147
Trump Job Somewhat Approve	47% (70)	53% (81)	151
Trump Job Somewhat Disapprove	44% (44)	56% (56)	100
Trump Job Strongly Disapprove	31% (79)	69% (172)	251
#1 Issue: Economy	42% (79)	58% (108)	187
#1 Issue: Security	42% (43)	58% (59)	102
#1 Issue: Health Care	46% (57)	54% (68)	126
#1 Issue: Medicare / Social Security	46% (39)	54% (45)	85
#1 Issue: Education	36% (25)	64% (45)	70
2016 Vote: Hillary Clinton	32% (63)	68% (134)	197
2016 Vote: Donald Trump	46% (86)	54% (102)	187
2016 Vote: Someone else	40% (22)	60% (33)	56
2016 Vote: Didn't Vote	45% (112)	55% (138)	249
Voted in 2014: Yes	38% (144)	62% (231)	375
Voted in 2014: No	44% (139)	56% (177)	316
2012 Vote: Barack Obama	38% (98)	62% (163)	261
2012 Vote: Mitt Romney	44% (54)	56% (69)	123
2012 Vote: Didn't Vote	42% (115)	58% (159)	274
4-Region: Northeast	40% (42)	60% (62)	104
4-Region: Midwest	43% (64)	57% (84)	148
4-Region: South	43% (106)	57% (139)	245
4-Region: West	37% (72)	63% (122)	194
Favorable of Trump	45% (128)	55% (157)	285
Unfavorable of Trump	39% (132)	61% (206)	339
Very Favorable of Trump	42% (67)	58% (94)	161
Somewhat Favorable of Trump	49% (61)	51% (63)	124
Somewhat Unfavorable of Trump	47% (39)	53% (45)	84
Very Unfavorable of Trump	37% (93)	63% (162)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	52%	(359)	48%	(333)	691
Gender: Male	54%	(201)	46%	(168)	369
Gender: Female	49%	(158)	51%	(164)	322
Age: 18-29	55%	(109)	45%	(88)	197
Age: 30-44	44%	(94)	56%	(119)	213
Age: 45-54	58%	(61)	42%	(43)	104
Age: 55-64	45%	(38)	55%	(46)	84
Age: 65+	62%	(57)	38%	(36)	93
Generation Z: 18-21	52%	(46)	48%	(42)	88
Millennial: Age 22-37	49%	(122)	51%	(127)	249
Generation X: Age 38-53	55%	(90)	45%	(74)	164
Boomers: Age 54-72	51%	(89)	49%	(87)	176
PID: Dem (no lean)	55%	(119)	45%	(97)	216
PID: Ind (no lean)	44%	(89)	56%	(111)	199
PID: Rep (no lean)	55%	(151)	45%	(125)	276
PID/Gender: Dem Men	56%	(64)	44%	(49)	113
PID/Gender: Dem Women	54%	(56)	46%	(48)	103
PID/Gender: Ind Men	48%	(55)	52%	(60)	115
PID/Gender: Ind Women	40%	(34)	60%	(50)	84
PID/Gender: Rep Men	59%	(83)	41%	(59)	141
PID/Gender: Rep Women	51%	(68)	49%	(66)	134
Ideo: Liberal (1-3)	48%	(103)	52%	(110)	213
Ideo: Moderate (4)	55%	(78)	45%	(64)	142
Ideo: Conservative (5-7)	54%	(114)	46%	(97)	211
Educ: College	51%	(272)	49%	(259)	531
Educ: Bachelors degree	54%	(50)	46%	(41)	91
Educ: Post-grad	53%	(37)	47%	(32)	70

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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	52%	(359)	48%	(333)	691
Income: Under 50k	51%	(236)	49%	(227)	463
Income: 50k-100k	54%	(80)	46%	(68)	147
Income: 100k+	53%	(43)	47%	(38)	81
Ethnicity: White	50%	(240)	50%	(244)	485
Ethnicity: Hispanic	46%	(70)	54%	(82)	151
Ethnicity: Afr. Am.	58%	(67)	42%	(48)	116
Ethnicity: Other	56%	(51)	44%	(40)	91
Relig: Protestant	54%	(59)	46%	(50)	108
Relig: Roman Catholic	58%	(62)	42%	(45)	107
Relig: Something Else	50%	(43)	50%	(42)	85
Relig: Evangelical	54%	(116)	46%	(101)	217
Relig: Non-Evang. Catholics	56%	(46)	44%	(36)	82
Relig: All Christian	54%	(163)	46%	(137)	300
Relig: All Non-Christian	53%	(59)	47%	(52)	112
Community: Urban	53%	(115)	47%	(102)	217
Community: Suburban	50%	(122)	50%	(124)	247
Community: Rural	53%	(122)	47%	(106)	228
Employ: Private Sector	51%	(93)	49%	(89)	182
Employ: Government	63%	(38)	37%	(22)	60
Employ: Self-Employed	40%	(29)	60%	(43)	72
Employ: Retired	62%	(67)	38%	(42)	109
Employ: Unemployed	55%	(50)	45%	(40)	91
Employ: Other	47%	(43)	53%	(48)	91
Military HH: Yes	46%	(54)	54%	(64)	118
Military HH: No	53%	(304)	47%	(269)	573
RD/WT: Right Direction	60%	(178)	40%	(121)	300
RD/WT: Wrong Track	46%	(180)	54%	(211)	392
Trump Job Approve	54%	(160)	46%	(138)	298
Trump Job Disapprove	49%	(173)	51%	(178)	352

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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	52%	(359)	48%	(333)	691
Trump Job Strongly Approve	58%	(85)	42%	(62)	147
Trump Job Somewhat Approve	50%	(75)	50%	(76)	151
Trump Job Somewhat Disapprove	53%	(53)	47%	(47)	100
Trump Job Strongly Disapprove	48%	(121)	52%	(131)	251
#1 Issue: Economy	52%	(97)	48%	(89)	187
#1 Issue: Security	53%	(53)	47%	(48)	102
#1 Issue: Health Care	50%	(63)	50%	(63)	126
#1 Issue: Medicare / Social Security	62%	(52)	38%	(32)	85
#1 Issue: Education	40%	(28)	60%	(43)	70
2016 Vote: Hillary Clinton	52%	(101)	48%	(95)	197
2016 Vote: Donald Trump	51%	(96)	49%	(91)	187
2016 Vote: Someone else	41%	(23)	59%	(33)	56
2016 Vote: Didn't Vote	55%	(137)	45%	(113)	249
Voted in 2014: Yes	50%	(187)	50%	(189)	375
Voted in 2014: No	54%	(172)	46%	(144)	316
2012 Vote: Barack Obama	49%	(127)	51%	(134)	261
2012 Vote: Mitt Romney	53%	(66)	47%	(58)	123
2012 Vote: Didn't Vote	54%	(148)	46%	(126)	274
4-Region: Northeast	59%	(61)	41%	(43)	104
4-Region: Midwest	50%	(75)	50%	(73)	148
4-Region: South	54%	(132)	46%	(113)	245
4-Region: West	47%	(91)	53%	(103)	194
Favorable of Trump	53%	(150)	47%	(135)	285
Unfavorable of Trump	52%	(175)	48%	(164)	339
Very Favorable of Trump	51%	(82)	49%	(78)	161
Somewhat Favorable of Trump	55%	(68)	45%	(56)	124
Somewhat Unfavorable of Trump	63%	(53)	37%	(31)	84
Very Unfavorable of Trump	48%	(122)	52%	(133)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	4%	(27)	96%	(664)	691
Gender: Male	4%	(15)	96%	(355)	369
Gender: Female	4%	(12)	96%	(310)	322
Age: 18-29	5%	(11)	95%	(186)	197
Age: 30-44	2%	(5)	98%	(208)	213
Age: 45-54	4%	(4)	96%	(100)	104
Age: 55-64	6%	(5)	94%	(79)	84
Age: 65+	2%	(2)	98%	(91)	93
Generation Z: 18-21	5%	(5)	95%	(84)	88
Millennial: Age 22-37	4%	(10)	96%	(239)	249
Generation X: Age 38-53	3%	(5)	97%	(158)	164
Boomers: Age 54-72	4%	(7)	96%	(168)	176
PID: Dem (no lean)	2%	(4)	98%	(212)	216
PID: Ind (no lean)	5%	(11)	95%	(188)	199
PID: Rep (no lean)	4%	(12)	96%	(264)	276
PID/Gender: Dem Men	2%	(3)	98%	(110)	113
PID/Gender: Dem Women	1%	(1)	99%	(102)	103
PID/Gender: Ind Men	4%	(5)	96%	(110)	115
PID/Gender: Ind Women	7%	(6)	93%	(78)	84
PID/Gender: Rep Men	5%	(7)	95%	(134)	141
PID/Gender: Rep Women	4%	(5)	96%	(129)	134
Ideo: Liberal (1-3)	2%	(5)	98%	(208)	213
Ideo: Moderate (4)	5%	(7)	95%	(135)	142
Ideo: Conservative (5-7)	4%	(9)	96%	(202)	211
Educ: College	4%	(22)	96%	(508)	531
Educ: Bachelors degree	3%	(3)	97%	(88)	91
Educ: Post-grad	3%	(2)	97%	(68)	70

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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	4%	(27)	96%	(664)	691
Income: Under 50k	4%	(21)	96%	(442)	463
Income: 50k-100k	2%	(3)	98%	(144)	147
Income: 100k+	4%	(3)	96%	(78)	81
Ethnicity: White	4%	(21)	96%	(464)	485
Ethnicity: Hispanic	4%	(6)	96%	(145)	151
Ethnicity: Afr. Am.	5%	(6)	95%	(110)	116
Ethnicity: Other	1%	(1)	99%	(90)	91
Relig: Protestant	3%	(3)	97%	(105)	108
Relig: Roman Catholic	4%	(4)	96%	(103)	107
Relig: Something Else	5%	(4)	95%	(81)	85
Relig: Evangelical	4%	(9)	96%	(208)	217
Relig: Non-Evang. Catholics	2%	(2)	98%	(81)	82
Relig: All Christian	4%	(11)	96%	(289)	300
Relig: All Non-Christian	4%	(5)	96%	(107)	112
Community: Urban	1%	(3)	99%	(214)	217
Community: Suburban	4%	(11)	96%	(236)	247
Community: Rural	6%	(13)	94%	(214)	228
Employ: Private Sector	2%	(3)	98%	(179)	182
Employ: Government	1%	(1)	99%	(59)	60
Employ: Self-Employed	8%	(6)	92%	(66)	72
Employ: Retired	2%	(2)	98%	(107)	109
Employ: Unemployed	11%	(10)	89%	(81)	91
Employ: Other	2%	(2)	98%	(89)	91
Military HH: Yes	4%	(4)	96%	(114)	118
Military HH: No	4%	(23)	96%	(550)	573
RD/WT: Right Direction	2%	(7)	98%	(292)	300
RD/WT: Wrong Track	5%	(20)	95%	(372)	392
Trump Job Approve	3%	(8)	97%	(290)	298
Trump Job Disapprove	5%	(18)	95%	(334)	352

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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	4%	(27)	96%	(664)	691
Trump Job Strongly Approve	4%	(6)	96%	(141)	147
Trump Job Somewhat Approve	2%	(2)	98%	(149)	151
Trump Job Somewhat Disapprove	5%	(5)	95%	(96)	100
Trump Job Strongly Disapprove	5%	(13)	95%	(238)	251
#1 Issue: Economy	3%	(6)	97%	(181)	187
#1 Issue: Security	3%	(3)	97%	(98)	102
#1 Issue: Health Care	2%	(3)	98%	(122)	126
#1 Issue: Medicare / Social Security	—	(0)	100%	(85)	85
#1 Issue: Education	8%	(5)	92%	(65)	70
2016 Vote: Hillary Clinton	2%	(4)	98%	(193)	197
2016 Vote: Donald Trump	2%	(4)	98%	(183)	187
2016 Vote: Someone else	3%	(2)	97%	(54)	56
2016 Vote: Didn't Vote	7%	(18)	93%	(231)	249
Voted in 2014: Yes	4%	(13)	96%	(362)	375
Voted in 2014: No	4%	(14)	96%	(302)	316
2012 Vote: Barack Obama	4%	(9)	96%	(252)	261
2012 Vote: Mitt Romney	3%	(4)	97%	(120)	123
2012 Vote: Didn't Vote	4%	(10)	96%	(264)	274
4-Region: Northeast	2%	(2)	98%	(102)	104
4-Region: Midwest	5%	(8)	95%	(140)	148
4-Region: South	4%	(10)	96%	(235)	245
4-Region: West	4%	(8)	96%	(186)	194
Favorable of Trump	3%	(8)	97%	(276)	285
Unfavorable of Trump	5%	(18)	95%	(321)	339
Very Favorable of Trump	3%	(4)	97%	(156)	161
Somewhat Favorable of Trump	3%	(4)	97%	(120)	124
Somewhat Unfavorable of Trump	7%	(6)	93%	(79)	84
Very Unfavorable of Trump	5%	(13)	95%	(242)	255

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	75%	(864)	25%	(292)	1156
Gender: Male	71%	(357)	29%	(143)	500
Gender: Female	77%	(506)	23%	(149)	655
Age: 18-29	76%	(135)	24%	(43)	179
Age: 30-44	78%	(201)	22%	(57)	257
Age: 45-54	68%	(143)	32%	(67)	210
Age: 55-64	74%	(175)	26%	(62)	237
Age: 65+	77%	(209)	23%	(63)	273
Generation Z: 18-21	69%	(35)	31%	(16)	50
Millennial: Age 22-37	77%	(210)	23%	(62)	272
Generation X: Age 38-53	74%	(222)	26%	(78)	300
Boomers: Age 54-72	73%	(337)	27%	(124)	461
PID: Dem (no lean)	76%	(282)	24%	(91)	373
PID: Ind (no lean)	72%	(205)	28%	(78)	283
PID: Rep (no lean)	75%	(377)	25%	(123)	500
PID/Gender: Dem Men	71%	(98)	29%	(41)	139
PID/Gender: Dem Women	79%	(184)	21%	(50)	233
PID/Gender: Ind Men	73%	(95)	27%	(35)	130
PID/Gender: Ind Women	72%	(110)	28%	(44)	153
PID/Gender: Rep Men	71%	(164)	29%	(67)	231
PID/Gender: Rep Women	79%	(213)	21%	(56)	269
Ideo: Liberal (1-3)	70%	(232)	30%	(98)	330
Ideo: Moderate (4)	73%	(188)	27%	(69)	257
Ideo: Conservative (5-7)	77%	(360)	23%	(105)	465
Educ: College	74%	(535)	26%	(187)	723
Educ: Bachelors degree	76%	(222)	24%	(70)	291
Educ: Post-grad	75%	(107)	25%	(35)	142

Continued on next page

**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	75%	(864)	25%	(292)	1156
Income: Under 50k	73%	(423)	27%	(159)	582
Income: 50k-100k	77%	(288)	23%	(88)	376
Income: 100k+	77%	(152)	23%	(46)	198
Ethnicity: White	75%	(756)	25%	(246)	1002
Ethnicity: Hispanic	74%	(105)	26%	(38)	143
Ethnicity: Afr. Am.	72%	(64)	28%	(25)	89
Ethnicity: Other	67%	(44)	33%	(22)	65
Relig: Protestant	75%	(248)	25%	(85)	333
Relig: Roman Catholic	77%	(183)	23%	(56)	239
Relig: Something Else	77%	(85)	23%	(25)	110
Relig: Evangelical	76%	(347)	24%	(111)	458
Relig: Non-Evang. Catholics	76%	(169)	24%	(55)	224
Relig: All Christian	76%	(516)	24%	(166)	682
Relig: All Non-Christian	76%	(96)	24%	(31)	127
Community: Urban	73%	(175)	27%	(64)	238
Community: Suburban	74%	(441)	26%	(154)	595
Community: Rural	77%	(248)	23%	(75)	323
Employ: Private Sector	78%	(296)	22%	(82)	377
Employ: Government	72%	(61)	28%	(24)	85
Employ: Self-Employed	64%	(55)	36%	(30)	85
Employ: Homemaker	68%	(62)	32%	(29)	91
Employ: Retired	74%	(216)	26%	(74)	290
Employ: Unemployed	74%	(67)	26%	(24)	91
Employ: Other	79%	(83)	21%	(22)	105
Military HH: Yes	76%	(158)	24%	(51)	209
Military HH: No	75%	(706)	25%	(241)	947
RD/WT: Right Direction	75%	(357)	25%	(117)	475
RD/WT: Wrong Track	74%	(506)	26%	(175)	681
Trump Job Approve	76%	(401)	24%	(125)	526
Trump Job Disapprove	73%	(424)	27%	(157)	582

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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	75%	(864)	25%	(292)	1156
Trump Job Strongly Approve	74%	(203)	26%	(73)	276
Trump Job Somewhat Approve	79%	(197)	21%	(52)	250
Trump Job Somewhat Disapprove	71%	(99)	29%	(40)	139
Trump Job Strongly Disapprove	73%	(325)	27%	(118)	443
#1 Issue: Economy	81%	(248)	19%	(59)	307
#1 Issue: Security	75%	(171)	25%	(56)	227
#1 Issue: Health Care	70%	(125)	30%	(54)	179
#1 Issue: Medicare / Social Security	75%	(144)	25%	(48)	192
#1 Issue: Women's Issues	70%	(53)	30%	(23)	75
#1 Issue: Education	71%	(56)	29%	(23)	80
#1 Issue: Other	73%	(51)	27%	(19)	70
2016 Vote: Hillary Clinton	72%	(273)	28%	(104)	377
2016 Vote: Donald Trump	75%	(329)	25%	(107)	436
2016 Vote: Someone else	79%	(92)	21%	(24)	116
2016 Vote: Didnt Vote	76%	(170)	24%	(54)	224
Voted in 2014: Yes	74%	(612)	26%	(217)	829
Voted in 2014: No	77%	(251)	23%	(76)	327
2012 Vote: Barack Obama	73%	(339)	27%	(123)	462
2012 Vote: Mitt Romney	77%	(275)	23%	(82)	357
2012 Vote: Other	76%	(45)	24%	(15)	60
2012 Vote: Didn't Vote	75%	(204)	25%	(70)	273
4-Region: Northeast	74%	(168)	26%	(58)	226
4-Region: Midwest	70%	(176)	30%	(77)	253
4-Region: South	76%	(333)	24%	(104)	438
4-Region: West	78%	(185)	22%	(53)	239
Favorable of Trump	76%	(397)	24%	(123)	520
Unfavorable of Trump	73%	(429)	27%	(156)	585
Very Favorable of Trump	76%	(229)	24%	(71)	300
Somewhat Favorable of Trump	76%	(168)	24%	(52)	220
Somewhat Unfavorable of Trump	76%	(82)	24%	(26)	108
Very Unfavorable of Trump	73%	(346)	27%	(130)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	63%	(728)	37%	(428)	1156
Gender: Male	63%	(314)	37%	(186)	500
Gender: Female	63%	(414)	37%	(242)	655
Age: 18-29	63%	(112)	37%	(66)	179
Age: 30-44	65%	(168)	35%	(89)	257
Age: 45-54	58%	(121)	42%	(89)	210
Age: 55-64	65%	(155)	35%	(82)	237
Age: 65+	63%	(172)	37%	(101)	273
Generation Z: 18-21	55%	(28)	45%	(23)	50
Millennial: Age 22-37	67%	(181)	33%	(91)	272
Generation X: Age 38-53	60%	(179)	40%	(121)	300
Boomers: Age 54-72	61%	(283)	39%	(178)	461
PID: Dem (no lean)	68%	(254)	32%	(119)	373
PID: Ind (no lean)	65%	(184)	35%	(99)	283
PID: Rep (no lean)	58%	(289)	42%	(210)	500
PID/Gender: Dem Men	73%	(102)	27%	(38)	139
PID/Gender: Dem Women	65%	(152)	35%	(81)	233
PID/Gender: Ind Men	65%	(84)	35%	(46)	130
PID/Gender: Ind Women	66%	(101)	34%	(53)	153
PID/Gender: Rep Men	56%	(129)	44%	(103)	231
PID/Gender: Rep Women	60%	(161)	40%	(108)	269
Ideo: Liberal (1-3)	70%	(230)	30%	(100)	330
Ideo: Moderate (4)	62%	(159)	38%	(97)	257
Ideo: Conservative (5-7)	61%	(282)	39%	(183)	465
Educ: College	60%	(437)	40%	(286)	723
Educ: Bachelors degree	66%	(193)	34%	(98)	291
Educ: Post-grad	69%	(98)	31%	(44)	142

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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	63%	(728)	37%	(428)	1156
Income: Under 50k	61%	(358)	39%	(224)	582
Income: 50k-100k	65%	(245)	35%	(131)	376
Income: 100k+	63%	(125)	37%	(72)	198
Ethnicity: White	62%	(625)	38%	(377)	1002
Ethnicity: Hispanic	57%	(82)	43%	(61)	143
Ethnicity: Afr. Am.	71%	(63)	29%	(26)	89
Ethnicity: Other	62%	(40)	38%	(25)	65
Relig: Protestant	67%	(223)	33%	(111)	333
Relig: Roman Catholic	58%	(138)	42%	(101)	239
Relig: Something Else	66%	(72)	34%	(38)	110
Relig: Evangelical	62%	(283)	38%	(175)	458
Relig: Non-Evang. Catholics	67%	(150)	33%	(74)	224
Relig: All Christian	63%	(433)	37%	(249)	682
Relig: All Non-Christian	55%	(69)	45%	(58)	127
Community: Urban	60%	(143)	40%	(95)	238
Community: Suburban	65%	(388)	35%	(206)	595
Community: Rural	61%	(196)	39%	(127)	323
Employ: Private Sector	66%	(248)	34%	(129)	377
Employ: Government	66%	(56)	34%	(29)	85
Employ: Self-Employed	64%	(54)	36%	(31)	85
Employ: Homemaker	60%	(55)	40%	(37)	91
Employ: Retired	64%	(187)	36%	(103)	290
Employ: Unemployed	58%	(53)	42%	(38)	91
Employ: Other	52%	(55)	48%	(50)	105
Military HH: Yes	68%	(141)	32%	(68)	209
Military HH: No	62%	(587)	38%	(360)	947
RD/WT: Right Direction	59%	(279)	41%	(196)	475
RD/WT: Wrong Track	66%	(449)	34%	(232)	681
Trump Job Approve	59%	(310)	41%	(216)	526
Trump Job Disapprove	67%	(390)	33%	(192)	582

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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	63%	(728)	37%	(428)	1156
Trump Job Strongly Approve	59%	(162)	41%	(114)	276
Trump Job Somewhat Approve	59%	(148)	41%	(102)	250
Trump Job Somewhat Disapprove	61%	(84)	39%	(54)	139
Trump Job Strongly Disapprove	69%	(306)	31%	(137)	443
#1 Issue: Economy	59%	(181)	41%	(126)	307
#1 Issue: Security	61%	(138)	39%	(89)	227
#1 Issue: Health Care	69%	(124)	31%	(55)	179
#1 Issue: Medicare / Social Security	66%	(127)	34%	(65)	192
#1 Issue: Women's Issues	66%	(50)	34%	(25)	75
#1 Issue: Education	60%	(48)	40%	(32)	80
#1 Issue: Other	60%	(42)	40%	(28)	70
2016 Vote: Hillary Clinton	70%	(265)	30%	(112)	377
2016 Vote: Donald Trump	61%	(264)	39%	(172)	436
2016 Vote: Someone else	65%	(75)	35%	(41)	116
2016 Vote: Didn't Vote	56%	(125)	44%	(100)	224
Voted in 2014: Yes	66%	(544)	34%	(285)	829
Voted in 2014: No	56%	(184)	44%	(143)	327
2012 Vote: Barack Obama	69%	(321)	31%	(141)	462
2012 Vote: Mitt Romney	63%	(224)	37%	(133)	357
2012 Vote: Other	59%	(35)	41%	(25)	60
2012 Vote: Didn't Vote	54%	(147)	46%	(126)	273
4-Region: Northeast	65%	(148)	35%	(78)	226
4-Region: Midwest	56%	(143)	44%	(111)	253
4-Region: South	65%	(283)	35%	(155)	438
4-Region: West	65%	(155)	35%	(84)	239
Favorable of Trump	59%	(306)	41%	(214)	520
Unfavorable of Trump	67%	(390)	33%	(194)	585
Very Favorable of Trump	60%	(180)	40%	(120)	300
Somewhat Favorable of Trump	57%	(127)	43%	(94)	220
Somewhat Unfavorable of Trump	62%	(67)	38%	(41)	108
Very Unfavorable of Trump	68%	(324)	32%	(153)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	53%	(614)	47%	(542)	1156
Gender: Male	55%	(275)	45%	(226)	500
Gender: Female	52%	(339)	48%	(316)	655
Age: 18-29	46%	(82)	54%	(97)	179
Age: 30-44	58%	(149)	42%	(108)	257
Age: 45-54	50%	(105)	50%	(105)	210
Age: 55-64	55%	(130)	45%	(108)	237
Age: 65+	55%	(149)	45%	(124)	273
Generation Z: 18-21	51%	(26)	49%	(25)	50
Millennial: Age 22-37	51%	(140)	49%	(132)	272
Generation X: Age 38-53	52%	(157)	48%	(143)	300
Boomers: Age 54-72	53%	(243)	47%	(218)	461
PID: Dem (no lean)	58%	(216)	42%	(157)	373
PID: Ind (no lean)	46%	(130)	54%	(153)	283
PID: Rep (no lean)	54%	(269)	46%	(231)	500
PID/Gender: Dem Men	58%	(81)	42%	(58)	139
PID/Gender: Dem Women	58%	(135)	42%	(99)	233
PID/Gender: Ind Men	51%	(67)	49%	(63)	130
PID/Gender: Ind Women	41%	(63)	59%	(90)	153
PID/Gender: Rep Men	55%	(127)	45%	(104)	231
PID/Gender: Rep Women	53%	(141)	47%	(127)	269
Ideo: Liberal (1-3)	55%	(182)	45%	(148)	330
Ideo: Moderate (4)	52%	(134)	48%	(122)	257
Ideo: Conservative (5-7)	54%	(249)	46%	(216)	465
Educ: College	51%	(365)	49%	(357)	723
Educ: Bachelors degree	56%	(163)	44%	(128)	291
Educ: Post-grad	60%	(86)	40%	(56)	142

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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	53%	(614)	47%	(542)	1156
Income: Under 50k	50%	(291)	50%	(291)	582
Income: 50k-100k	54%	(204)	46%	(172)	376
Income: 100k+	60%	(119)	40%	(79)	198
Ethnicity: White	54%	(537)	46%	(465)	1002
Ethnicity: Hispanic	44%	(63)	56%	(80)	143
Ethnicity: Afr. Am.	61%	(54)	39%	(35)	89
Ethnicity: Other	36%	(24)	64%	(42)	65
Relig: Protestant	56%	(188)	44%	(145)	333
Relig: Roman Catholic	61%	(146)	39%	(93)	239
Relig: Something Else	39%	(43)	61%	(67)	110
Relig: Evangelical	53%	(245)	47%	(213)	458
Relig: Non-Evang. Catholics	59%	(132)	41%	(92)	224
Relig: All Christian	55%	(377)	45%	(305)	682
Relig: All Non-Christian	52%	(66)	48%	(61)	127
Community: Urban	54%	(128)	46%	(110)	238
Community: Suburban	55%	(327)	45%	(267)	595
Community: Rural	49%	(159)	51%	(164)	323
Employ: Private Sector	59%	(222)	41%	(156)	377
Employ: Government	53%	(45)	47%	(40)	85
Employ: Self-Employed	54%	(46)	46%	(39)	85
Employ: Homemaker	40%	(37)	60%	(54)	91
Employ: Retired	55%	(159)	45%	(131)	290
Employ: Unemployed	47%	(42)	53%	(48)	91
Employ: Other	44%	(46)	56%	(59)	105
Military HH: Yes	50%	(105)	50%	(104)	209
Military HH: No	54%	(509)	46%	(438)	947
RD/WT: Right Direction	54%	(257)	46%	(218)	475
RD/WT: Wrong Track	52%	(357)	48%	(323)	681
Trump Job Approve	52%	(272)	48%	(253)	526
Trump Job Disapprove	55%	(320)	45%	(262)	582

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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	53%	(614)	47%	(542)	1156
Trump Job Strongly Approve	53%	(146)	47%	(130)	276
Trump Job Somewhat Approve	50%	(126)	50%	(124)	250
Trump Job Somewhat Disapprove	54%	(75)	46%	(64)	139
Trump Job Strongly Disapprove	55%	(245)	45%	(198)	443
#1 Issue: Economy	50%	(153)	50%	(154)	307
#1 Issue: Security	52%	(118)	48%	(109)	227
#1 Issue: Health Care	53%	(95)	47%	(84)	179
#1 Issue: Medicare / Social Security	58%	(112)	42%	(81)	192
#1 Issue: Women's Issues	54%	(41)	46%	(35)	75
#1 Issue: Education	59%	(47)	41%	(33)	80
#1 Issue: Other	50%	(35)	50%	(35)	70
2016 Vote: Hillary Clinton	57%	(217)	43%	(161)	377
2016 Vote: Donald Trump	55%	(238)	45%	(197)	436
2016 Vote: Someone else	50%	(58)	50%	(58)	116
2016 Vote: Didnt Vote	44%	(98)	56%	(126)	224
Voted in 2014: Yes	56%	(465)	44%	(364)	829
Voted in 2014: No	46%	(149)	54%	(178)	327
2012 Vote: Barack Obama	57%	(262)	43%	(200)	462
2012 Vote: Mitt Romney	55%	(196)	45%	(161)	357
2012 Vote: Other	50%	(30)	50%	(30)	60
2012 Vote: Didn't Vote	45%	(123)	55%	(151)	273
4-Region: Northeast	60%	(137)	40%	(90)	226
4-Region: Midwest	50%	(126)	50%	(127)	253
4-Region: South	52%	(226)	48%	(212)	438
4-Region: West	53%	(126)	47%	(113)	239
Favorable of Trump	52%	(270)	48%	(250)	520
Unfavorable of Trump	55%	(319)	45%	(266)	585
Very Favorable of Trump	54%	(163)	46%	(137)	300
Somewhat Favorable of Trump	49%	(107)	51%	(113)	220
Somewhat Unfavorable of Trump	53%	(57)	47%	(51)	108
Very Unfavorable of Trump	55%	(262)	45%	(214)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	52%	(603)	48%	(553)	1156
Gender: Male	50%	(253)	50%	(248)	500
Gender: Female	53%	(350)	47%	(305)	655
Age: 18-29	47%	(84)	53%	(94)	179
Age: 30-44	55%	(140)	45%	(117)	257
Age: 45-54	44%	(92)	56%	(118)	210
Age: 55-64	54%	(129)	46%	(108)	237
Age: 65+	57%	(156)	43%	(116)	273
Generation Z: 18-21	52%	(26)	48%	(24)	50
Millennial: Age 22-37	49%	(133)	51%	(139)	272
Generation X: Age 38-53	50%	(149)	50%	(151)	300
Boomers: Age 54-72	53%	(244)	47%	(217)	461
PID: Dem (no lean)	57%	(212)	43%	(160)	373
PID: Ind (no lean)	49%	(138)	51%	(146)	283
PID: Rep (no lean)	51%	(253)	49%	(247)	500
PID/Gender: Dem Men	56%	(78)	44%	(61)	139
PID/Gender: Dem Women	57%	(134)	43%	(100)	233
PID/Gender: Ind Men	47%	(60)	53%	(69)	130
PID/Gender: Ind Women	50%	(77)	50%	(76)	153
PID/Gender: Rep Men	49%	(114)	51%	(117)	231
PID/Gender: Rep Women	52%	(139)	48%	(130)	269
Ideo: Liberal (1-3)	52%	(171)	48%	(159)	330
Ideo: Moderate (4)	54%	(138)	46%	(119)	257
Ideo: Conservative (5-7)	52%	(244)	48%	(221)	465
Educ: College	52%	(376)	48%	(347)	723
Educ: Bachelors degree	52%	(152)	48%	(139)	291
Educ: Post-grad	53%	(75)	47%	(67)	142

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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	52%	(603)	48%	(553)	1156
Income: Under 50k	53%	(306)	47%	(276)	582
Income: 50k-100k	54%	(202)	46%	(174)	376
Income: 100k+	48%	(95)	52%	(103)	198
Ethnicity: White	52%	(524)	48%	(478)	1002
Ethnicity: Hispanic	46%	(66)	54%	(77)	143
Ethnicity: Afr. Am.	52%	(46)	48%	(43)	89
Ethnicity: Other	51%	(33)	49%	(32)	65
Relig: Protestant	59%	(196)	41%	(137)	333
Relig: Roman Catholic	50%	(120)	50%	(119)	239
Relig: Something Else	48%	(53)	52%	(57)	110
Relig: Evangelical	50%	(228)	50%	(230)	458
Relig: Non-Evang. Catholics	63%	(141)	37%	(83)	224
Relig: All Christian	54%	(369)	46%	(313)	682
Relig: All Non-Christian	51%	(65)	49%	(62)	127
Community: Urban	54%	(128)	46%	(110)	238
Community: Suburban	51%	(305)	49%	(290)	595
Community: Rural	53%	(170)	47%	(153)	323
Employ: Private Sector	55%	(208)	45%	(169)	377
Employ: Government	52%	(44)	48%	(41)	85
Employ: Self-Employed	48%	(41)	52%	(44)	85
Employ: Homemaker	37%	(34)	63%	(58)	91
Employ: Retired	57%	(166)	43%	(124)	290
Employ: Unemployed	56%	(51)	44%	(40)	91
Employ: Other	42%	(44)	58%	(61)	105
Military HH: Yes	46%	(97)	54%	(112)	209
Military HH: No	53%	(506)	47%	(441)	947
RD/WT: Right Direction	51%	(241)	49%	(234)	475
RD/WT: Wrong Track	53%	(362)	47%	(319)	681
Trump Job Approve	51%	(267)	49%	(258)	526
Trump Job Disapprove	54%	(314)	46%	(268)	582

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	52%	(603)	48%	(553)	1156
Trump Job Strongly Approve	50%	(138)	50%	(138)	276
Trump Job Somewhat Approve	52%	(130)	48%	(120)	250
Trump Job Somewhat Disapprove	50%	(69)	50%	(70)	139
Trump Job Strongly Disapprove	55%	(245)	45%	(198)	443
#1 Issue: Economy	52%	(159)	48%	(148)	307
#1 Issue: Security	49%	(112)	51%	(115)	227
#1 Issue: Health Care	51%	(92)	49%	(87)	179
#1 Issue: Medicare / Social Security	56%	(108)	44%	(85)	192
#1 Issue: Women's Issues	51%	(38)	49%	(37)	75
#1 Issue: Education	54%	(43)	46%	(36)	80
#1 Issue: Other	47%	(32)	53%	(37)	70
2016 Vote: Hillary Clinton	55%	(209)	45%	(168)	377
2016 Vote: Donald Trump	53%	(231)	47%	(204)	436
2016 Vote: Someone else	54%	(62)	46%	(53)	116
2016 Vote: Didnt Vote	45%	(100)	55%	(124)	224
Voted in 2014: Yes	55%	(452)	45%	(377)	829
Voted in 2014: No	46%	(151)	54%	(176)	327
2012 Vote: Barack Obama	57%	(263)	43%	(199)	462
2012 Vote: Mitt Romney	54%	(192)	46%	(166)	357
2012 Vote: Other	54%	(32)	46%	(28)	60
2012 Vote: Didn't Vote	42%	(116)	58%	(157)	273
4-Region: Northeast	56%	(127)	44%	(100)	226
4-Region: Midwest	54%	(137)	46%	(117)	253
4-Region: South	49%	(214)	51%	(224)	438
4-Region: West	53%	(126)	47%	(113)	239
Favorable of Trump	50%	(262)	50%	(258)	520
Unfavorable of Trump	55%	(321)	45%	(264)	585
Very Favorable of Trump	50%	(150)	50%	(149)	300
Somewhat Favorable of Trump	51%	(111)	49%	(109)	220
Somewhat Unfavorable of Trump	53%	(57)	47%	(51)	108
Very Unfavorable of Trump	55%	(264)	45%	(213)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	14%	(167)	86%	(989)	1156
Gender: Male	13%	(67)	87%	(434)	500
Gender: Female	15%	(101)	85%	(555)	655
Age: 18-29	9%	(17)	91%	(162)	179
Age: 30-44	22%	(56)	78%	(202)	257
Age: 45-54	12%	(25)	88%	(186)	210
Age: 55-64	13%	(32)	87%	(206)	237
Age: 65+	14%	(38)	86%	(234)	273
Generation Z: 18-21	8%	(4)	92%	(46)	50
Millennial: Age 22-37	18%	(48)	82%	(224)	272
Generation X: Age 38-53	14%	(43)	86%	(257)	300
Boomers: Age 54-72	12%	(54)	88%	(407)	461
PID: Dem (no lean)	16%	(58)	84%	(314)	373
PID: Ind (no lean)	14%	(40)	86%	(243)	283
PID: Rep (no lean)	14%	(69)	86%	(431)	500
PID/Gender: Dem Men	15%	(20)	85%	(119)	139
PID/Gender: Dem Women	16%	(38)	84%	(195)	233
PID/Gender: Ind Men	11%	(15)	89%	(115)	130
PID/Gender: Ind Women	17%	(26)	83%	(128)	153
PID/Gender: Rep Men	14%	(32)	86%	(200)	231
PID/Gender: Rep Women	14%	(37)	86%	(232)	269
Ideo: Liberal (1-3)	19%	(62)	81%	(268)	330
Ideo: Moderate (4)	12%	(32)	88%	(225)	257
Ideo: Conservative (5-7)	13%	(61)	87%	(404)	465
Educ: College	15%	(106)	85%	(617)	723
Educ: Bachelors degree	13%	(36)	87%	(255)	291
Educ: Post-grad	17%	(25)	83%	(117)	142

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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	14%	(167)	86%	(989)	1156
Income: Under 50k	13%	(76)	87%	(506)	582
Income: 50k-100k	16%	(60)	84%	(316)	376
Income: 100k+	16%	(32)	84%	(166)	198
Ethnicity: White	15%	(146)	85%	(856)	1002
Ethnicity: Hispanic	11%	(15)	89%	(128)	143
Ethnicity: Afr. Am.	14%	(13)	86%	(76)	89
Ethnicity: Other	13%	(8)	87%	(57)	65
Relig: Protestant	12%	(41)	88%	(292)	333
Relig: Roman Catholic	17%	(41)	83%	(198)	239
Relig: Something Else	15%	(16)	85%	(94)	110
Relig: Evangelical	16%	(75)	84%	(383)	458
Relig: Non-Evang. Catholics	11%	(24)	89%	(200)	224
Relig: All Christian	14%	(99)	86%	(583)	682
Relig: All Non-Christian	14%	(17)	86%	(110)	127
Community: Urban	13%	(32)	87%	(207)	238
Community: Suburban	14%	(84)	86%	(511)	595
Community: Rural	16%	(52)	84%	(271)	323
Employ: Private Sector	15%	(55)	85%	(322)	377
Employ: Government	17%	(15)	83%	(70)	85
Employ: Self-Employed	8%	(7)	92%	(78)	85
Employ: Homemaker	19%	(17)	81%	(74)	91
Employ: Retired	15%	(43)	85%	(247)	290
Employ: Unemployed	15%	(13)	85%	(77)	91
Employ: Other	13%	(13)	87%	(92)	105
Military HH: Yes	19%	(40)	81%	(169)	209
Military HH: No	13%	(127)	87%	(820)	947
RD/WT: Right Direction	13%	(61)	87%	(414)	475
RD/WT: Wrong Track	16%	(106)	84%	(575)	681
Trump Job Approve	14%	(72)	86%	(453)	526
Trump Job Disapprove	15%	(88)	85%	(493)	582

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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	14%	(167)	86%	(989)	1156
Trump Job Strongly Approve	14%	(39)	86%	(237)	276
Trump Job Somewhat Approve	13%	(34)	87%	(216)	250
Trump Job Somewhat Disapprove	13%	(18)	87%	(121)	139
Trump Job Strongly Disapprove	16%	(70)	84%	(373)	443
#1 Issue: Economy	14%	(43)	86%	(264)	307
#1 Issue: Security	11%	(25)	89%	(202)	227
#1 Issue: Health Care	17%	(31)	83%	(148)	179
#1 Issue: Medicare / Social Security	15%	(30)	85%	(163)	192
#1 Issue: Women's Issues	14%	(10)	86%	(65)	75
#1 Issue: Education	11%	(9)	89%	(71)	80
#1 Issue: Other	16%	(11)	84%	(59)	70
2016 Vote: Hillary Clinton	16%	(59)	84%	(319)	377
2016 Vote: Donald Trump	13%	(58)	87%	(378)	436
2016 Vote: Someone else	18%	(21)	82%	(94)	116
2016 Vote: Didnt Vote	13%	(29)	87%	(195)	224
Voted in 2014: Yes	14%	(115)	86%	(714)	829
Voted in 2014: No	16%	(52)	84%	(275)	327
2012 Vote: Barack Obama	15%	(72)	85%	(390)	462
2012 Vote: Mitt Romney	13%	(48)	87%	(309)	357
2012 Vote: Other	17%	(10)	83%	(50)	60
2012 Vote: Didn't Vote	14%	(37)	86%	(236)	273
4-Region: Northeast	15%	(35)	85%	(191)	226
4-Region: Midwest	15%	(38)	85%	(215)	253
4-Region: South	13%	(57)	87%	(381)	438
4-Region: West	15%	(37)	85%	(202)	239
Favorable of Trump	14%	(72)	86%	(448)	520
Unfavorable of Trump	15%	(88)	85%	(496)	585
Very Favorable of Trump	15%	(45)	85%	(254)	300
Somewhat Favorable of Trump	12%	(27)	88%	(194)	220
Somewhat Unfavorable of Trump	16%	(17)	84%	(91)	108
Very Unfavorable of Trump	15%	(71)	85%	(405)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	14%	(164)	86%	(991)	1156
Gender: Male	13%	(64)	87%	(436)	500
Gender: Female	15%	(100)	85%	(555)	655
Age: 18-29	11%	(20)	89%	(159)	179
Age: 30-44	17%	(42)	83%	(215)	257
Age: 45-54	11%	(23)	89%	(187)	210
Age: 55-64	19%	(45)	81%	(193)	237
Age: 65+	13%	(34)	87%	(238)	273
Generation Z: 18-21	10%	(5)	90%	(45)	50
Millennial: Age 22-37	15%	(40)	85%	(232)	272
Generation X: Age 38-53	13%	(40)	87%	(260)	300
Boomers: Age 54-72	14%	(64)	86%	(397)	461
PID: Dem (no lean)	15%	(56)	85%	(317)	373
PID: Ind (no lean)	15%	(43)	85%	(241)	283
PID: Rep (no lean)	13%	(66)	87%	(434)	500
PID/Gender: Dem Men	15%	(21)	85%	(119)	139
PID/Gender: Dem Women	15%	(35)	85%	(199)	233
PID/Gender: Ind Men	13%	(17)	87%	(113)	130
PID/Gender: Ind Women	17%	(26)	83%	(128)	153
PID/Gender: Rep Men	11%	(26)	89%	(205)	231
PID/Gender: Rep Women	15%	(40)	85%	(229)	269
Ideo: Liberal (1-3)	14%	(47)	86%	(283)	330
Ideo: Moderate (4)	15%	(39)	85%	(218)	257
Ideo: Conservative (5-7)	14%	(65)	86%	(400)	465
Educ: College	14%	(104)	86%	(619)	723
Educ: Bachelors degree	12%	(36)	88%	(255)	291
Educ: Post-grad	17%	(25)	83%	(117)	142

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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	14%	(164)	86%	(991)	1156
Income: Under 50k	13%	(77)	87%	(505)	582
Income: 50k-100k	15%	(57)	85%	(318)	376
Income: 100k+	15%	(30)	85%	(168)	198
Ethnicity: White	14%	(141)	86%	(861)	1002
Ethnicity: Hispanic	16%	(22)	84%	(121)	143
Ethnicity: Afr. Am.	14%	(13)	86%	(76)	89
Ethnicity: Other	16%	(11)	84%	(55)	65
Relig: Protestant	12%	(41)	88%	(292)	333
Relig: Roman Catholic	16%	(38)	84%	(201)	239
Relig: Something Else	15%	(17)	85%	(93)	110
Relig: Evangelical	16%	(73)	84%	(385)	458
Relig: Non-Evang. Catholics	10%	(23)	90%	(201)	224
Relig: All Christian	14%	(96)	86%	(587)	682
Relig: All Non-Christian	15%	(18)	85%	(109)	127
Community: Urban	15%	(35)	85%	(203)	238
Community: Suburban	15%	(89)	85%	(506)	595
Community: Rural	13%	(41)	87%	(282)	323
Employ: Private Sector	14%	(54)	86%	(324)	377
Employ: Government	19%	(16)	81%	(69)	85
Employ: Self-Employed	8%	(7)	92%	(78)	85
Employ: Homemaker	12%	(11)	88%	(81)	91
Employ: Retired	14%	(40)	86%	(250)	290
Employ: Unemployed	16%	(15)	84%	(76)	91
Employ: Other	17%	(18)	83%	(87)	105
Military HH: Yes	17%	(36)	83%	(172)	209
Military HH: No	14%	(128)	86%	(819)	947
RD/WT: Right Direction	12%	(57)	88%	(418)	475
RD/WT: Wrong Track	16%	(107)	84%	(574)	681
Trump Job Approve	12%	(62)	88%	(463)	526
Trump Job Disapprove	17%	(96)	83%	(485)	582

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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	14%	(164)	86%	(991)	1156
Trump Job Strongly Approve	13%	(37)	87%	(239)	276
Trump Job Somewhat Approve	10%	(25)	90%	(224)	250
Trump Job Somewhat Disapprove	14%	(20)	86%	(119)	139
Trump Job Strongly Disapprove	17%	(77)	83%	(366)	443
#1 Issue: Economy	14%	(42)	86%	(265)	307
#1 Issue: Security	16%	(37)	84%	(191)	227
#1 Issue: Health Care	16%	(28)	84%	(150)	179
#1 Issue: Medicare / Social Security	15%	(28)	85%	(164)	192
#1 Issue: Women's Issues	9%	(7)	91%	(68)	75
#1 Issue: Education	11%	(9)	89%	(71)	80
#1 Issue: Other	13%	(9)	87%	(61)	70
2016 Vote: Hillary Clinton	15%	(58)	85%	(319)	377
2016 Vote: Donald Trump	12%	(54)	88%	(382)	436
2016 Vote: Someone else	18%	(20)	82%	(95)	116
2016 Vote: Didn't Vote	14%	(32)	86%	(192)	224
Voted in 2014: Yes	15%	(120)	85%	(709)	829
Voted in 2014: No	13%	(44)	87%	(283)	327
2012 Vote: Barack Obama	15%	(68)	85%	(394)	462
2012 Vote: Mitt Romney	15%	(52)	85%	(305)	357
2012 Vote: Other	13%	(7)	87%	(52)	60
2012 Vote: Didn't Vote	14%	(37)	86%	(236)	273
4-Region: Northeast	14%	(32)	86%	(194)	226
4-Region: Midwest	15%	(37)	85%	(217)	253
4-Region: South	13%	(58)	87%	(380)	438
4-Region: West	16%	(38)	84%	(201)	239
Favorable of Trump	12%	(62)	88%	(458)	520
Unfavorable of Trump	17%	(97)	83%	(488)	585
Very Favorable of Trump	13%	(39)	87%	(261)	300
Somewhat Favorable of Trump	11%	(23)	89%	(197)	220
Somewhat Unfavorable of Trump	16%	(17)	84%	(91)	108
Very Unfavorable of Trump	17%	(80)	83%	(397)	476

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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%	(1142)	1156
Gender: Male	1%	(4)	99%	(497)	500
Gender: Female	2%	(10)	98%	(645)	655
Age: 18-29	2%	(3)	98%	(175)	179
Age: 30-44	2%	(4)	98%	(253)	257
Age: 45-54	—	(0)	100%	(210)	210
Age: 55-64	—	(1)	100%	(237)	237
Age: 65+	2%	(6)	98%	(267)	273
Generation Z: 18-21	2%	(1)	98%	(49)	50
Millennial: Age 22-37	2%	(6)	98%	(266)	272
Generation X: Age 38-53	—	(0)	100%	(300)	300
Boomers: Age 54-72	1%	(3)	99%	(458)	461
PID: Dem (no lean)	1%	(3)	99%	(370)	373
PID: Ind (no lean)	2%	(5)	98%	(278)	283
PID: Rep (no lean)	1%	(5)	99%	(494)	500
PID/Gender: Dem Men	—	(0)	100%	(139)	139
PID/Gender: Dem Women	1%	(2)	99%	(231)	233
PID/Gender: Ind Men	2%	(2)	98%	(128)	130
PID/Gender: Ind Women	2%	(3)	98%	(150)	153
PID/Gender: Rep Men	—	(1)	100%	(230)	231
PID/Gender: Rep Women	2%	(4)	98%	(264)	269
Ideo: Liberal (1-3)	2%	(6)	98%	(324)	330
Ideo: Moderate (4)	1%	(3)	99%	(254)	257
Ideo: Conservative (5-7)	1%	(4)	99%	(461)	465
Educ: College	1%	(10)	99%	(713)	723
Educ: Bachelors degree	1%	(2)	99%	(289)	291
Educ: Post-grad	2%	(2)	98%	(140)	142

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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%	(1142)	1156
Income: Under 50k	2%	(9)	98%	(573)	582
Income: 50k-100k	1%	(4)	99%	(372)	376
Income: 100k+	—	(1)	100%	(197)	198
Ethnicity: White	1%	(11)	99%	(991)	1002
Ethnicity: Hispanic	1%	(1)	99%	(142)	143
Ethnicity: Afr. Am.	2%	(2)	98%	(87)	89
Ethnicity: Other	1%	(1)	99%	(65)	65
Relig: Protestant	1%	(3)	99%	(330)	333
Relig: Roman Catholic	—	(1)	100%	(238)	239
Relig: Something Else	1%	(1)	99%	(109)	110
Relig: Evangelical	1%	(4)	99%	(454)	458
Relig: Non-Evang. Catholics	—	(1)	100%	(223)	224
Relig: All Christian	1%	(5)	99%	(677)	682
Relig: All Non-Christian	3%	(3)	97%	(124)	127
Community: Urban	1%	(2)	99%	(237)	238
Community: Suburban	1%	(7)	99%	(587)	595
Community: Rural	1%	(5)	99%	(318)	323
Employ: Private Sector	—	(1)	100%	(376)	377
Employ: Government	1%	(1)	99%	(84)	85
Employ: Self-Employed	1%	(1)	99%	(83)	85
Employ: Homemaker	4%	(4)	96%	(88)	91
Employ: Retired	2%	(5)	98%	(284)	290
Employ: Unemployed	1%	(1)	99%	(90)	91
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	2%	(4)	98%	(205)	209
Military HH: No	1%	(9)	99%	(938)	947
RD/WT: Right Direction	1%	(5)	99%	(470)	475
RD/WT: Wrong Track	1%	(9)	99%	(672)	681
Trump Job Approve	1%	(5)	99%	(521)	526
Trump Job Disapprove	1%	(8)	99%	(573)	582

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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%	(1142)	1156
Trump Job Strongly Approve	1%	(4)	99%	(273)	276
Trump Job Somewhat Approve	1%	(1)	99%	(248)	250
Trump Job Somewhat Disapprove	1%	(2)	99%	(137)	139
Trump Job Strongly Disapprove	2%	(7)	98%	(436)	443
#1 Issue: Economy	1%	(3)	99%	(304)	307
#1 Issue: Security	1%	(2)	99%	(225)	227
#1 Issue: Health Care	1%	(2)	99%	(177)	179
#1 Issue: Medicare / Social Security	1%	(3)	99%	(190)	192
#1 Issue: Women's Issues	1%	(1)	99%	(75)	75
#1 Issue: Education	—	(0)	100%	(79)	80
#1 Issue: Other	3%	(2)	97%	(67)	70
2016 Vote: Hillary Clinton	1%	(3)	99%	(374)	377
2016 Vote: Donald Trump	1%	(4)	99%	(432)	436
2016 Vote: Someone else	2%	(2)	98%	(114)	116
2016 Vote: Didnt Vote	2%	(5)	98%	(219)	224
Voted in 2014: Yes	1%	(9)	99%	(820)	829
Voted in 2014: No	1%	(5)	99%	(322)	327
2012 Vote: Barack Obama	1%	(5)	99%	(457)	462
2012 Vote: Mitt Romney	1%	(4)	99%	(354)	357
2012 Vote: Other	—	(0)	100%	(60)	60
2012 Vote: Didn't Vote	2%	(5)	98%	(268)	273
4-Region: Northeast	1%	(1)	99%	(225)	226
4-Region: Midwest	1%	(3)	99%	(251)	253
4-Region: South	1%	(6)	99%	(432)	438
4-Region: West	2%	(4)	98%	(235)	239
Favorable of Trump	1%	(4)	99%	(516)	520
Unfavorable of Trump	1%	(8)	99%	(576)	585
Very Favorable of Trump	1%	(4)	99%	(296)	300
Somewhat Favorable of Trump	—	(1)	100%	(220)	220
Somewhat Unfavorable of Trump	1%	(2)	99%	(107)	108
Very Unfavorable of Trump	1%	(7)	99%	(470)	476

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

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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
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

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
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

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

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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
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

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

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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
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

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

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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: Didn't 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

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

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

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

Continued on next page

**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

Continued on next page

**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

Continued on next page

**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

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

Continued on next page

**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

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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		There is too much prejudice in the United States today		Total N
		today		today	
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
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

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

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**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

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**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

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**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

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

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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
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

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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
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

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	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%
	<i>N</i>	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%
	<i>N</i>	2042	

*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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